



DORSET AND EAST DEVON COAST WORLD HERITAGE SITE

WORLD HERITAGE SITE MANAGEMENT PLAN

FIRST REVISION 2003

Foreword

**by The Rt Hon Tessa Jowell MP, Secretary of State for Culture, Media and Sport, and
The Rt Hon Margaret Beckett MP, Secretary of State for Environment, Food and Rural Affairs**

We are delighted to present this Management Plan for the Dorset and East Devon Coast World Heritage Site.

The Dorset and East Devon Coast is one of the most significant earth science sites in the world. Its coastal exposures provide a near continuous, accessible sequence of rocks that document nearly 190 million years of earth history. It includes a remarkable range of internationally important fossil localities which continue to produce superbly preserved remains, many unique or without equal elsewhere. It also displays an exceptional range of classic coastal geomorphological features. Many major contributions to science, including numerous first discoveries have been made on the Dorset and East Devon Coast and it has been a crucible of earth science investigations for almost 300 years. This importance continues to the present day inspiring leading researchers, and providing a teaching and training resource of the highest quality.

The natural beauty of the Site has inspired many fine works by some of the of the world's most prominent novelists, poets and artists, including Thomas Hardy, Jane Austen, John Fowles, John Keats, Joseph Turner, and John Constable. It has attracted many visitors from both this country and overseas down the years, and this continues to the present day.

This Management Plan also sets out an exciting challenge to secure positive benefits for the community and economy from the educational potential that this site offers, whilst at the same time conserving and protecting the outstanding beauty and importance of this area.

The Government is accountable to UNESCO and the wider international community for the future conservation and presentation of this important site. It is a responsibility we take seriously. This Management Plan has been developed in close co-operation with the organisations responsible for the day-to-day care of the Site, together with the local community and others with a special interest in it. The Plan aims to ensure that the conservation and management of the Site is undertaken in a sensitive and appropriate manner. It highlights the key issues affecting the Site both now and in the future, and outlines how these will be addressed.

We are extremely grateful to all those bodies and individuals who have worked so hard to produce this Plan, in particular Dorset and Devon County Councils, and the members of the Dorset Coast Forum. We feel sure that this document will prove to be an invaluable management tool to all those involved in the ongoing presentation and conservation of this very special place.

TESSA JOWELL

MARGARET BECKETT



Introduction

We are delighted to endorse this Site Management Plan for the Dorset and East Devon Coast World Heritage Site. The plan was originally submitted to UNESCO as part of the nomination, which was accepted on 13 December 2001 in Helsinki. Its proposals were developed through an extensive programme of public consultation, and have attracted a high degree of consensus amongst local people, organisations and interests, including those with the lead responsibilities for managing the area. The plan has been updated following the award of World Heritage Status by UNESCO under natural site category (i). It will be updated in future every three years.

Through its inscription on the World Heritage List, the Dorset and East Devon Coast World Heritage Site is internationally recognised as a Site of outstanding universal value, and ranks with the most famous and exciting heritage Sites in the world. World Heritage brings with it a responsibility to ensure that a Site, identified as of global importance, should be conserved for future generations. The UK Government is committed fully to meeting the UK's obligation to ensure that our World Heritage Sites are managed to the highest standards.

Apart from being a requirement of the nomination, a Management Plan also provides an excellent focus for a co-ordinated approach to the Site's future management. The Site Management Plan demonstrates how we will ensure the World Heritage values of the Dorset and East Devon Coast are conserved in the long term. We are fortunate that the management measures necessary to protect our coast are mostly well established already, and the plan in many ways provides a directory of how these existing initiatives will continue to operate. World Heritage will benefit Dorset and East Devon, particularly by creating new opportunities to improve the educational use of the coast, support scientific study, and increase our capabilities in visitor management. The Site Management Plan shows how we will ensure that these opportunities will be managed responsibly to benefit the local environment and economy.

There is now a high level of local awareness of the importance and requirements of World Heritage Site status, and the strongest commitment to ensuring that management of the coast remains of the highest quality, in keeping with its importance. This plan sets out how we will put that commitment into practice.

SIGNED BY:

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—
Mrs Mary Strudwick
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(Summary maps of detailed maps submitted to UNESCO)

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AO Statement of significance on the Site approved by UNESCO

A1 Statement on the boundaries of the Site and the World Heritage interests within them

A2 Dorset Coast Strategy Principles

A3 Existing Planning and Management Measures

A4 Planning policies affecting the Site

A5 Nature conservation areas designated under European Council Directives

A6 Geologists' Association Code of Conduct for Geological Fieldwork

A7 Fossil Collecting Code of Conduct for West Dorset

A8 Guidelines for use of the World Heritage emblem

A9 Dorset Coast Strategy Tourism Policies

A10 Devon County Council's Tourism Role and Action Programme

A11 Terms of Reference for the World Heritage Steering Group

Note: Whilst the main body of the plan has been updated since the success of the nomination, only appendices AO, A1, A10 and A11 have been fully revised in this draft. The remaining appendices are those submitted to UNESCO in 2000. The plans relevant to the Dorset and East Devon AONBs were also submitted to UNESCO at the time of nomination. New management plans for both AONBs are currently under preparation and will be completed in 2004. For more information about these plans please contact:

- East Devon AONB Service, The Knowle, Sidmouth, Devon EX10 8HL, U.K.

Dorset AONB Service, County Hall, Dorchester, Dorset DT1 1XJ, U.K.



Executive Summary

PURPOSE OF THIS MANAGEMENT PLAN

This Site Management Plan has been prepared for the Dorset and East Devon Coast World Heritage Site. The site was inscribed on the World Heritage list by UNESCO (the United Nations Educational, Scientific and Cultural Organisation) on 13th December 2001.

THE BASIS OF THE DESIGNATION

The Site was granted World Heritage status because of the internationally important geology and geomorphology of the coast. The Site contains one of the best exposures of Mesozoic rocks anywhere in the World and a superlative range of geomorphological phenomena. It has also had an extremely influential role in the formative debates of earth science, and retains an exceptional importance for modern earth science studies. Its importance is heightened because it is accessible, and set within attractive countryside. A detailed statement of significance of the Site is set out in Chapter 2 of the Management Plan.

The Site was designated because it met the following UNESCO criterion:

- Criterion (i) The Site should be an outstanding example, representing major stages of Earth's history, including the record of life, significant ongoing geological processes in the development of landforms, or significant geomorphic or physiographic features

AIMS OF THE SITE MANAGEMENT PLAN

The Site Management Plan has two aims:

- to demonstrate how the management required to protect and properly conserve the Site in the long-term will be implemented.
- to set out the local implications of World Heritage Site status, and identify appropriate policies and actions which will achieve benefits from the designation for the public understanding of the Site, and to the local economy.

SITE BOUNDARY

The boundaries of the Site have been defined to closely follow the interests designated as being of World Heritage Interest. The landward boundaries are as follows:

- On cliff coastline, the boundary is taken at the break in slope at the top of the most landward cliff-scarp
- On coastline with no cliffs, the boundary is taken at the back of the beach
- The Site includes the Fleet lagoon and the boundary will be taken at the top of the low cliffs that lie on its northern shore.

The seaward boundary of the Site is taken as Mean Low Water Mark.

WORLD HERITAGE SITE MANAGEMENT

The objectives of management for the Site are set out in Chapter 3 of the Management Plan and, in summary are as follows:

- 1: to conserve the geology and geomorphology of the Site
- 2: to conserve, and enhance where appropriate, the quality of the landscape and seascape of the Site.
- 3: to welcome local people and visitors to the Site at levels which it can sustain.
- 4: to encourage safe use of the Site by educational groups of all ages, and to provide a high quality range of educational information and services about the Site.
- 5: to foster the gathering and dissemination of scientific information about the Site.
- 6: to ensure that World Heritage Site status:
 - a) is used responsibly in all aspects of publicity in relation to the Dorset and East Devon Coast, and
 - b) assists wider sustainable development objectives within Dorset and East Devon.

PRINCIPLES OF SITE MANAGEMENT

Four principles, which will guide management of the World Heritage Site, are set out in Chapter 3, and in summary are as follows:

- The World Heritage Site Management Plan fully recognises that the Site is set within a well-visited coast where people will continue to live and work.
- The World Heritage Site Management Plan confines itself to addressing only issues directly related to World Heritage Site status.
- Management in relation to World Heritage will remain locally driven.



- World Heritage Management will be delivered through existing, established initiatives and mechanisms wherever possible.

MANAGEMENT POLICIES

Management policies for the Site, in relation to each of the defined World Heritage Objectives are set out in Chapter 4 of the Site Management Plan. This sets out how the existing range of conservation management and planning policies will provide protection to the Site in the long term. The chapter includes policies on the following subjects:

- Marine Aggregates
- Cliff Climbing
- Coastal Defence
- Development Within The Site
- Fossil Collecting
- Pebble Extraction
- Rock-Sample Collecting
- Military Activity
- Oil Exploration And Production
- Oil And Chemical Pollution
- Ports Activity
- Quarrying
- Landscape Management
- Public Access
- Carrying Capacity
- Safety
- Visitor Interpretation
- Sustainable Transport
- Sustainable Tourism
- Promotion Of The Site
- Tourism And Visitor Management
- Use Of The World Heritage Emblem
- The Role Of The Gateway Towns

MONITORING AND REVIEW

Provision must be made for monitoring and reporting on the condition of a World Heritage Site. Chapter 5 sets out monitoring criteria for the Site and the responsibilities for undertaking monitoring and the reporting of results. It is anticipated that reporting will be carried out on an annual basis, with the results being made publicly available.

IMPLEMENTATION

Implementation arrangements, and a timetable of development for the World Heritage Site Management Plan are set out in Chapter 6.

NEW MANAGEMENT STRUCTURES

Although much of the work of implementing involves action by existing initiatives, three groups have been established to manage implementation of the Site Management Plan

- A World Heritage Steering Group with overall responsibility for ensuring that the management objectives of the Site are achieved, and for monitoring and reporting on the state of the Site.
- A Science and Conservation Advisory Group which will advise the Steering Group on earth science conservation, and be responsible for achieving an effective Science and Conservation Advisory Network to support implementation of the Management Plan.
- A World Heritage Tourism Working Group tasked with providing ideas and advice on the integration of site management with the tourism industry, development of special interest tourism, co-ordination of information and interpretation and influencing sustainable tourism promotion to be sympathetic to World Heritage objectives
- Other groups may be established to support implementation in other areas, such as education, according to need.
- A World Heritage Site Trust will be established to assist with fundraising activities.

STAFFING

Staff resources will be identified in Dorset and Devon County Councils with responsibility for World Heritage matters within each County. Three new posts have been established to support management of the Site: An Earth Science Manager, a Visitor Manager and an Earth Science Adviser. Other posts may be established as required.





Chapter 1: Introduction and Aims of the Plan

1.1 This management plan has been prepared for the Dorset and East Devon Coast, which was designated as a World Heritage Site by UNESCO (United Nations Educational, Scientific and Cultural Organisation). World Heritage Site status is a recognition of globally important sites – defined by UNESCO as being of outstanding universal value. Sites may be accepted as of World Heritage Site status if they meet at least one of four criteria set by UNESCO. The Dorset and East Devon Coast was inscribed because it meets the following UNESCO criterion:

- Outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features.

The Site was inscribed on the World Heritage list by UNESCO in December 2001. Further details of the application and assessment process are available from UNESCO's site on the World Wide Web at:

- <http://www.unesco.org/whc/nwhc/pages/doc/main.htm>

1.2 Achievement of World Heritage Site status also requires a commitment to the protection of the Site to be clearly demonstrated. This management plan was originally submitted as part of the successful World Heritage application to UNESCO, in order to demonstrate that commitment. It has been revised and updated following their decision. It is designed to provide a clear statement of the measures needed to conserve the Site for future generations. **The primary aim of the Site Management Plan is, therefore:**

- **to demonstrate how the management required to protect and properly conserve the Site in the long-term will be implemented.**

1.3 The existing and established management initiatives for the coast already provide the necessary management for the Site in most cases, and any areas where this is not the case are identified and addressed by this plan.

1.4 In addition to this core aim, a management plan is also needed to ensure that the way in which the Site is managed, and any implications, are understood and accepted locally. This extends to measures to ensure its World Heritage features are protected. It also relates to the

potential for World Heritage Site status to support research, interpretation, sustainable economic development, tourism and the rural economy. The latter issues apply particularly to the land surrounding the Site, but not included within it, and to the towns and villages that provide the 'gateways' to the Site. **The second aim of the Site Management Plan is, therefore:**

- **to set out the local implications of World Heritage Site status, and identify appropriate policies and actions which will achieve benefits from the designation for the public understanding of the Site, and to the local economy.**

1.5 As in the case of site protection, World Heritage management objectives are already addressed by national legislation (such as Areas of Outstanding Natural Beauty and Sites of Special Scientific Interest) and existing site management, such as the activities of the various local and national earth science research groups, countryside managers, landowners, local authority tourism and economic development organisations and the Dorset Coast Forum. The management of the Site will continue to be an important focus of their future work.

1.6 This World Heritage Site Management Plan has been written to set out clearly the way in which the Site will be protected in the future. It does this through the following chapters:

- **Chapter 2** provides a summary of the World Heritage Interest of the Site
- **Chapter 3** sets out World Heritage Management Objectives, which provide the long-term guide to successful management of the Site, and a series of key principles as to how they will be implemented.
- **Chapter 4** sets out detailed policies and proposals for management of the Site. Because of the wide range of well-established local initiatives that exist, much of this chapter acts as a pointer to the policies, plans and management arrangements that are in place to conserve and enhance the superb geology and geomorphology of the coast.
- **Chapter 5** sets out the arrangements for monitoring and reporting on the condition of the Site, and for a regular review of the Management Plan
- **Chapter 6** provides details of the arrangements for staffing and organisations that will be required to ensure that the Site Management Plan is implemented.
- A series of **Appendices** provide more detailed information on the designation. They include a details of the Site boundaries, and information on existing planning policies and key management initiatives.



Chapter 2. The World Heritage Interest of the Dorset and East Devon Coast

2.1 The Dorset and East Devon Coast was inscribed on the World Heritage List following its acceptance as a Site of 'outstanding universal value' by the UNESCO World Heritage Committee on 13 December 2001. The Committee recommended that the Site be accepted under natural criterion (i) for World Heritage Sites:

- outstanding examples representing major stages of the earth's history, including the record of life, significant ongoing geological processes in the development of landforms, or significant geomorphic or physiographic features.

2.2 The official statement on the interests for which the Site is inscribed on the World Heritage List is the paper that was considered and approved by the World Heritage Committee. This report was made to the World Heritage Committee by IUCN, the World Conservation Union, and its conclusion in relation to the meeting of criterion (i) is as follows:

Natural site criterion (i): Earth's history and geological features.

In relation to this criterion, the site's claim to outstanding universal value is based on the following significant values:

- *The coastal exposures within the site provide an almost continuous sequence of Triassic, Jurassic and Cretaceous rock formations spanning the Mesozoic Era and document approximately 185 million years of Earth history;*
- *The site includes a range of internationally important fossil localities – both vertebrate and invertebrate, marine and terrestrial – which have produced well preserved and diverse evidence of life during Mesozoic times;*
- *The site contains a range of textbook exemplars of coastal geomorphological features, landforms and processes;*
- *The site is renowned for its contribution to earth science investigations for over 300 years, and has helped foster major contributions to many aspects of geology, palaeontology and geomorphology; and*
- *The site has continuing significance for many aspects of earth science research and is a high quality teaching and training resource for the earth sciences.*

Critical examination of these elements, complemented by field inspection, discussions with protected area managers and scientists, and

consideration of the views of independent reviewers and prominent scientists who have written in support of the nomination, lead to the conclusion that these claims can be fully substantiated. The site is also unlike any other geological site currently accorded World Heritage status, and it has both a scientific and conservation significance ranking it among these existing sites. IUCN considers that the nominated site meets this criterion.

2.3 UNESCO also considered whether the Site met World Heritage natural site criterion (iii) which relates to natural beauty, and considered here that the values of the Site were of national significance rather than of 'outstanding universal value'.

2.4 The full text of the UNESCO report is provided as Appendix 0 to this management plan. More detail on the Site may be obtained from the World Heritage Nomination document, which is the official submission on the Site that was considered by UNESCO. This is available for sale at the price of £25.00 from the World Heritage Team.

THE BOUNDARIES OF THE SITE

2.5 The boundaries of the Site have been drawn to include the continuous exposure of Triassic, Jurassic and Cretaceous geological strata within the coastal cliffs, and the coastal geomorphological features including beaches, lagoons, landslides, bays, stacks and raised beaches. The coast is highly dynamic: the profile of cliffs and beaches is constantly changing, and in places the rates of change are rapid. The Site's boundaries need to accommodate the natural processes of coastal evolution, and will therefore be kept under review.

In detail the landward boundary of the Site has been defined as follows:

- On cliff coastline, the boundary is taken at the break in slope at the top of the most landward cliff-scarp
- On coastline with no cliffs, the boundary is taken at the back of the beach
- The Site includes the Fleet lagoon and the boundary will be taken at the top of the low cliffs that lie on its northern shore.

2.6 The seaward boundary of the Site is taken at the Mean Low Water Mark, as defined by the UK Ordnance Survey. Under UK law, this boundary is also the legal limit of the extent of statutory planning responsibilities of local authorities under the town and country planning acts of the United Kingdom. Low Water Mark also generally forms the offshore boundary for Sites of Special



Scientific Interest (SSSI) and Areas of Outstanding Natural Beauty (AONB). These protective designations, established under UK law, are important, established means through which legal protection is provided to the Site. The SSSIs include, within the Site, sixty-six statutory Geological Conservation Review (GCR) sites. These are part of a series of sites selected within Great Britain as being of national or international importance, following a comprehensive national assessment carried out between 1977-1990 (Ellis et al, 1996).

2.7 The boundaries of the Site are summarised in Map 1, and detailed boundary maps at 1:50,000 are available separately from Dorset and Devon County Councils. A detailed statement on the interest within the boundaries is provided as Appendix 1. A separate process of notification and discussion of the boundaries of the Site with land managers has been carried out.

PROTECTION OF THE WIDER INTERESTS OF THE SITE

2.8 Paragraph 17 of the Operational Guidelines for the Implementation of the World Heritage Convention states that:

- *'Whenever necessary for the proper conservation of a cultural or natural property nominated, an adequate "buffer zone" around a property should be provided and should be afforded the necessary protection. A buffer zone can be defined as an area surrounding the property which has restrictions placed on its use to give an added layer of protection; the area constituting the buffer zone should be determined in each case through technical studies. Details on the size, characteristics and authorised uses of a buffer zone, as well as a map indicating its precise boundaries, should be provided in the nomination file relating to the property in question.'*

2.9 Paragraph 1.3 of the UNESCO document: Format for the nomination of cultural and natural properties for inscription on the World Heritage List states that:

- *'In considering whether to propose a buffer zone it should be borne in mind that, in order to fulfil the obligations of the World Heritage Convention, properties must be protected from all threats or inconsistent uses. These developments can often take place beyond the boundaries of a property. Intrusive development can harm its setting, or the views from it or of it. Industrial processes can threaten a property by polluting the air or water. The construction of new roads, tourist resorts or airports can bring to a property*

more visitors than it can absorb in safety. ... In some cases national planning policies or existing protective legislation may provide the powers needed to protect the setting of a property as well as the property itself. In other cases it will be highly desirable to propose a formal buffer zone where special controls will be applied. This should include the immediate setting of the property and important views of it and from it. Where it is considered that existing zones of protection make it unnecessary to inscribe a buffer zone, those zones also should be shown clearly on the map of the property.'

2.10 In the case of the Dorset and East Devon Coast the UK Government have already put in place appropriate conservation measures for the Site and a wider surrounding area, through existing systems of protective designation, and in particular the Sites of Special Scientific Interest (SSSI) and Areas of Outstanding Natural Beauty (AONB). These areas are afforded strong protection, particularly through the UK's statutory planning system, and the powers and duties of English Nature, the Government's statutory adviser on nature conservation. Further protection is also provided through established statutory planning policies in relation to defined Heritage Coasts, the undeveloped coastline of Portland, and Devon County Council's Coastal Preservation Area. The Site also lies almost wholly within sites separately identified and protected under European Law (the Habitats Directive and the Birds Directive) for their wildlife value. This range of conservation designations, ensures statutory protection for a greater area than any possible buffer zone for the Site, and protects its setting adequately. The identification of a separate buffer zone for the Site is therefore unnecessary. Further information on the range of protective designations for the Site is provided elsewhere in the management plan.

FUTURE REVISION OF THE WORLD HERITAGE BOUNDARIES

2.11 The criteria used to establish the initial boundary will remain the basis for review of the boundaries in the future. It is implicit within these criteria that the precise boundaries of the Site will change in the future as the physical form of the coast evolves, or if new evidence of the scientific importance of additional areas of the coast comes to light. For the most part the boundary criteria provide a 'common-sense' basis for defining the extent of the Site.

2.12 There will be the need to define the precise location of the Site boundary from time to time. It is therefore considered that there should be a regular revision of the formally established

boundaries of the Site, primarily to reflect changes to the coastline and the movement of the clifflines and beaches that define the extent of the Site. There are also a small number of sites that should be considered for inclusion in relation to the extent of Earth Science interests notified within the SSSI network, and these are listed in Appendix 1.

2.13 The formal process of revision of the boundaries will be driven primarily by the survey timetables of the Ordnance Survey and the process of review and renotification of SSSIs by English Nature in relation to earth science interests. The first review of the boundaries will be carried out not earlier than five years after UNESCO's decision on the Site, and not later than ten years (i.e. the revision would take place between 2007-2012). After that time reviews will be carried out at a frequency of at least once every fifteen years). The process of notification of revised boundaries will need to be clarified and agreed with UNESCO.

2.14 The responsibility for co-ordinating the review of boundaries will rest primarily with Dorset County Council and Devon County Council in consultation with the UK Government. The County Councils will continue the commitment to widespread consultation with all interests including user groups and scientists, and detailed discussion with landowners over revisions which are proposed to the Site at all stages in the future.



Chapter 3. World Heritage Management Objectives and Principles

3.1 The following objectives have been agreed as those which will form the long-term basis for the management of the World Heritage Site, taking a time frame of 30-50 years:

World Heritage Site Objective 1: to conserve the geology and geomorphology of the Site by:

- a) ensuring that there is minimal disturbance to natural coastal processes due to human activities
- b) ensuring that human activities do not significantly reduce the quality of coastal exposures of geology within the Site
- c) promoting responsible collection of fossils and other geological specimens.

World Heritage Site Objective 2: to conserve, and enhance where appropriate, the quality of the landscape and seascape of the Site.

World Heritage Site Objective 3: to welcome local people and visitors to the Site at levels which it can sustain, by encouraging those with responsibilities to:

- a) maintain a network of access on foot to the beaches within the Site where practical
- b) maintain access to the Site via the South West Coast Path, the rights of way network and other paths
- c) ensure that provision of public access and information helps to match visitor numbers to the capacity of the Site, and maintains the tranquillity of remote areas
- d) consider the safety of visitors to the Site as a management issue
- e) provide for visitor safety through appropriate education initiatives, and management where practicable
- f) promote viewing of the Site by boat
- g) provide information on the Site at local, national and international levels which encourages visiting to the Site at levels which it can sustain
- h) provide high quality information and interpretation about the Site to both local people and visitors at the main access points and within the Gateway Towns
- i) manage the transport impacts of visitors to the Site.

World Heritage Site Objective 4: to encourage safe use of the Site by educational groups of all ages, and to provide a high quality range of educational information and services about the Site.

World Heritage Site Objective 5: to foster the gathering and dissemination of scientific information about the Site.

World Heritage Site Objective 6: to ensure that World Heritage Site status:

- a) is used responsibly in all aspects of publicity in relation to the Dorset and East Devon Coast, and
- b) assists wider sustainable development objectives within Dorset and East Devon.

PRINCIPLES FOR MANAGEMENT OF THE SITE

3.2 The future of the Dorset and East Devon Coast is based on the achievement of sustainable development, balancing long-term conservation and sustainable use of coastal resources with the promotion of quality of life and prosperity. Principles have already been established for the long-term future of the Dorset Coast through the Dorset Coast Strategy and these principles are also relevant to the East Devon Coast. The principles are set out in Appendix 2

3.3 The World Heritage Site Management Plan also deals with more detailed aspects of the future management of the coast. Four additional principles are proposed to guide how it will be developed, as set out below.

Principle 1: The World Heritage Site Management Plan fully recognises that the Site is set within a well-visited coast where people will continue to live and work. Many natural World Heritage Sites are wilderness areas, identified for their important natural landscapes and habitats. The proposed Dorset and East Devon Site is different in being designated primarily on the basis of its earth science interest. Site management needs to recognise that the Dorset and East Devon Coast is, and will remain, fundamentally a place where people live, work and enjoy their leisure. The landscape surrounding the Site is farmed, visited and subject to a number of important other uses. Site management needs to be placed firmly within this context.

Principle 2: The World Heritage Site Management Plan confines itself to addressing only issues directly related to World Heritage Site status. The plan will address those issues that flow from the World Heritage Management Objectives. In relation to possible threats, the Site Management Plan will confine itself closely to the conservation of the interests for which the Site was designated for World Heritage Site status.

Principle 3: Management in relation to World Heritage will remain locally driven. World Heritage



designation will bring a new international expectation regarding the long-term conservation of the Site, but it will not bring increased statutory requirements or powers. The plan recognises that the delivery of long-term sustainable management of the Site will remain primarily the responsibility of its owners, occupiers and managers.

Principle 4: World Heritage Management will be delivered through existing, established initiatives and mechanisms wherever possible. One of the key strengths of the Dorset and East Devon Coast is that there are many existing land use and management plans covering different aspects of the Site. These provide an established means of ensuring its long-term conservation, and mean that the necessary protection of the World Heritage interests of the Site is already largely in place. There is a well established statutory policy framework of regional, structure and local plans, and of national and international protective designations which already provides protection for the Site, and sets the context for many of the management policies within this Plan. The implementation of the World Heritage Site Management Plan will primarily be achieved through existing conservation mechanisms, most notably in relation to Sites of Special Scientific Interest, Heritage Coasts and Areas of Outstanding Natural Beauty. A statement on the existing initiatives that are in place to protect the Site is provided in Appendix 3 and a statement of the main planning policies that are relevant is provided in Appendix 4. Parts of the Site are designated as Special Protection Areas (SPA) or Special Areas of Conservation (SAC) under European Council directives on account of their importance for wildlife. Within these areas, in addition to planning policies, there are legal requirements for development proposals to be subject to an 'Appropriate Assessment'. Details of the relevant areas of the Site, which are designated under these Directives are provided in Appendix 5.

Where additional management measures are required in relation to World Heritage Site status they will be fully integrated with existing initiatives and avoid duplication of effort. Since a separate buffer zone to the Site is not designated; the Site Management Plan also demonstrates how planning and management of the surrounding countryside provides for long-term protection of the Site from external damage and for positive management where necessary.

3.4 Many ideas related to the themes of the World Heritage Site Management Plan were developed by the Jurassic Coast Project, which operated within Portland and West Dorset between 1997-2000. Details of the Jurassic Coast Project are provided in Appendix 3.



Chapter 4: Management Policies and Proposals

4.1 This section of the Site Management Plan sets out the proposals for management to achieve World Heritage objectives. The proposals are described in relation to each of the management objectives put forward in Section 3 above.

World Heritage Site Objective 1: to conserve the geology and geomorphology of the Site by:

a) ensuring that there is minimal disturbance to natural coastal processes due to human activities

b) ensuring that human activities do not significantly reduce the quality of coastal exposures of geology within the Site

c) promoting responsible collection of fossils and other geological specimens.

4.2 The following activities are relevant to the achievement of this objective. A description of the main management issues, and policies designed to address them are set out in relation to each aspect.

4.3 MARINE AGGREGATES

4.3.1 Extraction of marine aggregates below the Low Water Mark (Under review, summer 2003) is controlled through a licence system operated by the Office of the Deputy Prime Minister, Minerals and Waste Planning Division,. There are no current proposals for commercial extraction that could affect the Site, and there is not believed to be a commercial resource offshore from the Site. Marine dredged aggregates from elsewhere are a possible source of aggregates to be used within coastal defence schemes, and this issue is discussed overleaf.

4.3.2 Management policies in relation to the Site are as follows:

P1 The Office of the Deputy Prime Minister will ensure, through its licensing powers, that any proposals for marine aggregate extraction will not have an adverse environmental impact in the Site.

4.4 CLIFF CLIMBING

4.4.1 Limestone cliffs within the Site are popular with climbers, particularly at Durlston and on the Isle of Portland. A Coastal Cliff Climbing Management Policy covering both these sites was agreed in 1994 and access agreements have been concluded with the British Mountaineering

Council that restrict those parts of the cliffs which are used, and the timing of climbing to protect both cliff vegetation and cliff-nesting birds. Climbing is not permitted within the Army Ranges, and is discouraged by the Lulworth Estate to avoid disturbance to wildlife and erosion of soft chalk cliffs. The National Trust generally discourages cliff climbing, which is allowed in very limited areas under licence.

4.4.2 On the Isle of Portland the practice of installing rock bolts to provide permanent protection to climbers on a number of routes has been adopted, and the location and number of these routes is also subject to local agreement between conservation interests and climbers. A local climbing Forum has also been established, and an information leaflet for climbers, which highlights the conservation value of the coast has been produced. The impact of bolted routes has been examined by the Jurassic Coast Project, which has concluded that there is no significant impact on earth science conservation, and there are overall conservation benefits due to the reduction in impacts to cliff top vegetation because these routes do not require a safety rope from the top of the cliff. Sandstone, clay and chalk cliffs are less attractive to climbers and no issues arise on areas of the coast composed of these rock types.

4.4.3 Management policies in relation to the Site are as follows:

- P2 Dorset County Council, through Durlston Country Park and the work of the Purbeck Heritage Coast rangers, will continue to administer and monitor the voluntary climbing code at Durlston, in partnership with the British Mountaineering Council.**
- P3 Dorset Countryside's Weymouth and Portland Ranger will continue to administer the voluntary climbing code for the Isle of Portland.**
- P4 The Lulworth Estate will continue its established policy to discourage climbing on its land.**
- P5 The Ministry of Defence will continue to prohibit climbing within the Lulworth Ranges.**

4.5 COASTAL DEFENCE

4.5.1 Coastal defence has the potential to damage earth science conservation interests through possible impacts on both geological exposures and geomorphological processes. There are examples of human intervention on the coast that have reduced its earth science interest in specific locations. Shoreline Management Plans (SMP) now provide a lead in developing a strategic approach to coastal defence which takes



into account social, economic and environmental interests. SMPs aim to implement national Government policy for coastal defence. The core aims of this policy are that coast defences should be:

- Environmentally acceptable: natural processes should not be disrupted except where life or important man-made or natural assets are at risk;
- Technically sound: a range of options should be considered, and schemes should be sustainable and work with natural processes as far as possible;
- Economically viable: the benefits of defending must be at least equal to the costs.

4.5.2 Policies within the SMPs for the Dorset and East Devon Coast are shown in Maps 4.1-4.6. No coastal defence activity is proposed throughout the vast majority of the Site, which excludes the defended frontages of the 'Gateway Towns'. In exceptional circumstances where coastal defence schemes are considered within the Site, operating authorities, planning authorities and the Department for Environment, Food and Rural Affairs (DEFRA) will be encouraged to ensure that these are only promoted and funded if they meet World Heritage objectives.

4.5.3 In circumstances where coastal defence schemes can be justified, and in the case of protection schemes on adjoining coastal frontages which lie outside the Site (including the Gateway Towns) techniques should be favoured which minimise possible impacts on the integrity of geomorphological processes, and/or on the extent and quality of geological exposures, and which do not adversely affect the setting of the Site. Consideration of the value of earth science features that could be affected by a possible scheme should form part of any cost-benefit analysis carried out or any Environmental Impact Assessment.

4.5.4 There is now a major commitment to carrying out extensive geological and geomorphological studies in relation to coastal defence proposals, and to the monitoring of coastal change in the context of the Shoreline Management Plans. Such work is making a significant contribution to our understanding of the coast, and ensures that where defence works are considered they are technically and environmentally sound and designed to the highest standard.

4.5.5 In the long term, materials used within coastal defences will find their way into the sediment circulation cells which operate along the coast. Ideally, locally-sourced materials should be favoured which match material already circulating. Where local sources are not appropriate and other

material is introduced to the system, detailed public records should be maintained of the locations, types and quantities of the material used.

4.5.6 Management policies in relation to the Site are as follows:

- P6 The local authorities and Environment Agency, through the work of the Coastline Groups, will continue to maintain and keep updated the Shoreline Management Plans, and ensure that these take full account of the World Heritage management objectives.**
- P7 Local authorities, the Environment Agency and the Department for Environment, Food and Rural Affairs will ensure that coastal defence works that they undertake or grant aid, are compatible with the objectives in this Site Management Plan.**
- P8 Local authorities will maintain and implement planning policies which ensure that coast protection carried out by both the private and public sector conforms to the objectives of this Site Management Plan.**
- P9 The operating authorities will consider the value of earth science features within cost benefit analyses carried out for coast defence proposals that could affect the Site. Improvements in the methodology to include the tangible and intangible values of earth science will be sought.**
- P10 Coastal defence authorities will ensure that the findings of research and monitoring in relation to their activities are properly disseminated to the public and the scientific community.**
- P11 The Coastline Groups will maintain full records of all coastal defence activities carried out within the sediment cells which shape the geomorphology of the Site, including the nature and source of materials used.**

4.6 DEVELOPMENT WITHIN THE SITE

4.6.1 The land enclosed by the boundaries of the Site (beaches and cliffs) is generally unsuitable for development, highly constrained by planning policies and unlikely to be the subject of development proposals in the immediate future, although localised proposals may be a possibility where adjacent land has been developed.

4.6.2 There are a few locations within the Site where built property lies within the Site boundaries. The most notable are a number of beach huts and seasonally occupied chalets in places such as Monmouth Beach at Lyme Regis,



West Weares and Church Ope Cove on Portland, and holiday parks at the Sea Shanty Holiday Chalets at Branscombe Mouth, and a caravan site at Dunscombe Manor to the east of Salcombe Regis. Also there are holiday chalets at Berry Barton Farm, Branscombe and private chalets on the beach and cliff at Weston Mouth. Further development in any of these locations is already unlikely under the current planning policy regime.

4.6.3 Management policies in relation to the Site are as follows:

P12 The local authorities will continue to maintain rigorous planning policies to protect the earth science conservation interests and aesthetic quality of the Site. These will include policies to prevent inappropriate development in unstable and hazardous locations and flood risk areas, and to protect the scientific importance of Sites of Special Scientific Interest, and the quality of the Site's landscape.

P13 The local authorities will actively continue to raise local awareness and understanding of landslide instability and ensure that coastal property owners are aware of the scope for their activities to impact on coastal processes.

4.7 FOSSIL COLLECTING

4.7.1 Professional and scientific collecting of fossils represents a strong part of the heritage of the Site. The Site's importance to the history of science is primarily a result of such activity since the earliest days of geology, through the pioneering work of such people as Mary Anning, Henry de la Beche, Thomas Hawkins and many others. The coastal nature of the Site and the fact that so many of the most important exposures are subject to rapid erosion mean that, in contrast to stable exposures at inland sites, without active collection much of the fossil resource of the Site would be lost to the sea. Continued responsible collecting is, therefore, vital to site conservation by seeking to find and conserve those important fossil specimens that would otherwise be lost. Management issues that have arisen in relation to fossil collecting include unauthorised excavation, occasional inappropriate use of hand-held power tools and a lack of recognition of the potential scientific value of the resource.

4.7.2 Responsible collecting is promoted at a national level by English Nature, and within the Geologists' Association's Code of Conduct for Geological Fieldwork, which is set out in Appendix 6 of this Management Plan. At a local level a voluntary Code of Practice has been established

for one of the most important and popular fossil localities within the Site between Lyme Regis and Burton Bradstock. This section is very well studied and accessible and contains scientifically important and valuable fossils at known horizons in an area subject to particularly rapid erosion. The Fossil Collecting Code has the support of Charmouth Parish Council, English Nature, National Trust, museums, local authorities and the local collectors (including the professional collectors) as providing the best means of conserving the fossils and the scientific integrity of the Site. The Code:

- promotes responsible and safe collecting
- clarifies ownership of the fossils
- aims to stop digging in situ in the cliffs without permission (already with considerable success)
- promotes better communication between landowners, collectors, museums and academics, and
- promotes the acquisition of key scientifically important specimens by registered museums.

Full details of the Code are set out in Appendix 7. If management of fossil collecting is considered elsewhere in the Site, it should be carried out in accordance with the spirit of the code as agreed, or as amended by agreement of the parties to it, and in conjunction with the relevant landowners.

4.7.3 The cliffs and foreshore from Axmouth to the Cobb at Lyme Regis are designated as a National Nature Reserve and managed by English Nature in conjunction with the landowners. The management of this Reserve and the conservation of its fossil resource need to address a very wide range of visitors and users, including tourists, recreational and professional fossil collectors, academic specialists, researchers and other educational parties.

4.7.4 Fossils have been traded throughout the scientific history of the Site. Common specimens continue to be sold locally, particularly in West Dorset. This element of professional collecting does not give rise to particular management issues provided the overall methods of collection are responsible. The fossil code of conduct has highlighted the special needs in relation to the most important specimens. One of the principal aims of the code is to promote acquisition of such specimens by registered museums, preferably locally. For such an objective to be realised, there is a need to ensure that due priority is given to such specimens within museums' acquisition policies, and to seek additional resources to fund acquisition where possible.

4.7.5 Responsible amateur collecting of fossils by visitors is also compatible with site conservation. The primary emphasis of site management is on



promoting safe collecting at appropriate sites. This will generally involve informing and educating collecting by visitors towards appropriate material on beaches, and discouraging in situ collection from cliffs. Responsible use of hammers is an important part of fossil collection, and beach material provides a useful resource for practising techniques. Education about the use of geological hammers will also continue to be an important element of site management, to encourage competent, moderated use and avoid the activity causing inconvenience to other visitors.

4.7.6 There is some potential to provide access for fossil collecting by the public and educational groups within quarries by providing rock stores: piles of broken fossiliferous rocks from within the quarry which can be studied and hammered without the conservation or safety issues which could result from such activity on the coast.

4.7.7 **Management policies in relation to the Site are as follows:**

P14 The Fossil Collecting Code of Practice for Lyme Regis-Burton Bradstock will continue to be implemented by all parties. The code will be regularly reviewed in line with the timetable adopted for the review of the World Heritage Site Management Plan. Review will be co-ordinated by Dorset County Council, with amendments to be agreed by all parties to the code. Charmouth Heritage Coast Centre will continue to maintain a register of scientifically important fossil specimens collected within the area governed by the code.

P15 English Nature will continue to develop policies for management of the fossil resource within the Axmouth-Lyme Regis Undercliffs National Nature Reserve (NNR). These will in essence accord with the spirit of the fossil collecting code in operation between Lyme Regis and Burton Bradstock: the collection of any in situ fossils from the cliffs and foreshore within the NNR area will require a permit issued by English Nature as part of standard NNR policy. The collection of any loose material from the beach or mudslips, however, can be carried out without a permit provided that it is undertaken in a responsible fashion. The use of rocksaws and drills within the NNR is strictly prohibited.

P16 All parties will keep under review the possible need to agree and subsequently amend management arrangements for fossil collecting within other parts of the Site. Where there is a consensus that management of fossil collecting would be

of benefit elsewhere, it will be promoted in accordance with the spirit of the Code for Lyme Regis-Burton Bradstock (as currently agreed or as amended by agreement of the parties to that code), and will take account of particular site characteristics. In situations where such management is required, Dorset or Devon County Councils (as appropriate) will take a lead in bringing together the necessary parties, including English Nature, in order to pursue agreement.

P17 Acquisition by registered museums of the most important fossil specimens found within the Site will be strongly promoted. Contacts will also be established with private collectors, with a view to promoting public access to their collections, and discussing their long-term future.

P18 Educational and public information about the Site will seek to match amateur collecting by the general public to locations where it is appropriate. Collecting will be discouraged where it would be unsafe or could lead to damage to important exposures. Public collecting from cliffs will be generally discouraged on grounds of safety, and responsible use of geological hammers will be promoted.

P19 Suitable alternative sites for recreational and educational fossil collecting will be identified where possible, particularly within managed rock stores in disused quarry areas where safe access can be provided.



4.8 PEBBLE EXTRACTION

4.8.3 Pebble (gravel) extraction from beaches is considered within Minerals Local Plans prepared by Dorset and Devon County Councils. There are no current permissions for commercial aggregate extraction from coastal beaches in Dorset and there is now only one extant planning permission for the collection of pebbles in Devon.

4.8.4 Permissions for pebble extraction from Chesil Beach were not renewed in the mid 1980s. In Devon, the planning permission for collection of pebbles at Charton Beach, Combyne-Rousdon is classified as "dormant" under the Environment Act 1995. In the Deposit Version of the Devon County Minerals Plan, Devon County Council is proposing to serve a Prohibition Order on the site with planning permission at Rousdon Beach. Such an order, if confirmed by the Secretary of State, would remove the possibility of future pebble picking in this location.

4.8.5 A small amount of dredging is carried out by West Dorset District Council to remove shingle from the harbour entrance at West Bay, and currently the requirements of the Food and Environment Protection Act require that this is removed and cleaned, and not returned to the beach. This operation has been assessed by the Lyme Bay and South Devon Shoreline Management Plan as having no significant impact on Chesil Beach. A new coastal defence scheme is currently being designed for West Bay, which may reduce the need for this management practice in the future.

4.8.6 **Management policies in relation to the Site are as follows:**

P20 The Minerals Planning Authorities will maintain policies which continue to protect the Site from damage due to pebble extraction.

P21 West Dorset District Council will seek to reduce the maintenance dredging commitment at West Bay through consideration in the design of the new defence scheme for the town.

4.9 ROCK-SAMPLE COLLECTING

4.9.1 Collection of rock cores does not currently lead to impacts on the scientific value of rock exposures within the Site, but it can be unsightly. Coring is covered by the Geologists' Association Code of Conduct for Geological Fieldwork (Appendix 6) and its application within the Site is strongly supported. In addition to setting out coring methods that are as unobtrusive as possible, the code will ensure landowner's permission is granted prior to collecting. There is

scope to increase and better disseminate the level of information about significant collections of core samples from the Site.

4.9.2 **Management policies in relation to the Site are as follows:**

P22 Scientists collecting core samples within the Site will work to the Geologists' Association Code of Conduct for Geological Fieldwork. Information regarding the code of conduct will be disseminated on a national basis by the Geologists' Association, and locally by staff responsible for the management of the Site.

P23 A project will be undertaken in collaboration with the geological community, to identify significant collections of core material, and its availability within Universities and the private sector, and disseminate a list on the Internet.

4.10 MILITARY ACTIVITY

4.10.1 The major site for military activity within the Site is the Lulworth Armour School Ranges which have been operated as a gunnery range since 1917 and include the coastline between Lulworth Cove and Kimmeridge. Management and monitoring of the wildlife of the Site is carried out through the Site Management Plan and liaison arrangements described in Appendix 3. There is no evidence of a physical impact on the earth science interests of the Site.

4.10.2 There is also a significant military site at Wyke Regis Bridging Camp on the shores of the Fleet. This is a training camp for the armed forces in bridging, and includes a small-arms range. Operations have a continued potential to create localised impacts on the beach and the shores of the Fleet, however this usage is long established and liaison arrangements, between the camp and environmental interests, to ensure there is no long term damage from operations, are good. Issues related to military use of the Fleet are also addressed through the work of the Chesil and the Fleet Nature Reserve, and the developing management scheme for the Chesil and the Fleet Special Area of Conservation (see Appendix 3).



4.10.3 Management policies in relation to the Site are as follows:

P24 Conservation management of the Lulworth Ranges by the Ministry of Defence will ensure that impacts on the geology and geomorphology of the Site are monitored on a regular basis, and that earth science advice provided within its Range conservation committee is taken into account in site management planning.

P25 Wyke Regis Bridging Camp will continue to liaise over the impacts of its operations on Chesil Beach with English Nature, and through participation in the Chesil and the Fleet SAC Management Scheme, ensure that changes to its present operations do not lead to significant impacts within the Site.

4.11 OIL EXPLORATION AND PRODUCTION

4.11.1 The oil industry has an established presence in Dorset. There are three established oil fields within Purbeck, all of which are operated by BP Amoco. One of these is adjacent to the Site at Kimmeridge. This is a small-scale operation, and continues to produce oil steadily, well beyond its expected life. It is the longest established of the oil fields in Dorset and the single nodding-donkey, located adjacent to the Site has become an established part of the Kimmeridge landscape.

4.11.2 Although it lies outside the Site, the nearby presence of Wytch Farm is notable due to its major role in the understanding of the earth science of the Site. It is Western Europe's largest onshore oilfield – and the sixth largest oilfield in the U.K. In recent years it has handled in excess of 110,000 barrels per day. The result is that the Dorset and East Devon Coast has a substantial international importance for oil industry training because of the juxtaposition of a major oil field, with a coastline that displays all of the rock units and the structural setting that make up the oil field, in accessible locations. This importance is enhanced by the extensive knowledge of sub-surface geology, which results from a long history of study and extensive subsurface survey information. This information also provides an important resource for raising public awareness of the Earth Science importance of the coast. Wytch Farm is also notable as an international exemplar in good environmental practice in oil exploration and production.

4.11.3 In the absence of local planning controls offshore, the Standing Conference on Oil and Gas Development in the English Channel (SCOG) was formed in 1979 in order to co-ordinate the views of

local authorities. It covers the whole of the South Coast from Devon to West Sussex, and is recognised by the Government as the point of contact for local authority views on oil licensing, exploration and production. In 1993, SCOG published its 'Policy Towards Offshore Exploration And Production', setting out policies for offshore exploration activity

4.11.4 Most of the onshore area has been explored to some extent, and there are no current proposals for further production activity. There remain known geological structures, which have not yet been fully examined and might contain hydrocarbons. Interest in the area remains, as shown by the interest in acquiring onshore blocks during the most recent round of licensing.

4.11.5 The picture offshore is less certain, although there are no known commercial reserves other than those already being exploited. In the last twenty years, nineteen exploration wells have been drilled in a total of nine blocks offshore the Dorset Coast. The focus for the most recent exploration is on areas to the south of Wytch Farm, and BP Amoco have established production from blocks 98/6 and 98/7 through a land-based operation which reaches the oil fields by extended reach drilling with a horizontal offset of 11.1 km. During the course of 1999 most of the remaining exploration licences within the area were relinquished, however BP Amoco have recently been awarded an exploration licence for block 98/11, which later was unsuccessful.

4.11.6 Management policies in relation to the Site are as follows:

P26 Oil production and exploration onshore will continue to be regulated in the context of the Minerals and Waste Local Plans for Devon and Dorset.

P27 Offshore oil exploration, should it be considered in the future, will take full account of the policies of the Standing Conference on Oil and Gas.

P28 Opportunities to work more closely with the Oil Industry to maintain the role of the Site as a training area for oil field geology, and good environmental practice in exploration and production, will be more actively explored.

P29 More use of local oil industry data will be sought in relation to the production of public information and interpretation about the Site.

4.12 OIL AND CHEMICAL POLLUTION

4.12.1 The Site adjoins the English Channel, which is a location for major shipping activity, including the transport of oil and chemicals. A major oil spill from such shipping is a potentially significant threat to the quality of the Site. Most



earth science features are robust and would recover from such an impact over time, although this might not be the case with Chesil Beach where oil could penetrate deeply within the beach and alter its physical behaviour with unknown implications. Maintenance of the system of oil spill contingency plans is an important strand of the management response. This work is generally co-ordinated by the County Councils, although the statutory lead role within ports lies with the harbour authorities.

4.12.2 An area of Lyme bay is used for ship to ship transfer of cargoes. There is a potential pollution risk involved with this activity. . The area used, which is some 9 nautical miles off the coast, is monitored by the Maritime and Coastguard Agency of the Department for Transport. However, as the proposals are draft in nature, no enforcement is undertaken.

4.12.3 Management policies in relation to the Site are as follows:

- P30 The local authorities and harbour authorities will continue to maintain and keep updated and exercised, emergency plans to provide the most effective response to any possible oil or chemical pollution incident in the English Channel or within the port areas. The implementation of such plans in the event of a substantial oil spill will continue to be fully backed up by the national resources of the Maritime and Coastguard Agency.**
- P31 The Maritime and Coastguard Agency will ensure that plans for the identification of a ship-to-ship transfer area for oil cargoes within Lyme Bay fully consider the World Heritage interests of the coast in both the assessment of options, and the implementation of management of such transfers.**

4.13 PORTS ACTIVITY

4.13.1 Ports activity adjacent to the Site occurs at Portland Port and within Weymouth Harbour. The operational areas of both ports are overlooked from the Site on the north-west shore of Portland Harbour and around the Nothe, and Portland Port is also visible from the East Weares. Ports activity at Weymouth and Portland is well established, although the nature of this activity within Portland has changed from military to commercial use since the port was sold by the UK Ministry of Defence (MoD) in 1996-7.

4.13.2 In contrast with the undeveloped open coast which makes up most of the Site, the character of Portland Harbour Shore is a large sandflat, adjoined by a mixture of urban and

recreational uses, with the nearby presence of the port activities of Weymouth and Portland. The rock exposures within this area are an intrinsic part of the Site because of their international importance for geology. In terms of strictly World Heritage interests within this part of the Site, management will need to focus on the long-term physical management and protection of this scientific interest. The area within the Site is not suitable for port development. Proposals for redevelopment of both port and released MoD land (lying outside but visible from parts of the Site) at Portland are likely to continue in the future and will be considered in relation to the existing planning policies. It is considered unlikely that such development will create additional planning or management issues in relation to the World Heritage features for which the Site is proposed.

4.13.3 Parts of the port estate at Portland lie on the east coast of Portland and include part of the Site. Parts of this area (including the Site) are not suitable for port operations, and a planning agreement has been reached to manage all of the port estate to the south of the East Weares Rifle Range for nature conservation purposes. This will in turn protect the setting of this area of the Site.

4.13.4 Portland Port Limited as the statutory harbour authority for Portland Harbour has established a Harbour Consultative Committee which is consulted and meets on matters substantially affecting Portland Harbour. Given the geological interest on the northern shore of the Harbour, the opportunities for representation of the interests of the Site on this Committee would be supported. Reference to geological interest within the Portland Harbour Management Plan will also be encouraged.

4.13.5 Management policies in relation to the Site are as follows:

- P32 The port authorities will continue to conduct their activities within the statutory requirements of national legislation, taking into account geological conservation issues where these are relevant.**
- P33 The implementation of positive conservation management within the estate of Portland Port is particularly supported where it will enhance the setting of the Site.**
- P34 Representation of the geological interests within the Site will be encouraged within the Portland Harbour Consultative Committee and future review of the Portland Harbour Management Plan.**

4.14 QUARRYING



4.14.1 Historically, quarrying took place within the boundaries of the Site, although there are no longer any active quarries. Old minerals planning permissions still apply to a significant number of locations on the Isle of Portland, a few of which are coastal. These are currently being considered within the statutory Review of Old Minerals Planning Permissions (ROMP). The extraction schemes included in the applications made by the minerals industry under the ROMP do not include any proposals for working within the Site, although one proposal on the south east of the Island is very close to the Site boundary.

4.14.2 Active quarrying takes place in the area surrounding the Site on Portland and parts of Purbeck. It is regulated by a statutory system of minerals planning, as described above, and World Heritage does not add to the modern restrictive planning policy regime. Existing minerals policy seeks to safeguard sites of designated importance, and protection of the interests of the World Heritage Site is provided by the fact that the areas that contain mineral resources lie within designated areas, which are of acknowledged conservation importance. The policies are summarised in Appendix 7.

4.14.3 On Portland, there are opportunities to benefit earth science conservation through partnership with the quarrying industry, and this work is being led through the Review of Old Minerals Planning Permissions, the Jurassic Coast Project and English Nature. Restoration of quarries has the potential to create new, accessible exposures and provide valuable educational and research opportunities, and the Jurassic Coast Project has examined the feasibility of this approach in creating a 'Quarry Park' on Portland. World Heritage Site status may add to the demand for such facilities. There are also conservation benefits from joint working between researchers and quarry companies during quarrying operations when interesting features can be recorded as temporary exposures. Such work already takes place and there is a considerable amount of data available from such co-operation already - and potential to make it more regularly available to educationalists and the public. Further work on the conservation importance of quarry areas is being developed through a project officer employed by Dorset Wildlife Trust.

4.14.4 Quarrying for Purbeck Stone was once undertaken in the cliffs of Purbeck but now takes place further inland in the Swanage, Acton and Worth Matravers area. Like Portland, these quarry sites contain important exposures and provide a source for geological specimens including a famous fauna of fish, reptiles, (including dinosaur footprints), insects and early mammals. Much of the available stone available

for quarrying is owned by the National Trust who manage it for social, employment and historic reasons, as well as economic ones. The continued quarrying and use of Purbeck Stone is part of the geological interest of the wider coast and interpretation and educational use of the Site should be mindful of the opportunities and interest represented by the industry.

4.14.5 A number of other quarries exist along the coast but outside the Site, including Shapwick Grange Quarry near Lyme Regis and Beer Quarry Caves, both of which are in East Devon. Whilst the management of quarries outside the Site is not a direct concern of World Heritage, it would be beneficial for their management to be integrated with the conservation and visitor management objectives of this plan.

4.14.6 **Management policies in relation to the Site are as follows:**

- P35 The Minerals Planning Authorities will maintain policies which continue to protect the Site from damage due to quarrying, through the protection afforded to existing sites designated for their conservation importance.**
- P36 Dorset County Council will complete the statutory Review of Old Minerals Permissions on Portland, and in doing so will recognise the importance of protecting the interests within the Site and its setting from the reactivation of old quarry permissions on Portland.**
- P37 Dorset County Council will continue to provide a lead through the Review of Old Minerals Permissions in promoting the restoration of quarries in Purbeck and Portland at the end of their working lives to provide attractive landscapes. Where feasible restoration should also aim to allow access to safe and accessible geological exposures, and enhance existing values in relation to the industrial archaeology of the stone industry. The potential role of restored quarry sites in achieving the conservation and visitor management objectives of the Site will be considered when determining future policies and agreeing restoration schemes. These issues should also be considered through the review of the Dorset Minerals and Waste Local Plan.**
- P38 Dorset County Council will continue to promote the potential for public use of disused quarry areas and the restoration of working quarries, examining in particular the creation of a Quarry Park on Portland, in line with the recommendations of the Jurassic Coast Project.**



World Heritage Site Objective 2: to conserve and enhance where appropriate the quality of the landscape and seascape of the Site.

4.15 APPROACH TO LANDSCAPE MANAGEMENT

4.15.1 Although the reasons for the designation of the Dorset and East Devon Coast as a World Heritage Site are geological, palaeontological and geomorphological (see Chapter 2, and Appendix 0), the landscape of the Dorset and East Devon Coast is recognised as being of generally high quality. The quality of its landscape and seascape is a valuable bonus for visitors and its retention, and enhancement where appropriate should be supported.

4.15.2 It is recognised that the mechanisms to conserve the landscape qualities of the World Heritage Site, and the surrounding area are well established. These include:

- well established protective policies within the Structure and Local Plans, which regulate land use;
- the recognition of extensive parts of Dorset and East Devon as nationally important landscapes, protected as Areas of Outstanding National Beauty;
- the definition of the coasts of East Devon, West Dorset and Purbeck as Heritage Coast;
- the operation of consents for development below Low Water Mark by the Government, and within Portland and Weymouth Harbours by the harbour authorities.

4.15.3 These mechanisms provide essential support to the Site, in providing an attractive environment for visitors both within the Site boundary, and within the immediate areas that provide access to it. Although it is not a direct reason for World Heritage designation, the quality of the landscape is a key part of the experience of all visitors to the coast, whatever their motivation for visiting. Visitors attracted by World Heritage Site status are expected to share the already high value that existing visitors to Dorset and East Devon place on the attractive quality of the landscape. This is particularly the case on the South West Coast Path, where it runs along the cliff top, immediately adjacent to the Site boundary, and in relation to the quality and appearance of the access facilities within or immediately adjacent to the Site – such as car parks, footpaths and slipways. The landscape and seascape of the Site has been assessed within a number of wider assessments (see Appendix 3).

4.15.4 The established mechanisms available to conserve landscape qualities provide the

appropriate arena for developing and delivering landscape policies for the coast and countryside. These initiatives already provide the positive framework for landscape management and enhancement within Dorset and East Devon. The Areas of Outstanding Natural Beauty in particular are in a new phase of policy development and are well placed to integrate the assessment, monitoring and management of the Site, within consideration of the issues and needs in the wider countryside, and addressing the need for supportive and sustainable policies in relation to agriculture, land management, development and tranquillity. The landscape on Portland which lies outside of AONB/Heritage Coast areas, also needs consideration.

4.15.5 **Management policies in relation to the Site are as follows:**

P39 Consideration of the impacts of activities within or outside the Site on its landscape and seascape will be carried out through existing initiatives, including the Structure and Local Plans, Areas of Outstanding Natural Beauty, Heritage Coasts and offshore regulatory instruments. Positive action to enhance the landscape through these existing initiatives will be particularly supported where it would also enhance the Site.

P40 The need to conserve the quality of the Site's landscape and seascape will be considered fully within the implementation of other policies within this Site Management Plan.

P41 Detailed assessment of the landscape quality of the Site will be carried out when required as part of wider landscape assessments within the Areas of Outstanding Natural Beauty and on the Isle of Portland.

4.16 ESTABLISHING LINKAGES TO POLICY FOR AREAS OF OUTSTANDING NATURAL BEAUTY

4.16.1 Most of the wider countryside surrounding the World Heritage Site lies within the Dorset Area of Outstanding Natural Beauty (AONB), and the East Devon AONB. AONB status confers statutory protection for the landscape under UK law, and brings with it the requirement for positive management under the Countryside and Rights of Way Act, 2000, and the preparation of a management plan by 2004. In both Dorset and East Devon new arrangements have been established to develop and deliver AONB management, including in both cases the establishment of the post of AONB officer, together with appropriate core teams.



4.16.2 Although the detailed plans for the AONBs are yet to be set out, it is clear that there is an important complementary relationship between the implementation of the World Heritage Site Management Plan, and AONB management. Linkages between the management structures for the AONBs and the World Heritage Site will be achieved through the AONB officers joining the World Heritage Steering Group, and through close consultation and collaboration as the AONB plans develop. This is particularly the case in relation to:

- providing a wider protected setting for the Site, and thereby meeting the requirements of the World Heritage Convention, that might have otherwise have required a buffer zone.
- the implementation of policies in this management plan that address the opportunities and impacts of World Heritage Site status on the wider area, in accordance with the principles of sustainable development,
- the provision of appropriate resources to the World Heritage Site,
- establishment of an appropriate identity for both the World Heritage Site, and the wider AONB/countryside of Dorset and East Devon.

4.16.3 **Management policies in relation to the Site are as follows:**

P42 The partnerships responsible for the implementation and development of the World Heritage Site Management Plan, and the programmes in the Dorset and East Devon AONBs will ensure a fully integrated and mutually supportive approach between these three initiatives. The AONB officers for both Dorset and East Devon will join the World Heritage Steering Group, and appropriate reciprocal representation within the AONB programmes will be established.

World Heritage Site Objective 3: to welcome local people and visitors to the Site at levels which it can sustain, by encouraging those with responsibilities to:

- a) **maintain a network of access on foot to the beaches within the Site where practical**
- b) **maintain access to the Site via the South West Coast Path, the rights of way network and other paths**
- c) **ensure that provision of public access and information helps to match visitor numbers to the capacity of the Site, and maintains the tranquillity of remote areas**
- d) **consider the safety of visitors to the Site as a management issue**

- e) **provide for visitor safety through appropriate education initiatives, and management where practicable**
- f) **promote viewing of the Site by boat**
- g) **provide information on the Site at local, national and international levels which encourages visiting to the Site at levels which it can sustain**
- h) **provide high quality information and interpretation about the Site to both local people and visitors at the main access points and within the Gateway Towns**
- i) **manage the transport impacts of visitors to the Site.**

4.17 This section addresses issues related to the management of visitors to the Site. As with landscape and seascape, there is an inevitable overlap between the management needs of the Site, and the work of wider visitor and transport initiatives in Dorset and East Devon. In the case of visitor management the need for integrated policies is particularly clear: it is only possible for visitors to reach the Site via the transport and paths network within the wider countryside and from the Gateway Towns. In addition the main significant footpath access that allows visitors to enjoy the Site - the South West Coast Path - lies immediately outside the Site boundary throughout much of its length.

4.18 The approach taken in this section is, therefore to identify the visitor management issues and implications that may arise from World Heritage Site status, and to set out policies for how they are addressed through action within the Site, or within its surroundings. It is expected that, as with other aspects of the plan, these will be implemented by being integrated within the policies and work programmes of wider initiatives.

4.19 PROVISION OF PUBLIC ACCESS TO THE SITE

4.19.1 The main public access within the Site is provided by open access to beach areas. The main publicly accessible beaches within the Site are shown in Map 5; parts of Chesil Beach are subject to seasonal closures to avoid disturbance to Little Tern, which nest on the shingle. These have established patterns of visiting and facilities. The earth science interests within the Site are generally robust to tourism pressure. Effective access arrangements for beaches exist within the Site, often via permissive paths provided by choice or agreement of landowners. Maintenance of access to beaches involves the provision of existing paths and steps.

4.19.2 A major means of access to the Site on foot is the South West Coast Path National Trail. This is one of 13 designated National Trails, which have been identified by the Countryside Agency.



The South West Coast Path runs on designated rights of way alongside, and in a few places within, the Site (with the exception of the Isle of Portland). Responsibility for the management of the South West Coast Path National Trail lies primarily with the County Councils. Countryside Agency policy is to ensure that National Trails are maintained and managed to the highest standard, and a set of published standards was agreed in 1997. National funding is currently available to provide 75 per cent of the funding for trail maintenance and 100 per cent for path improvements. It is the policy of Weymouth and Portland Borough Council, Dorset County Council, and the Dorset Coast Forum to seek completion of the South West Coast Path National Trail through the inclusion of the Portland Coast. This proposal is supported by the South West Coast Path Team, and the Countryside Agency have said that there is no reason, in principle, why this should not take place, and the Weymouth and Portland Ranger is implementing improvements to bring the route up to the required standard for national trail status.

4.19.3 Further significant access to the Site is provided through the wider public rights of way network, which provides linking routes to the Coast Path, and opportunities for circular walks. The responsibility for the maintenance of rights of way rests with the County Councils. The County Councils have a duty to produce a Public Rights of Way Improvement Plan and to ensure that all rights of way are legally defined, available for use, signed and effectively promoted.

4.19.4 Military use within the 3,000 hectare estate of the Armour School Ranges at Lulworth has a significant impact on public access to the Site. The Ministry of Defence is committed to providing the maximum amount of safe public access, consistent with the operational requirements of military use. There are well-established arrangements to balance the needs of the MoD with the provision of regulated access within the ranges. A series of waymarked range walks, including a coastal route, are generally open for over 130 days each year, including 46 of 52 weekends and the main school and public holidays. The conservation value of the ranges is extremely high, partly as a result of the long-term lack of modern agricultural activity. Management and monitoring of the wildlife of the Site is carried out through the Site Management Plan and liaison arrangements described in Appendix 3. There are significant and unavoidable local noise impacts when live firing or helicopter training is taking place. These impacts are mitigated by restricting live firing to periods outside of the main public holidays, and to around 6 weekends per year. The Ministry of Defence will continue its policy of seeking to minimise the levels of noise and

disturbance affecting the Site, consistent with the operational requirements of military use.

4.19.5 Access within the Site near Wyke Regis is also affected by MoD usage at the small arms firing range at Wyke Regis, in the central area of Chesil Beach, which is typically used for 150 days each year. This is one of the most remote areas of the Site, where no increase in levels of access is sought. An alternative footpath is available when firing takes place, and sentries are posted to police the footpaths and the offshore area and ensure that the public are not put at risk.

4.19.6 Management policies in relation to the Site are as follows:

- P43 Continued public access to beaches within the Site will be encouraged, in cooperation with public and private landowners.**
- P44 The County Councils, with the assistance of the Countryside Agency, and in cooperation with relevant landowners will maintain the South West Coast Path National Trail to the relevant national standards.**
- P45 Dorset County Council and Weymouth and Portland Borough Council will continue to work to secure completion of the South West Coast Path National Trail through the inclusion of a route on Portland.**
- P46 The County Councils will seek to maintain the wider rights of way network to a high standard, in line with national recommendations by the Countryside Agency.**
- P47 The Ministry of Defence will continue to facilitate the maximum public access to the Armour School ranges consistent with military requirements and the protection of the environment, and continue to minimise its impacts on access to Chesil Beach.**

4.20 MOTORISED RECREATION

4.20.1 Motorised marine recreation has the potential to create noise impacts within the Site which could impact on the tranquillity of the landscape. The aim should be for remote and quiet areas of the coast to remain undisturbed by a growth in noise. At present these impacts are neither widespread, nor common throughout the year: the three pressure points within the Site are occasional noisy activities around Swanage, at Bowleaze Cove and around Lyme Regis. The Dorset Coast Strategy provides a lead in working with user groups and industry to monitor and address these issues should they arise. Within statutory harbours, harbour authorities are



required to make provision for safe navigation of all craft.

4.20.2 There have been occasional instances of commercial operation of fast motor craft and personal watercraft from beaches in the remote parts of the Heritage Coasts. Such activities are incompatible with the objectives of existing site protection, and of World Heritage management and will continue to be discouraged. **The management policy on this issue in relation to the Site is as follows:**

P48 Outside of statutory harbours, site managers will continue to discourage commercial or intensive operation of fast motorised craft from beaches within the Site, and seek to provide for and control these activities in appropriate areas within the frontages of the 'Gateway Towns'.

4.20.3 The possible increase in demand for viewing of the coast from the air will require monitoring to seek to ensure that there is not an unacceptable increase in levels of disturbance from aircraft motors.

P49 Contact will be maintained with regulators of airborne traffic to monitor, and discourage inappropriate levels of airborne leisure traffic.

4.21 ESTABLISHING THE CARRYING CAPACITY OF THE SITE

4.21.1 Whilst the maintenance of existing access facilities is important, the way in which these are promoted, and the evaluation of the need for additional or improved facilities will be one of the most critical areas for ensuring sustainable use of the Site by visitors. Matching visitor levels to the capacity of the coast has been a long-standing concern on the Dorset and East Devon coasts.

4.21.2 In broad terms, the Site and the countryside surrounding it already accommodate significant visitor numbers throughout the year. (An estimate of 16 million day visitors and 4 million staying visitors come to the Dorset Coast annually with a further 1.1 million staying in East Devon.). The pattern of visiting is strongly focussed around the main summer season. The anticipated trends in visiting to South West England are upward, pointing to the continued need for an active approach to visitor management within the Site.

4.21.3 Considerable work is already spent managing visitor activity by the countryside management services of the local authorities, the National Trust and private landowners. World

Heritage Site status will be regarded as underpinning and supporting this existing work. The status should be managed to avoid adding to unsustainable tourism pressures. It should not be employed to create significant changes to the established patterns of use, unless they have been carefully thought through, their impacts evaluated and shown to be beneficial to the Site.

4.21.4 The main principle of World Heritage visitor management is that visitor numbers should be matched to the carrying capacity of the Site. Such a concept can be hard to define, and will be best assessed by local managers. In terms of World Heritage Site status an assessment of carrying capacity should be made up of the following elements:

- Impacts on Earth Science: most earth science features within the Site are robust, and unlikely to be damaged by visitors, however the possibilities of such damage should always be considered. The possible impacts from the location of visitor facilities need to be considered.
- Impacts on the landscape: the facilities required to support visitor access can have visual impacts on the coast.
- Impacts on wildlife: wildlife impacts from visitors can arise from direct erosion of vegetation or disturbance to sensitive species.
- Quality of visitor experience: overall visitor numbers affect the experience of the Site. This is particularly the case within many remote parts of the Site where visitor numbers are limited due to the distance from access points. The balance between visitor numbers and the retention of remoteness needs to be carefully struck, with the emphasis in favour of remoteness.
- Impacts on traffic: visitors to the coast make up a very significant part of the road traffic in Dorset and East Devon. The means by which visitors can get to the coast, and the capacity of the transport network to get them there are increasingly important considerations.

4.21.5 Management policies in relation to the Site are as follows:

P50 The carrying capacity of the Site, and the road and access network serving it will be the prime considerations in managing visitor numbers within the Site. Care will be taken to ensure that public information provided about the Site through World Heritage Site status will maintain visiting levels within the carrying capacity of the Site.

P51 Site managers will be encouraged to develop consistent locally-specific indicators of carrying capacity within the Site. These will provide a basis for



monitoring visitor activity, and relating management practices within the Site as a whole.

P52 An active approach to visitor management within the Site and the surrounding countryside will continue to be supported, particularly through the work of the relevant countryside management services. The resources available for visitor management will need to be sufficient to ensure that it is effective.

4.22 ENSURING THE SAFETY OF VISITORS TO THE SITE

4.22.1 The coast is a potentially hazardous environment. In addition to the normal range of hazards within the countryside, there are additional considerations such as possible cliff falls, landslides, tidal cut-offs and mudflows. The range of risks is well understood and has recently been documented in Dorset in the context of preparations for the 1999 solar eclipse. A specific emergency plan has been put in place by West Dorset District Council, in conjunction with the County Emergency Planning Service, to set out the response to cliff falls and landslides between Lyme Regis and Burton Hive (Burton Bradstock).

4.21.2 The primary means of managing risks to visitors on the coast is through education and awareness raising. The most important safety management response is the provision of appropriate on-site signage at access points to the Site. Also important are schools educational materials, and the information and advice provided by visitor and tourist information centres and the preparation and dissemination of safety messages within interpretation and information publications. It is considered unwise to expect all visitors to beaches to follow the advice provided, nevertheless, all members of the public have a duty of care to themselves and others. Signage needs to be well designed and located sensitively so that it will both be noticed and read, and detract as little as possible from the quality of the environment.

4.22.3 There are well established arrangements for providing emergency cover on the coast. These include the Maritime and Coastguard Agency marine search and rescue centre at Portland, and Coastguard teams at Swanage, Kimmeridge, Wyke Regis, Portland, West Bay, Lyme Regis, Beer and Exmouth. Lifeboats are based at Swanage, Weymouth, Lyme Regis, Sidmouth and Exmouth, and Portland is base for one of the Search and Rescue helicopters of the Maritime and Coastguard Agency.

4.22.4 Management policies in relation to the Site are as follows:

P53 Interpretation and educational materials produced within the Site will promote safe activities, and provide clear indications of hazards to visitors, and the ways to reduce personal risk.

P54 Managers of the Site will be encouraged to ensure that visitors are made fully aware of the hazards which they may encounter, and the means by which they can avoid putting themselves in danger.

P55 Coastal visitor and tourist information centres will continue to ensure that safety and tide time advice is made available to visitors, together with information on local hazards.

P56 The Coastguard, RNLI and other emergency services will continue to provide effective search and rescue services throughout the Site.

4.23 PROVISION OF VISITOR INTERPRETATION

4.23.1 World Heritage Site status is expected to lead to increased expectations on the quality of signs, leaflets and publications about the Site. Such information will largely be provided or distributed outside of the Site - particularly in the Gateway Towns and beyond.

4.23.2 A co-operative approach with existing organisations will be taken to developing and delivering effective interpretation for the Site. The Site will require an interpretation plan which will ensure that materials produced are co-ordinated and consistent, and set within a coast-wide framework agreed with local providers. It will be particularly important to work closely with the following organisations, and promote joint working on interpretation and education projects between them:

- County and Local Museums in the Gateway Towns and elsewhere
- Devon's Regionally Important Geological Sites Group
- Dorset Countryside
- Dorset's Important Geological Sites Group
- Dorset and Devon Wildlife Trusts
- East Devon AONB Service
- English Nature
- Local Education Authorities
- Purbeck Field Studies and Information Group
- Public and private visitor centres, including the 'Coastlink' centres and other services such as guided walks
- Private landowners
- The National Trust



- Tourist Information Centres
- Universities and Colleges.
- Visitor accommodation centres

4.23.3 It is likely that the Site will require a 'family' of high quality interpretation for the Site and the wider coast. This should have the purpose of presenting and explaining the World Heritage interest of the Site to visitors. Whilst the lead theme will be earth science, there is potential to use geology and geomorphology as a linking theme to landscape, wildlife and cultural aspects of the Site and its surrounding countryside, where this is felt to be appropriate. A co-ordinating role to oversee interpretation related to the World Heritage Site will need to be established.

4.23.4 The Jurassic Coast Project has already spent considerable time identifying how geology can provide a leading theme for interpreting the coast. It has proposed the following initiatives, which need to be developed and tested through a thorough interpretive planning exercise for the Site as a whole:

- a) Single and sets of themed leaflets to be developed by different organisations, but with co-ordinating interpretation working groups
- b) Five area based booklets
- c) Interpretive signs at the main car parks and access points to the coast
- d) Jurassic Coast viewpoints established on the ground, and supported by a set of postcards singly or within packs
- e) A biannual newsletter, the Jurassic Coast Post with topical articles, news and walks and events programmes
- f) A coffee table book on the Site
- g) The development of co-ordinated web sites, and location of 'webcams' at appropriate and practical locations
- h) A new Quarry Park Nature Reserve and Jurassic Coast Centre on Portland.
- i) A possible co-ordinated approach to improve the exhibition material in the coastal visitor centres, and a possible joint application for the necessary additional resources.

4.23.5 Local museums and visitor centres have a particularly important role in providing information and interpretation. There are a good range of established centres and museums, which are shown in Map 6. There is a need to ensure that local museums with suitable locations and earth science collections give a suitable emphasis to earth science within their displays. A leading example is provided by the work of the Philpot Museum in Lyme Regis which won two major museum prizes during 1999.

4.23.6 Coastal visitor centres and some private sector attractions are important locations for providing information on earth science and the

wider coastal environment. There is a need to support action by the centres that leads to an increased emphasis on earth science information within their displays, or improvements to the quality of existing exhibitions.

4.23.7 Distribution of interpretive publications about the Site need to be effective and efficient. In addition to museums and visitor centres, distribution arrangements will be agreed with Tourist Information Centres, bookshops and newsagents. Greater dissemination of interpretation on the World Wide Web will also be undertaken, within the context of the overall interpretation programme.

4.23.8 **Management policies in relation to the Site are as follows:**

P57 A World Heritage information and interpretation plan will be established to bring together the aspirations and actions of the representatives of existing providers, and agree an interpretive programme for the Site.

P58 Close control on the quality of interpretive signage and publications about the Site will be maintained. A family of high quality literature will be produced which will provide the lead range of interpretive information about the Site.

P59 The County and local museums, visitor centres and private sector geological attractions will be encouraged to give appropriate profile to earth science within their public displays, and ensure that the information they provide is of a high quality. Joint working between centres will be encouraged wherever possible.

P60 Effective distribution arrangements for interpretive material will be agreed, making full and appropriate use of the World Wide Web.

4.24 SUSTAINABLE TRANSPORT

4.24.1 The transport implications of the predicted continued growth in visits within the south west of England are amongst the principal concerns about the sustainability of tourism activity. A growing priority of coastal and countryside management is to encourage visiting to be based on more sustainable forms of transport.

4.24.2 The lead role in delivering transport policy for the area surrounding the Site is via the Regional Transport Strategy for the South West and the Local Transport Plans for Rural Dorset and East Devon. World Heritage Site status provides an additional consideration in the development of transport plans. A checklist of transport principles related to the Site are set out



below, which should be given effect through the Local Transport Plans and the work of countryside management initiatives. The proposed principles are as follows:

- a) Visitors should be encouraged to use alternatives to the car to visit the Site wherever feasible. Tourist and other information provided to visitors prior to and during their visits should emphasise the full range of transport choices that exist.
- b) Facilities for car-borne visitors to the Site should not be provided if they would lead to an unacceptable increase in car usage to visit the Site and its surroundings. New tourist development should, where possible, encourage sustainable modes of transport and limit growth of car-based travel.
- c) Signage of the Site from the road network using the World Heritage emblem should not be carried out unless it can be shown that possible resulting increases in traffic will be within the capacity of the road network. Signage that promotes increased car-based day visits should be particularly avoided.
- d) Improved facilities for cycling and walking to the Site should be provided. Options which should be evaluated include promoting cycle and walking routes between accommodation centres and the coast using quiet roads and bridleways, provision of links to the National Cycle Network, and provision of cycle parking facilities at stations, in towns and at access points to the coast path.
- e) Effective signage of cycling and walking routes to the Site out from the main towns, villages, bus and rail stations is required, including full approval and signage of the route of the South West Coast Path National Trail through all towns and villages.
- f) Public transport between accommodation centres and the rural coast within the Site which meet the needs of visitors and locals should be encouraged where feasible
- g) Greater access to the Site by train should be encouraged. Where stations lie outside the main gateway towns then linking bus services should be provided and integrated with the train timetable. Reconnection of coastal towns to the rail network should be supported where feasible.
- h) Sea transport links along the coastline should be provided where feasible, and integrated with public transport. Sea travel should be recognised as providing the best views of the Site.
- i) Visits to the Site by international visitors arriving by sea and air, and then using non-car transport to go to the Site should be encouraged.
- j) Visitor information and interpretation about the Site should particularly emphasise

access and activities which do not require use of the car.

- k) Information and educational activities should be designed, where possible, to increase the length of stay of visitors within different local areas of the Site.
- l) Interchange facilities at the Gateway Towns should be provided where possible, linked to promotion of alternatives to car transport.
- m) Public transport timetables should be well-publicised and clear, and integrated with information on the other forms of access to the Site.

4.24.3 Management policies in relation to the Site are as follows:

P61 The County Councils will co-ordinate the production of the Local Transport Plans, taking account of the sustainable transport principles within the World Heritage Site Management Plan.

World Heritage Site Objective 4: to encourage safe and sustainable use of the Site by educational groups of all ages, and to provide a high quality range of educational information and services about the Site.

4.25.1 As noted above, the Site is already very well visited, and educational information and interpretation needs to be provided for the wide range of visitors, as set out in section 4.22. This section of the Management Plan addresses the specific needs of the many organised educational groups that visit the Site.

4.25.2 The coast is already well visited by educational groups, with the estimated number of school visits amounting to 200,000 educational bed nights annually. Durlston Country Park, Lulworth's educational ranger, Chesil and the Fleet Warden, Purbeck Marine Wildlife Reserve, Charmouth Heritage Coast Centre and the Norman Lockyer Observatory are amongst the core services which explain the geology and geomorphology of the Site to educational visitors on site. Maintaining and enhancing these services to schools and educational groups is a first priority.

4.25.3 The Jurassic Coast project has produced draft proposals on how to support and better provide for educational use of the West Dorset and Portland Coast. The three key objectives proposed are promoting better use of the coast, broadening the educational season and promoting return visits. The key elements proposed in the work programme are as follows:

- a) Develop a series of new educational case studies



- b) Develop an educational resource base
- c) Provide and promote educational resources for schools on the Internet
- d) Co-ordinate educational services between providers
- e) Promoting closer partnerships between providers and schools.

These proposals have the potential for wider application within the Site. In Devon, an Educational Register of Geological Sites has been produced by the Devon Regionally Important Geological Sites Group, and includes details of educationally important coastal sites within the Site.

4.25.4 The Dorset and East Devon Coast is also an important training venue for undergraduate and postgraduate geologists and geomorphologists. There is also a particular importance for the coast as a major training ground in oil geology, although the extent of this use has not yet been quantified. The opportunities to improve the facilities for this type of use, and to work more closely with Universities, colleges and the oil industry require further study.

4.25.5 Management policies in relation to the Site are as follows:

P62 Maintenance and development of the existing services for school visits through the coastal visitor centres will be supported.

P63 An Education Strategy, which will include a work programme to create better information to support educational use of the Site will be developed, based on the work of the Jurassic Coast Project.

P64 The extent of use and the economic value of the Dorset and East Devon Coast for undergraduate, postgraduate and industry training will be quantified in the Strategy, and the opportunities to improve facilities will be identified.

P65 Increased links will be developed where possible between co-ordinators of educational visitors and accommodation providers, with a view to encouraging greater out-of-season use of facilities.

World Heritage Site Objective 5: to foster the gathering and dissemination of scientific information about the Site.

4.26 SCIENCE AND RESEARCH

4.26.1 The role of the Dorset and East Devon Coast in the development of the major principles of geology and geomorphology since the earliest days of science represents one of the major elements of the Site's global importance. There

are strong and continuing research interests on the coast, as evidenced by a range of national and international symposia and events that take place in the area, and by the great deal of support which was forthcoming for the nomination from professional earth scientists within the UK and internationally.

4.26.2 World Heritage Site status will provide an additional argument for promoting new research into the coast, and in supporting the public understanding of both past and ongoing studies. It will also underpin the development of improved curatorship and management of collections of important geological specimens from Dorset and East Devon locally, nationally and abroad. Priorities could include:

- a) Utilising the Fossil Collecting Code of Conduct to promote co-operative and responsible approaches to collecting and research between fossil collectors, museums and researchers, and investigate ways to further assist acquisition of important specimens by registered museums.
- b) Encouraging funding of new research via the Research Councils.
- c) Encouraging greater emphasis on the curatorship and presentation of the geological collections within the Museums of Dorset and Devon.
- d) Increasing the links with the Natural History Museum and other relevant museums.
- e) Encouraging, and helping to organise and fund symposia/conferences in conjunction with local, national and international geological organisations.
- f) Encouraging and publishing, or helping to publish research and the proceedings of symposia and conferences.
- g) Developing, maintaining and disseminating a complete bibliography of the Site.
- h) Developing, maintaining and disseminating a database on the location of important fossil specimens from the Site now in collections world-wide.
- i) Supporting the continued activity of the Fleet Study Group, a group of scientists and other interests which focuses on Chesil and the Fleet, and whose work may provide a lead for activity elsewhere.
- j) Establishing a website to encourage better communication on all aspects of the geology and geomorphology of the Site, in conjunction with already established initiatives.

4.26.3 Promotion of initiatives to support scientific activities in relation to the Site would benefit from specific advice from the academic community. It is proposed that this would be best achieved through the organisation of occasional meetings



with leading scientists, and the formation of a small scientific advisory group (See Section 6).

4.26.4 Management policies in relation to the Site are as follows:

P66 A programme of work will be developed to support and promote scientific study of the Site and its public understanding, based on the above proposals.

P67 A scientific advisory group for the Site will be established, as set out in Section 6 of the Management Plan.

P68 A strong network of contacts with leading scientists and researchers will be maintained.

World Heritage Site Objective 6: to ensure that World Heritage Site status:

a) is used responsibly in all aspects of publicity in relation to the Dorset and East Devon Coast, and

b) assists wider sustainable development objectives within Dorset and East Devon.

4.27 SUSTAINABLE TOURISM

4.27.1 The Site is within an area which is already a major tourism destination and, as noted above, is an area where continued tourism growth is anticipated, which will need to be properly managed. Principles for tourism in natural World Heritage Sites were proposed at a conference held in 1993, and are summarised in the box below. These provide a benchmark against which the tourism policies related to the Site can be assessed.

4.27.2 The quality of the natural environment is recognised in South West Tourism's Strategy as essential to the future of the tourism economy. The Strategy acknowledges the important role of the private sector as landowner and manager, but highlights the major responsibility for protecting the quality of the environment that falls on the public sector, and the leading role of local authorities. Relevant key objectives of the South West Tourism Strategy are:

- a) Maintain and where possible enhance the quality of the public environment, including beaches and bathing waters to the highest standard possible
- b) Increase the proportion of leisure and tourism travel making use of public transport and using walking and cycling trails
- c) Implement positive measures to ensure that tourism pressures do not adversely affect the environment, local communities and the tourism experience
- d) Make effective use of tourism as part of the approach to the regeneration of economically deprived areas



e) Increase the resources available for conservation and enhancement projects, including contributions from the visitor.

UNESCO PRINCIPLES FOR TOURISM IN NATURAL WORLD HERITAGE SITES

Ensure that:

- Tourism development considers and respects ecological and socio-cultural values of the Site and is consistent with the World Heritage concept;
- A management plan, considering the regional context and addressing the tourism component is established and regularly updated;
- Environmental assessments, inclusive of cumulative impacts, are carried out on recreational and commercial facilities and activities before approvals are granted;
- Monitoring programmes based on appropriate and updated indicators are in place and their outcomes are taken into account into the planning and decision taking process;
- Local populations, in and around the Site, are involved in order that they take pride in their heritage and gain benefits from tourism;
- Co-operation with the different stakeholders involved in tourism development is sought and co-ordination of the promotion of the Site is ensured;
- All site staff are aware of the World Heritage values and well trained in visitor management;
- Relevant information and education programmes are in place to ensure that visitors and local people understand and have respect for the Site and its values;
- A substantial proportion of the income generated through entrance fees is directly allocated to the Site for its improvement and management;
- The Site participates in the World Heritage concept through all appropriate means.

Agreed at Dakar, Senegal November 1993

4.27.3 Whilst there is a consensus over the policy base for tourism which is in tune with the principles established for tourism within World Heritage Sites, the need will be to ensure that such policies become a reality. There are already well-established tourism partnerships and services throughout Dorset and Devon, with co-ordination undertaken through the work of local authority tourism officers, and South West Tourism, and other bodies. A strong linkage between World Heritage objectives and the work

of these departments and networks will need to be maintained.

4.27.5 **Management policies in relation to the Site are as follows:**

P69 Effective links between tourism organisations will be maintained, to ensure that the principles for tourism in World Heritage Sites will be observed, and incorporated into the development of wider tourism policies and strategies as appropriate.

4.28 PROMOTION OF THE SITE TO VISITORS

4.28.1 There is already a considerable amount of tourism and visitor information provided about the Dorset and East Devon Coast in various forms. The quality of the coastal environment is already a strong part of tourism marketing of both Dorset and Devon.

4.28.2 The 1993 conference confirmed that tourism has an essential role at a great many natural World Heritage sites. The reported experience of Sites regarding the impact of World Heritage Site status is very varied, with visitor numbers ranging from a few hundred to over several million per annum. A majority of sites considered that World Heritage had attracted publicity and contributed to the development of tourism. However, factors independent of World Heritage, such as the global growth of international tourism, and local economic development were attributed as the source of tourism growth at those sites which had experienced substantial changes.

4.28.3 Research by Locum Destination Consulting in 2002 concluded that the approach a Site takes will depend on the aims of that Site: some Sites discourage tourism or recreation, dedicating themselves to conservation or scientific research; some Sites do not promote tourism but welcome it with restrictions, regulations and sometimes charges; while other Sites actively promote tourism and recreation as a revenue generator and to promote general interest in the Site.

4.28.4 The first conclusion drawn in the context of the Dorset and East Devon Coast is that World Heritage Site status would be unlikely to lead to substantial changes in the patterns of visiting to the coast, which will remain dictated by established patterns and social and economic changes which are already in hand. The second is that the way in which World Heritage Site status is utilised, rather than the existence of the status in itself, is the critical factor in determining its impacts on tourism activity.



4.28.5 The lead in promoting the Dorset and East Devon Coast to the domestic tourism market is currently taken by local authorities. It is not considered that it would be appropriate to lead future promotion of tourism within the Site on the basis of World Heritage. Tourism promotion and marketing is however an important medium for conveying the outstanding environmental quality of the Site to prospective visitors. Closer working between site managers and tourism officers will be promoted to achieve this.

4.28.6 Considerable promotional material regarding attractions and facilities is produced by the private sector. There is a need to continue to develop close working relationships with the tourism industry, and share guidance on the appropriate use and description of World Heritage in promotional material.

4.28.7 The Jurassic Coast Project made proposals for developing specific tourism markets which aim to use geology as a linking theme to the landscape, wildlife, local character and industry in relation to the Dorset coast. Specific proposals are set out below which should be considered for development throughout the Site.

- a) linking the marketing activities of existing geological and environmental attractions under the theme of the 'Jurassic Coast'
- b) using interpretation to increase the quality of experience of existing visitors
- c) using interpretation publications to promote staying visits using local accommodation
- d) developing special interest breaks in the shoulder months, using local experts, offering activities not normally available and marketing to special interest groups such as Rockwatch and geological societies both within the UK and at an international level.
- e) organising events, including a 'geology week' outside the main season.

4.28.8 Dorset and the New Forest currently co-operate over marketing of the area to international visitors, whilst East Devon falls within the Devon and Cornwall Overseas Marketing initiative (DACOM). It is considered that international visitors are one group likely to be attracted in larger numbers by World Heritage Site status. The total numbers of such visitors are likely to be small compared to the domestic market, and it is considered that their attraction will not conflict with management objectives for the Site. Specific targeting of proposals such as those listed in the previous paragraph to international visitors will be considered as a priority.

4.28.9 Management policies in relation to the Site are as follows:

P70 The existing public-private partnerships will remain the basis for future tourism promotion of the area, and effective links between their work and World Heritage objectives will be made

P71 Tourism publications about the Dorset and East Devon Coast will identify the importance of the coast as a World Heritage Site where appropriate, and convey the environmental value of the Site to prospective visitors

P72 Tourism promotion will not be led by the status of the area as a World Heritage Site

P73 Providing a high quality of visitor experience will be retained as a leading objective of tourism policy

P74 The promotion of special interest visits by small numbers of visitors, including international tourists, will be considered

P75 Advice and information on the Site and its values will be effectively disseminated within the tourism industry.

4.29 TOURISM AND VISITOR MANAGEMENT

4.29.1 One of the keys to ensuring that tourism within the Site is sustainable is to improve the linkage between the tourism industry and site management. The needs have already been considered for the Site, resulting in the creation of a tourism working group which will steer the work of an officer who will work on visitor management and sustainable tourism projects. Relevant policies of the Dorset Coast Strategy are summarised in Appendix 9, and of the Devon Tourism Role and Action Plan in Appendix 10.

4.29.2 Management policies in relation to the Site are as follows:

P76 Closer links and joint working between tourism interests and site managers will be promoted through the work of the World Heritage Site Tourism Working Group.



4.30 USE OF THE WORLD HERITAGE EMBLEM

4.30.1 UNESCO has defined conditions for the use of the World Heritage emblem, which are listed in Appendix 8. Dorset and Devon County Councils fully recognise the requirements of use and will ensure their actions support responsible use of the emblem, and the identification of 'World Heritage' status at all times. The County Councils will promote local understanding of the emblem and its use, and will work in conjunction with the Government to ensure action is taken to prevent inappropriate use.

4.30.2 Management policies in relation to the Site are as follows:

P77 Appropriate use will be made of the World Heritage Emblem to raise awareness about the Site, in line with UNESCO guidelines.

4.31 THE ROLE OF THE GATEWAY TOWNS IN RELATION TO THE SITE

4.31.1 The identification of the Site, also requires consideration of the implications for the adjacent countryside and the communities of the Dorset and East Devon Coast. At an early stage in the development of the nomination the concept of identifying 'Gateways Towns' was agreed. Although not within the Site, the Gateway Towns have a substantial importance in the management of visitor activity, and are also likely to be the areas that could derive some economic benefit from specialist tourism related to the Site. The Gateway Towns recognised within the plan are as follows:

- Exmouth
- Budleigh Salterton
- Sidmouth
- Beer
- Seaton
- Lyme Regis
- Charmouth
- West Bay and Bridport
- Portland
- Weymouth, including Preston and Bowleaze Cove
- Swanage
- Wareham
- Poole.

Additionally, the concept of Anchor Towns for Exeter and the Poole/Bournemouth/Christchurch conurbation has been developed. These are the principal access nodes for the Site, providing airport and mainline rail connections, as well as a wider range of tourist and visitor infrastructure.

4.31.2 Although they are not included within the Site, the Gateway Towns have a very important role in achieving the visitor management objectives of World Heritage. They are also areas where additional visitors to the Site will stay, and therefore have the potential to benefit economically from their position in relation to the coast. Managing and planning development and regeneration within the Gateway Towns will be led by local authorities through the planning system, environmental improvements and other programmes. Key roles of the gateway towns which need to be maintained and strengthened are:

- a) Providing a range of quality and value for money accommodation, with a need to strengthen provision of the higher grades of guest house and hotel
- b) Providing the bases for a number of the principal museums and visitor centres
- c) Providing information and orientation, particularly through the network of tourist information centres
- d) Providing attractive and high quality environments in their own right which will attract and hold staying visitors
- e) Providing links between different modes of transport, and the main access points to the Site for visitors to the Heritage Coasts
- f) Providing venues for special interest breaks and events, particularly outside the main visitor season.

4.31.3 Management policies in relation to the Site are as follows:

P78 The role of the Gateway Towns in delivering the other policies of this Site Management Plan will be actively pursued through the planning and regeneration role co-ordinated by local authorities.

4.32 OTHER ACCESS POINTS TO THE SITE

4.32.1 In addition to the Gateway Towns there are a number of important access points to the Site. These are locations that are generally within the Heritage Coasts and are remote from the major road network. Visitor management and the provision of facilities requires particular care to ensure that their character is conserved and enhanced where possible. The number of access points to the Site is large ranging from simple footpath links from the road network to significant villages with visitor facilities. A list (not exhaustive) of some of the most significant sites outside the Gateway Towns includes the following:

- Ladram Bay
- Salcombe Regis



- Branscombe
- Stonebarrow
- Seatown
- Eype
- Burton Bradstock
- West Bexington
- Abbotsbury
- Langton Herring
- Chickerell
- Osmington
- Ringstead
- Durdle Door
- Lulworth
- Tyneham (weekend and holiday periods)
- Kimmeridge
- Worth Matravers
- Durlston Country Park
- Studland.

4.33 PROMOTING LOCAL AWARENESS OF WORLD HERITAGE SITE STATUS

4.33.1 It is important that the communities in Dorset and East Devon, including the tourism industry, are continually updated and involved in the interests within the Site and the implications of World Heritage Site status. Issues that should be addressed include both the obligations to ensure responsible management, the potential to increase public awareness and understanding of the interests of the Site, and the possibilities for the encouragement of sustainable tourism activity. Such discussions should be a key input to community planning activity in Dorset and East Devon.

4.33.2 Management policies in relation to the Site are as follows:

P79 A regular programme of local awareness-raising activities and events will be an early and continuing priority of World Heritage Site management, and links will be established with Community Planning initiatives to facilitate this input.



Chapter 5: Monitoring and Review

MONITORING OF THE SITE

5.1 Monitoring of the implementation of the Site Management Plan is essential to demonstrate that the objectives are being achieved. An annual report on progress in implementing the Site Management Plan will be made. This report will be publicly available.

5.2 Part of the implementation report will be a report of the state of the Site and the management of its World Heritage values in relation to an agreed set of indicators. Agreed indicators for the Site are set out below. It is important to note that the indicators are designed to prompt further investigation of management issues. It is not proposed that they are tied to detailed prescriptions for management action.

5.3 Sites of Special Scientific Interest provide a major plank of the protective measures in place for the earth science interests within the Site. English Nature have a lead role in establishing and reviewing the SSSI network, and reporting on its condition. They also have a lead role in ensuring that landowners are provided with the

necessary advice to ensure that features of importance are conserved.

5.4 Management policies in relation to the Site are as follows:

P80 An annual status report on the Site will be prepared and published.

P81 English Nature will report regularly on the status the nationally designated Earth Science interests within the Site.

REVIEW OF SITE MANAGEMENT PLAN

5.5 The Site Management Plan will require regular review. The process for making this plan operational is discussed in the following section. Once the plan is in place there will be a need for a regular process of formal review, which it is anticipated will operate on a three-year cycle.

5.6 Management policies in relation to the Site are as follows:

P82 The Site Management Plan for the Site will be reviewed regularly to keep its policies up to date.



Table 1: Proposed Indicators for the Dorset and East Devon World Heritage Site

Attribute	Indicator (units of measurement)	Ideal Status	Report By	Report frequency
Quality of earth science interest	Length of defended coastline within the Site, excluding repair of existing defences (metres since January 2000)	No increase	Coast Protection and Flood Defence Authorities	Annual
	Area of land developed within the Site (hectares since January 2000)	No increase	Local Authorities	Annual
	Removal of coastal defence at Durlston Bay (no units)	Removed (long term)	Purbeck District Council	Annual
	Re-exposure of geology at Ringstead Bay (no units)	Geology re-exposed (long term)	West Dorset District Council	Annual
	Operation of West Dorset fossil collecting code of conduct (Criteria have been established by the working group)	Reported operating successfully by parties to the code.	Dorset County Council	Annual - biannual
	Permissions granted for mineral extraction and quarrying within the Site (hectares)	No new permissions granted	Devon and Dorset County Councils	Annual
	Permissions granted for development within the Site (hectares)	No permissions contrary to Local Plan Policy	District Councils	Annual
	Damage to designated Earth Science interests (linked to stated conservation objectives) within the Site	No damage	English Nature	Annual
<ul style="list-style-type: none"> Quality of the setting of the Site 	<ul style="list-style-type: none"> Achievement of agreed work programme (no units) 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Dorset AONB East Devon AONB 	<ul style="list-style-type: none"> Annual
Tranquillity of remote coastline	Levels of use and disturbance at selected survey stations, noise measurements (methodology to be designed)	No decrease in tranquillity	Dorset Countryside, East Devon AONB Service	Biannual
Visitors to the Site	Visitor numbers to key attractions	Stability (or increasing where capacity exists)	Dorset Tourism Data Project, Devon County Council, Visitor Manager	Biannual
	Seasonal distribution of visitors	Wider, within Site capacity	Dorset Tourism Data Project, Devon County Council, Visitor Manager	Biannual
Visitor Interpretation	Implementation of World Heritage Interpretation Programme	Progress with agreed work programme	Dorset and Devon County Councils	Annual
Visitor Experience	Visit satisfaction of visitors to the Site	Stable or increasing visitor satisfaction	Dorset Tourism Data Project, Devon County Council, Visitor Manager	Biannual
Educational Use	Number of educational visitors to Coastlink visitor centres	Stable, increase where capacity exists	Coastlink Centres	Annual
	Seasonal distribution of visitors	Wider, within Site capacity	Dorset Tourism Data Project, Devon County Council, Visitor Manager	Biannual
	Success of Educational Initiatives	Targets set in relation to specific projects	Education Working Group	Annual
Transport	Visitor Numbers by mode of transport	Decrease in growth rate of car borne visits	Local Transport Plans, Dorset Tourism Data Project, Devon County Council	Biannual
Access	Usage level of coast path (number of visitors)	Stability (or increasing where capacity exists)	South West Coast Path Team	Biannual (rolling four-year programme)
	Coast Path Maintenance Budget (£)	Stable or increasing (taking account of inflation)	Dorset and Devon County Councils	Annual



Attribute	Indicator (units of measurement)	Ideal Status	Report By	Report frequency
Tourism Impact of World Heritage	Number of overseas visits	Increase, within capacity of Site	Dorset Tourism Data Project, Devon County Council	Biannual
	Number of visits prompted by World Heritage Site status	Within capacity of Site	Dorset Tourism Data Project, Devon County Council	Biannual
	Number of visitors to programmes directly related to the Site Management Plan	Achievement of targets set for such programmes	Dorset and Devon County Councils	Biannual
Visitor Safety	Number of call-outs to visitors within the Site (three year average)	Decrease	HM Coastguard	Annual
Science	Number of peer-reviewed papers published (3 year average of number of papers)	Stable or increasing	British Geological Survey	Annual
	Scientific conferences and seminars (number held, and numbers attending)	At least one national event every two years.	Dorset and Devon County Councils	Annual
	Geological budget of County Museums (proportion of total budget)	Stable or increasing	Dorset County Museum Royal Albert Museum, Exeter	Annual
	Number of visits to website	Increase	Dorset and Devon County Councils	Annual
Use of World Heritage logo	Use of logo outside of UNESCO guidelines	No instances	World Heritage Steering Group	Annual
	Inappropriate promotion of world heritage in tourism literature (number of reported incidents)	No instances	World Heritage Steering Group	Annual
Staffing	Employment of full-time Geological Co-ordinator (none)	Officer employed	Dorset and Devon County Councils	Annual
	Employment of World Heritage Tourism Officer (none)	Officer employed	Dorset and Devon County Councils	Annual



Chapter 6: Implementation

6.1 As can be seen the protection of the Site relies on the continued operation of a series of existing systems and protective mechanisms. Implementation of the plan in respect of these is unlikely to result in noticeable changes to existing site management which owners and users are already familiar with. What is new is the reporting of the operation of these systems on a regular basis, as described in Chapter 5 above.

6.2 The positive management of visitors and provision of information, interpretation and educational initiatives will be pursued through the development of the work of established public-private-voluntary partnerships. These include, though are not limited to the following:

- 'Coastlink' visitor centres
- Devon County Council
- Devon's Regionally Important Geological Sites Group
- Dorset and Devon Museums
- Dorset Area of Outstanding Natural Beauty Management Initiative
- World Heritage Site Tourism Working Group
- Dorset Countryside
- Dorset New Forest Tourism Partnership
- Dorset's Important Geological Sites Group
- East Devon AONB Service
- Geologists' Association, Dorset Branch
- Purbeck Heritage Committee
- Shoreline Management Plans.

NEW MANAGEMENT STRUCTURES

6.3 It is necessary to form new structures to ensure the delivery of a number of aspects of site management. The new bodies and their purpose are as follows:

- **World Heritage Steering Group.** This group has overall responsibility for ensuring that the management objectives of the Site are achieved, and oversees the implementation of the Site Management Plan, and the monitoring and reporting on the state of the Site. The Steering Group is formally constituted with terms of reference and specified membership. The terms of reference of the group are included as Appendix 10.
- **Science and Conservation Advisory Group (SCAG).** This group has the role of advising the World Heritage Steering Group on earth science conservation, and for achieving an effective science network to support implementation of the management plan. The group also guides the work of the Earth Science Manager. Membership is at the

invitation of the County Councils, in consultation with the World Heritage Steering Group, and will focus on bringing together the local and national organisations with a lead responsibility for conservation of the Site, together with appropriate input from local scientific institutions. In view of the wide range of international interests in the World Heritage Site, a Science and Conservation Advisory Network (SCAN) will be established to provide the widest possible range of contacts to assist the management of the Site, and support science-related activities associated with it.

- **Tourism Working Group.** This is a group with a locally based membership tasked with providing ideas and advice on the integration of site management with the tourism industry, development of special interest tourism, and influencing sustainable tourism promotion to be sympathetic to World Heritage objectives. The group provides advice to the wider 'World Heritage Coast' area beyond the Site, including the area covered by the Dorset Coast Strategy. It guides the work programme of the World Heritage Visitor Manager. It will also provide a co-ordinating role for Site interpretation, supported by a more focussed approach if necessary.

It is anticipated that other working groups will be established through the World Heritage Steering Group where required to support implementation of other areas of the World Heritage Site Management Plan.

- **World Heritage Trust.** It is proposed that the a Trust should be established, in order to provide a vehicle for attracting, holding and distributing funding to aspects of World Heritage Site related activities. This proposal will be evaluated by the World Heritage Steering Group.

STAFFING

6.5 Existing posts will be specifically identified in Dorset and Devon County Councils as having responsibility for World Heritage matters across the Site. Three new posts have been created in order to deliver World Heritage Management, which are as follows:

- **Earth Science Manager:** this post has the responsibility of providing geological advice to planners and site managers, co-ordinating fossil collecting policies, and developing the scientific and educational work programmes in relation to the Site. The post will work in partnership with English Nature who retain the statutory lead role in relation to earth science and nature conservation. An **Earth Science**



Adviser focuses on Earth Science Conservation activities associated with the Site.

- **Visitor Manager:** this post has the responsibility for overseeing tourism policy for the Site. Its specific tasks include linking to existing promotional initiatives to ensure positive and responsible references to World Heritage Site status, interpretation, development of special interest tourism, promotion of sustainable transport and access policies, and the integration of visitor management and tourism development.

6.6 A diagram showing the management structure for the Site is shown in Figure 1.

PHASING OF IMPLEMENTATION

6.7 Table 2 shows the proposed phasing of implementation of the plan, and the way in which this relates to existing initiatives. This has been developed as a more detailed provisional work programme for the Site, following final establishment of the Site Management Plan.

RESOURCES

6.8 The main resource needs for the delivery of the World Heritage Site Management Plan will be met through the delivery of geological conservation through the coastal and countryside management undertaken by landowners, National Trust, local authorities, Government Agencies and others. Such work is funded through a number of different sources, including landowners resources (public, private and voluntary sectors), backed in places by local authority budgets, and grant aid from Government Agencies such as English Nature and the Countryside Agency. There will remain a key need to ensure that the levels of resources available for this work remain sufficient to the management needs of the coast, in relation to its World Heritage Site status.

6.9 The main need for specific resources for implementation of the plan will be to support the work of the staff team. The minimum staff-only costs (2003 figures) are likely to be approximately £85,000 per annum. However additional funding will be required to support project activity and the development of management programmes. Support will be provided through nominated staff within the County Councils, and other partners as appropriate to identifying and securing the necessary resources. This will involve the development of phased programmes of work, and the preparation of bids for funding. It is anticipated that funding will be sourced through a 'mixed economy' of different sources, which are likely to include the following:

- Partner funding with local authorities, government agencies, private and voluntary sector;
- Grants from Government or Government Agencies;
- National Lottery;
- European funding (e.g. LIFE);
- Industrial sponsorship;
- Public contributions, including sales and donations from visitors, perhaps focussed through membership mechanisms such as a 'Friends of...' organisation.

The preparation of robust business and development plans will be one of the major priorities in the establishment phase for the World Heritage Site Management Plan, and the assessment of the impact of the status in the wider area of Dorset and East Devon.

Figure 1: Proposed World Heritage Site management structure

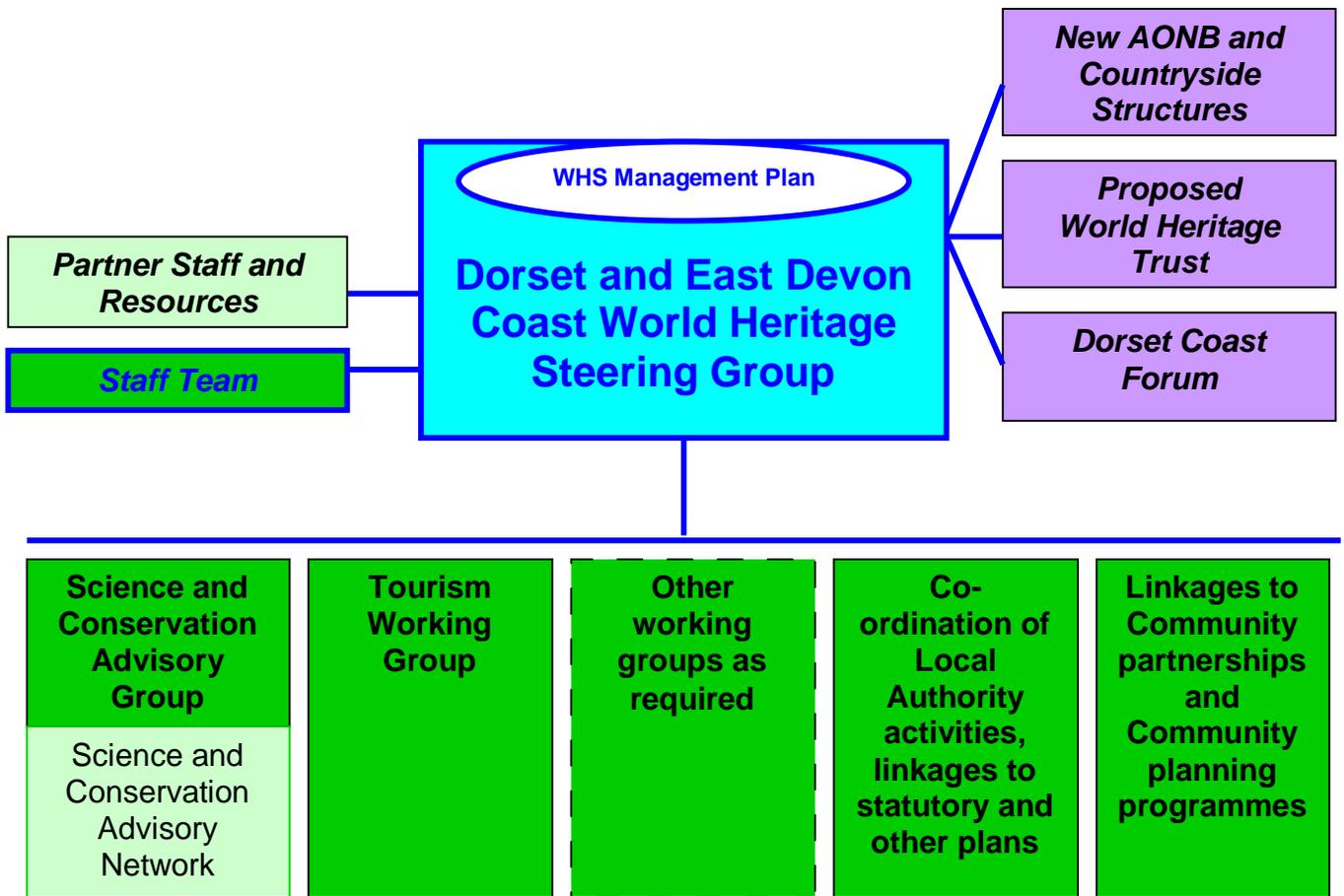




Table 2: Phasing of Implementation of the Site Management Plan, 2002-2007

Date	Site Conservation	Steering Group	Interpretation, Education and Communication	Sustainable Tourism
2002	<ul style="list-style-type: none"> Appoint Earth Science Manager Establish Science and Conservation Advisory Group and Advisory Network Identify agreed work programme 	<ul style="list-style-type: none"> Establish World Heritage Steering Group, and agree terms of reference Revise and Adopt World Heritage Site Management Plan to take account of UNESCO decision. 	<ul style="list-style-type: none"> Start up programme of site interpretation implemented. 	<ul style="list-style-type: none"> Appoint Visitor Manager. Establish World Heritage Tourism Working Group Strategic Report on Economic Development Potential.
2003	<ul style="list-style-type: none"> Implementation of Conservation Work Programme Establish Site monitoring programme 	<ul style="list-style-type: none"> Establish linkages with AONB programmes First annual report 	<ul style="list-style-type: none"> Production of World Heritage Site Interpretation, Education and Communications Strategies, and implementation programme 	<ul style="list-style-type: none"> Implementation of Tourism and Visitor Management Work Programme
2004	<ul style="list-style-type: none"> Implementation of Conservation Work Programme 	<ul style="list-style-type: none"> Annual report 	<ul style="list-style-type: none"> Implementation of Interpretation, Communication and Education Work Programme 	<ul style="list-style-type: none"> Implementation of Tourism and Visitor Management Work Programme
2005	<ul style="list-style-type: none"> Implementation of Conservation Work Programme 	<ul style="list-style-type: none"> First Review of Management Plan Annual report 	<ul style="list-style-type: none"> Implementation of Interpretation, Communication and Education Work Programme 	<ul style="list-style-type: none"> Implementation of Tourism and Visitor Management Work Programme
2006	<ul style="list-style-type: none"> Implementation of Conservation Work Programme 	<ul style="list-style-type: none"> Adopt revised plan following appropriate public consultation Annual report 	<ul style="list-style-type: none"> Implementation of Interpretation, Communication and Education Work Programme 	<ul style="list-style-type: none"> Implementation of Tourism and Visitor Management Work Programme
2007	<ul style="list-style-type: none"> Implementation of Conservation Work Programme 	<ul style="list-style-type: none"> Earliest date for first update of Site boundary Annual report 	<ul style="list-style-type: none"> Implementation of Interpretation, Communication and Education Work Programme 	<ul style="list-style-type: none"> Implementation of Tourism and Visitor Management Work Programme

The existing mechanisms of protection and management operate within different cycles for review. The frequency of review of some of the main initiatives is as follows:

- Statutory Land-Use Plans - Every 5 years
- Minerals and Waste Plans - Every 5 years
- Local Transport Plans - Every 5 years
- Shoreline Management Plans - 3-5 years
- AONB Management Plans - 5 yearly reviews.

The tracking of progress and issues in relation to the detailed planning and management of the Site will be carried out by the World Heritage Steering Group in relation to the monitoring criteria set out in Chapter 5 of this plan. Detailed proposals for implementation of visitor

management and interpretation, and geological conservation programmes will be set out in a regularly updated work plan from 2002 onwards. More information on existing priorities is provided in the current management statements for East Devon, West Dorset and Purbeck (Appendices 12 –14) [Note: these are substantial documents provided to UNESCO at the time of nomination, and are not appended to this version of the plan, but can be provided on request].



World Heritage Site Management Plan Appendices

This section includes the following appendices. Paragraph numbers within each section begin with the number of the appendix.

Appendix 0 Statement of significance on the Site approved by UNESCO

Appendix 1 Statement on the boundaries of the Site and the World Heritage interests within them

Appendix 2 Dorset Coast Strategy Principles

Appendix 3 Existing Planning and Management Measures

Appendix 4 Planning policies affecting the Site

Appendix 5 Nature conservation areas designated under European Council Directives

Appendix 6 Geologists' Association Code of Conduct for Geological Fieldwork

Appendix 7 Fossil Collecting Code of Conduct for West Dorset

Appendix 8 Guidelines for use of the World Heritage emblem

Appendix 9 Dorset Coast Strategy Tourism Policies

Appendix 10 Devon County Council Tourism Role and Action Programme summary

Appendix 11 Terms of Reference for the World Heritage Steering Group

Appendix 0: Statement of significance on the Site approved by UNESCO

This Appendix is an extract from the *IUCN Evaluation of Nominations of Natural and Mixed Properties to the World Heritage List. Report to the World Heritage Committee, Twenty-fifth session, 11-16 December 2001 – Helsinki, Finland. Prepared by IUCN – The World Conservation Union, 20 October 2001.*

This is the statement on the Site, which was considered and approved by the World Heritage Committee on 13 December 2001.



Appendix 1: Statement on the boundaries of the Site, and the World Heritage interests within them

A1-1 OVERVIEW

A1-1.1 The Dorset and East Devon Coast has been awarded World Heritage Site status on the basis of its global importance for the earth sciences. A detailed description of the boundaries of the Site, and the interests that lie within them is set out below.

A1-1.2 The boundaries of the Site have been defined to closely follow the earth science features that are of World Heritage interest. The landward boundaries are as follows:

- On cliff coastline, the boundary is taken at the break in slope at the top of the most landward cliff-scarp
- On coastline with no cliffs, the boundary is taken at the back of the beach
- The Site includes the Fleet lagoon and the boundary will be taken at the top of the low cliffs that lie on its northern shore.

The seaward boundary of the Site is taken as Low Water Mark.

A1-1.3 The Site excludes the frontages of some of the larger coastal towns: Sidmouth, Seaton, Lyme Regis, West Bay, Weymouth, Swanage, and also excludes the commercial port area at Portland. The resulting Site comprises eight stretches, as follows:

- Orcombe Rocks to Chit Rocks, Sidmouth
- River Sid, Sidmouth to Seaton Hole
- River Axe, Axmouth to The Cobb, Lyme Regis
- Lyme Regis to West Bay
- Chesil, the Fleet and Portland Coast
- Portland Harbour Shore
- Bowleaze Cove to Peveril Point
- New Swanage to Studland Bay

A1-1.4 Reference is made to three forms of designation that provide protection to the Site:

- Sites of Special Scientific Interest (SSSI): areas identified under the Wildlife and Countryside Act, 1981, which receive statutory protection because of their importance for wildlife and/or earth science;
- Areas of Outstanding Natural Beauty (AONB): areas identified under National Parks and Access to the Countryside Act, 1949, which receive statutory protection because of their landscape quality;
- Geological Conservation Review sites (GCR): sites identified following a national

programme, carried out between 1977-1990, which identified the Earth Science sites of national and international importance in Britain. GCR sites therefore represent the series of the most significant geological and geomorphological sites within the UK, and generally receive specific protection through the Sites of Special Scientific Interest.

A1-1.5 Owing to the requirement to ensure the protection of the Site, a further general criterion for boundary setting is that only areas designated as AONB or SSSI are included within it. The description notes a few localities where this condition has been slightly modified to reflect particular circumstances.

A1-1.6 The criteria used to establish the initial boundaries of the Site will remain the basis for review of the boundaries in the future. It is implicit within these criteria that the precise location of the boundaries of the Site will change in the future as the physical form of the coast evolves, or if new evidence of the scientific importance of additional areas of the coast comes to light.

A1-1.7 There will be the need to define the precise location of the Site boundary from time to time. It is therefore considered that there should be a regular revision of the formally established boundaries of the Site, primarily to reflect changes to the coastline and the movement of the clifflines and beaches that define the extent of the Site. A small number of localities should be considered for inclusion in the future, depending on their notification for earth science reasons within the SSSI network. These localities are listed in the text below where relevant.

A1-1.8 The formal process of revision of the boundaries will be driven primarily by the survey timetables of the Ordnance Survey and the review and renotification of SSSIs by English Nature in relation to earth science interests. It is anticipated that a first review of the boundaries would be carried out not earlier than 2007, that is five years after the designation of the Site by UNESCO.

A1-2 SECTION 1: ORCOMBE ROCKS TO CHIT ROCKS, SIDMOUTH

AONB: Complete coverage, except for intertidal areas and Chit Rocks
SSSI: partial coverage
GCR sites: partial coverage, 6 sites

A1-2.1 The western boundary of this section of the Site, and of the Site as a whole is taken as grid reference 3018 0797 (SY018797), which is the western extent of GCR site 1506 (Orcombe Rocks, Permian - Triassic). This GCR site also lies within the Exe Estuary SSSI, and is cited as



an earth science feature within it. From this point east, the Site includes continuous cliff face exposures of rock and coastal geomorphological features, and the boundaries of the Site are drawn as described in paragraph A1-1.2. Particular points to note with regard to the features included, and detailed boundaries of Section 1 are as follows:

- a) This section of the Site lies within designated AONB, the boundary of which has been drawn at high tide;
- b) Budleigh Salterton Cliffs is an SSSI notified only for its geological interests, and is covered by two GCR sites (1507 Budleigh Salterton, Permian - Triassic and 1837 Budleigh Salterton, Coastal Geomorphology of England). The boundary of the Site at Budleigh Salterton is taken as coinciding with the boundary of the SSSI that covers the cliffs fronting the town.
- c) Otterton Point is a GCR site (813 Otterton Point, Permian - Triassic Reptilia) and this interest is also cited in the SSSI citation.
- d) Ladram Bay-Sidmouth SSSI (3 separate sections) is listed as having importance for coastal geomorphology at Ladram Bay (also listed as GCR site 1839 Ladram Bay, Coastal Geomorphology of England), and for geology at High Peak and Chit Rocks (also listed as GCR site 814 High Peak, Permian - Triassic Reptilia).
- e) The eastern boundary of this section coincides with the extent of the notified SSSI at Chit Rocks.

A1-2.2 This section contains a unique situation within the Site where an AONB has been drawn at high water mark, and only parts of the intertidal area are covered by SSSI. These intertidal areas are included within the Site because they are protected by designation as Coastal Preservation Area (CPA). The CPA is a well established Devon-specific designation, which provides the main lead for protective planning policy for the coastal sections of the AONB and the adjoining intertidal land.

A1-3 SECTION 2: RIVER SID, SIDMOUTH TO SEATON HOLE

AONB: Complete coverage, except intertidal area
SSSI: Complete coverage
GCR sites: Partial coverage, 2 sites

A1-3.1 This section of the Site covers cliff exposures and coastal geomorphological features that lie entirely within the Sidmouth-Beer Coast SSSI, and the East Devon AONB (boundary drawn at high water mark). It is partly covered by two overlapping GCR sites at its eastern end (632 East Cliff to White Cliff, Aptian – Albian and 204

Hooken Cliff, Cenomanian - Maastrichtian), the interests of both being described in the SSSI citation. The boundary is drawn within the SSSI to exclude areas of cliff top grassland and woodland.

A1-4 SECTION 3: RIVER AXE, AXMOUTH TO MONMOUTH BEACH, LYME REGIS

AONB: Complete coverage, except for intertidal area in Devon

SSSI: Complete coverage

GCR sites: Complete coverage, 6 sites (some in part)

A1-4.1 This section of the Site covers the Axmouth to Lyme Regis Undercliffs and important cliff exposures of geology. The entire site (with the exception of the intertidal area in Devon) is AONB. It also lies entirely within SSSIs that are cited for their earth science interest. The boundary of the Site can be regarded for practical purposes as coincident with the SSSI, although should strictly exclude a small area of clifftop grassland that lies within the SSSI above Lyme Regis and is owned by the National Trust. The Site is entirely within GCR Site 800 (Axmouth to Lyme Regis, Mass Movement) and parts lie within the following sites:

- 1263 Culverhole Point, Rhaetian
- 1264 Pinhay Bay, Rhaetian
- 87 Pinhay Bay Fault Corner, Hettangian - Pliensbachian
- 916 Lyme Regis, Jurassic - Cretaceous Reptilia
- 2952 Lyme Regis, Mesozoic - Tertiary Fish/Amphibia

A1-5 SECTION 4: LYME REGIS TO WEST BAY

AONB: Complete coverage

SSSI: Complete coverage

GCR sites: Almost completely covered, 10 sites (some in part).

A1-5.1 This section of the Site includes coastal geological exposures, landslips and other geomorphological features. The entire area lies within AONB, and all but a small landslipped field at the Spittles lies within SSSIs notified for their earth science interest. Virtually all of the Site lies within GCR sites, with overlapping sites in several locations. The entire area to within 400m of its eastern boundary at West Bay lies within GCR site 87 (Pinhay Bay Fault Corner, Hettangian - Pliensbachian). Other GCR sites covering part of this section are as follows:

- 252 Seatown - Watton Cliff, Toarcian



- 546 Watton Cliff, Mesozoic Mammalia
- 794 Charmouth, Palaeoentomology
- 916 Lyme Regis, Jurassic - Cretaceous Reptilia
- 1321 Black Ven, Mass Movement
- 1330 Watton Cliff, Bathonian
- 2109 Golden Cap - Lyme Regis, Coastal Geomorphology of England
- 2901 Watton Cliff, Mesozoic - Tertiary Fish/Amphibia
- 2952 Lyme Regis, Mesozoic - Tertiary Fish/Amphibia

A1-5.2 Within this section, the boundary generally is coincident with the Site of Special Scientific Interest, with the following exceptions:

- the landward boundary is drawn at the base of the existing sea-wall to the east of Lyme Regis
- it excludes two fields within the Spittles that lie above the break of slope of the cliffs. This whole area is subject to active landslipping and the flexible approach to boundaries of the Site is particularly relevant for the future.
- It is drawn to exclude cliff-top grassland that is included in the SSSI but is unaffected by slippage.

A1-5.3 The eastern boundary of the Site at West Bay is taken as coincident with the SSSI boundary.

A1-6 SECTION 5: CHESIL, THE FLEET AND PORTLAND COAST

AONB: Partial coverage. Elsewhere, local Coastal Landscape protection policy is embodied within structure and local development plans
SSSI: Complete coverage, but on the Isle of Portland the boundary of the SSSI has been drawn at high water mark
GCR sites: Almost complete coverage, 14 sites

A1-6.1 This section of the Site covers the whole of Chesil Beach and the Fleet. It includes important cliff exposures of geology to the east of West Bay, within the low cliffs fronting the Fleet and on the Isle of Portland. It also includes landslides and other geomorphological features on the Isle of Portland. This section lies entirely within SSSIs notified for their geological and/or geomorphological interest. The central and northern part of Chesil lies within AONB, but the remainder and the whole of the island of Portland, and Portland Harbour do not. Parts of this site are adjacent to Portland and Weymouth Harbours. Chesil and the Fleet is a candidate Special Area of Conservation, under the EC Habitats Directive.

A1-6.2 The whole of Chesil Beach is a GCR Site (1800 Chesil Beach, Coastal Geomorphology of England) and the following GCR sites are also wholly or in part within this section:

- 51 Burton Cliff & Cliff Hill Road Section, Aalenian - Bajocian
- 432 Lynch Cove (East Fleet Exposure), Oxfordian
- 794 Charmouth, Palaeoentomology
- 996 Freshwater Bay, Portlandian - Berriasian
- 997 Tar Rocks, Portlandian - Berriasian
- 1000 West Cliff, Portlandian - Berriasian
- 1002 Yeolands - Grove Cliff, Portlandian - Berriasian
- 1198 West Cliff - Kingbarrow - Yeolands & Grove Cliff, Portland, Jurassic - Cretaceous Reptilia
- 1285 Blacknor, Mass Movement
- 1298 East Fleet - Small Mouth, Kimmeridgian
- 1603 Shipmoor Point - Butterstreet Cove, Bathonian
- 1643 Portland Bill, Portlandian - Berriasian
- 2380 Tidmoor Point - East Fleet Coast, Callovian

A1-6.3 On Portland the SSSIs are too extensive to provide appropriate boundaries to the Site in a consistent manner to elsewhere. The formal boundary of the Site is taken as follows:

- a) The intertidal area is not included on Portland as it is not included within the SSSI
- b) The boundary follows the brow of West Cliff, excluding Tout and Bowers Quarries
- c) South of Blacknor to Pulpit Rock, the boundary follows the brow of the cliff and includes the raised beaches that lie within the SSSI
- d) The raised beach between Pulpit Rock and Portland Bill is not included as it is excluded from the SSSI
- e) On the east coast, north of Portland Bill it includes the raised beaches within the SSSI and follows the brow of the cliff to a point at grid reference 36870693
- f) From this point north there are a number of disused quarries that emerge onto the cliffs and have been quarried out through the natural brow of the cliff. These are geologically important and are enclosed by a narrow coastal strip of SSSI. Since they expose rocks which can be presumed to have been those formerly exposed in the cliffs, the boundary of the Site is taken as coincident with the SSSI boundary from this point north to grid reference 36910702.
- g) From this point north the boundary follows the landward break in slope of cliffs, generally following the SSSI boundary but excluding some adjoining cliff top land and quarries such as Broadcroft.



- h) Finally, the boundary in the East Weares follows the SSSI boundary, as far as the route of the incline railway, excluding quarry exposures inland of that point. The Site excludes the former Kings Pier Hollow Rifle Range, which although designated as SSSI does not contain features of earth science interest..

A1-6.4 Most of this section raises no difficult issues in boundary setting. The inclusion of the cliff quarries on the south-east coast of Portland addresses a unique situation where the natural profile of the cliff has been lost, but excellent exposures exist within cliff-top quarries. The incline railway forms a convenient boundary in an area of former landslipping where a clear geomorphological limit to the Site is not easy to define.

A1-6.5 The drawing of the boundary to include the Quaternary raised beaches reflects the unique occurrence of these features within the Site, and their international earth science importance as set out in the SSSI citation.

A1-6.6 There are two boundary issues on Portland which derive from the present boundaries on the SSSI citation which were last notified in 1977. The first is that the SSSI currently excludes the natural coastal rock outcrops between Pulpit Rock and Portland Bill. The other anomaly is that the SSSI appears only to run to High Water Mark, contrary to normal practice in drawing SSSI boundaries elsewhere. These factors prevent these areas from being included in the Site currently and should be considered by English Nature as issues for resolution at the first revision of the World Heritage Site boundary.

A1-6.7 Portland Stone has an international status as a building stone, and this represents a strong associated interest with the earth science interests proposed for inclusion in the Site. The quarry landscape on Portland, including disused quarries within the Site, provides important evidence of the industrial archaeology of the stone industry.

A1-7 SECTION 6: PORTLAND HARBOUR SHORE

AONB: Not covered. Local Coastal Landscape protection policy is embodied within statutory land-use plans

SSSI: Complete coverage. The SSSI to the north of Ferrybridge is currently notified for its earth science importance, whilst the part to the south is notified on the basis of its biological interest
GCR sites: North of Ferrybridge the rock exposures are completely covered by three GCR sites. There is no GCR coverage to the south of Ferrybridge.

A1-7.1 The boundary of the Site within this section includes only the land within the SSSI to the north of Ferrybridge, it follows the SSSI boundary in its entirety from that point north. The Site includes the following GCR sites:

- 828 (Sandsfoot, Oxfordian)
- 1064 (Small Mouth Sands, Jurassic-Cretaceous Reptiles)
- 1298 (East Fleet - Small Mouth, Kimmeridgian)

A1-7.2 This is a clear example where the lateral extent of the notified earth science importance within an SSSI citation creates a grey area with regard to the definition of the boundary of the Site, because the SSSI lies outside of an AONB. Whilst there are earth science interests on Hamm Beach, and a geomorphological link to Chesil has been demonstrated, these interests are not reflected within the current SSSI citation. The criteria set for selection of the Site boundaries therefore require that the Hamm Beach is excluded from the Site at the present time. The Hamm Beach is an area which should be considered for inclusion within the Site at the time of the first revision of the boundaries of the Site, when the position in relation to its earth science importance within the SSSI network and the Geological Conservation Review has been looked at in more detail.

A1-8 SECTION 7: BOWLEAZE COVE TO PEVERIL POINT

AONB: Complete coverage, except to the west of Redcliff Point

SSSI: Complete coverage

GCR sites: Complete coverage for geomorphology and very extensively covered for geology, 26 sites in total.

A1-8.1 Section 7 includes exposed coastal geology and geomorphology between Furzy Cliff, near Bowleaze Cove and Peveril Point. The boundary follows a readily traceable cliff line throughout, and lies entirely within the South Dorset SSSI which is notified for its geological and



geomorphological interest. The boundary does not include the full extent of the SSSI and excludes a number of substantial areas of cliff-top vegetation. The area to the west of Redcliff Point lies outside the South Dorset AONB but lies within an earth science SSSI, and is completely covered by two GCR sites (910 Osmington, Oxfordian and 1863 Furzy Cliff - Peveril Point, Coastal Geomorphology of England), with Furzy Cliff covered by a third site (163 Furzy Cliff, Overcombe, Jurassic - Cretaceous Reptilia) The area as a whole is covered by GCR site 1863 (Furzy Cliff - Peveril Point, Coastal Geomorphology of England) and extensively covered by a series of sometimes overlapping GCR sites as follows:

- 163 Furzy Cliff, Overcombe, Jurassic - Cretaceous Reptilia
- 208 White Nothe, Cenomanian - Maastrichtian
- 547 Durlston Bay, Mesozoic Mammalia
- 634 Worbarrow Bay, Aptian - Albian
- 635 White Nothe, Aptian - Albian
- 724 Durlston Bay, Portlandian - Berriasian
- 725 Cliff House, Portlandian - Berriasian
- 726 Houns Tout, Portlandian - Berriasian
- 793 Durlston Bay, Palaeoentomology
- 910 Osmington, Oxfordian
- 914 Durlston Bay, Jurassic - Cretaceous Reptilia
- 915 Broad Bench Cuddle (Gaulter Gap - Broad Bench), Jurassic - Cretaceous Reptilia
- 998 Tyneham Cap - Houns Tout, Kimmeridgian
- 1001 Winspit - Seacombe, Portlandian - Berriasian
- 1006 Dungy Head - Mupe, Portlandian - Berriasian
- 1060 Swyre Head - Chapman's Pool, Jurassic - Cretaceous Reptilia
- 1297 Ringstead, Kimmeridgian
- 1300 Black Head, Kimmeridgian
- 1628 Gad Cliff, Portlandian - Berriasian
- 1863 Furzy Cliff - Peveril Point, Coastal Geomorphology of England
- 2289 White Nothe - Bacon House, Alpine Structures of Southern England
- 2625 Lulworth Cove, Wealden
- 2626 Mupe Bay - Worbarrow Bay, Wealden
- 2627 Durdle Door, Wealden
- 2900 Durlston Bay, Mesozoic - Tertiary Fish/Amphibia

A1-9 SECTION 8: NEW SWANAGE TO STUDLAND BAY

AONB: Complete coverage
SSSI: Complete coverage

GCR sites: Complete coverage, 4 sites

A1-9.1 Section 8 includes exposed coastal geology and geomorphology between Swanage and the Cretaceous/Tertiary unconformity west of Old Harry Rocks. The boundary follows a readily traceable cliff line throughout the Site, and lies entirely within the Purbeck Ridge SSSI and Studland Cliffs SSSI which are both notified for geological and geomorphological interests. The boundary does not include the full extent of the SSSIs and excludes a number of areas of important cliff top vegetation. This section is entirely covered by four, partly overlapping GCR sites as follows:

- 206 Hand Fast Point - Ballard Point, Cenomanian - Maastrichtian
- 632 East Cliff to White Cliff, Aptian - Albian
- 1843 Ballard Down, Coastal Geomorphology of England
- 2288 Ballard Point - Studland Bay, Alpine Structures of Southern England

A1-9.2 The eastern boundary of the Site is drawn at the Cretaceous/Tertiary unconformity at the far south of Studland Bay. This lies within the SSSI below Warren Wood, approximately 1 km west of Old Harry Rocks.



Appendix 2: Dorset Coast Strategy Principles

A2-1 The following principles were agreed by the Dorset Coast Forum in 1999 as the basis for the long-term management of the Dorset Coast. They provide a broader context for the protection and management of the Site (although not all are directly relevant to the Site as nominated).

Principle 1: The need for long-term conservation of the coast

The Dorset Coast is an outstanding natural asset. Its geological, wildlife, landscape and archaeological resources should be passed on to future generations in as good or better condition than they are in now.

Principle 2: The need for equivalent recognition for the land and sea, within realistic limits

There is a need to strive for a more equal understanding and attention to the marine environment and resources of Dorset, compared to that on land, recognising that practical limitations mean this can only be achieved over time.

Principle 3: The need to support sustainable use of coastal resources

The natural and human resources of the coast are the fundamental basis for the coastal economy together with the use and enjoyment of the coast by visitors and locals.

We support sustainable use of the coast:

- Avoiding long-term damage or pollution to renewable resources such as the natural beauty of the coast, water, fisheries
- Using coastal land wisely, and minimising irreversible losses of important habitats, and of the best and most versatile agricultural land
- Using finite non-renewable resources, such as minerals, oil and gas, responsibly, and seeking renewable alternatives to replace them in the long term.

Principle 4: The need to maximise prosperity and quality of life

Because the coast is such an important part of Dorset, we need to make sure that it plays a full part in supporting communities through business and employment development. We need to actively seek viable economic opportunities which create good jobs and are able to adapt to changes in demand.

Principle 5: The need to particularly encourage coastal development which works with the environment

Generating economic growth in a high quality environment is a major challenge. There are always limitations to the extent of development, and the environment needs to be protected not just for its own sake but because a damaged environment will damage Dorset's economy and reduce the quality of life. Economic opportunities on the coast, which can be achieved in harmony with environmental protection and enhancement, should therefore be particularly supported. Assessments of the environmental effects of proposed development are a good way of identifying possible problems, and the possible ways to mitigate them and compensate for unavoidable environmental losses. Finally we should not overlook opportunities to use development to benefit the environment through improved building design, landscaping, land management or environmental improvements.

Principle 6. The need for effective local involvement in coastal decisions

Effective local involvement in decision-taking over the planning and management of the coast should be supported wherever it is feasible and practical. Where this is not the case, and particularly in the offshore environment, it is still important that there is effective local consultation by executive and regulatory bodies which allows sufficient time for an informed response. In return, local interests in Dorset need to respond from an informed position about offshore issues, and an understanding of the strategic as well as local importance of the Dorset Coast.

Principle 7: The need to work towards a properly integrated approach to transport, and ensure coastal issues are firmly on the agenda

Transport remains a major constraint to the use of the coast, and improvements are often limited by environmental considerations and lack of resources. Many transport issues are wider than purely coastal concerns and dealt with through County and regional strategies. Nevertheless there is a strong need to ensure that these wider initiatives support the aims of the Dorset Coast Strategy. Providing more transport choices for coastal visitors is one important priority. We also need to ensure that potential benefits of transport by water are fully embraced within integrated policies, and the role of ports as hubs of multi-modal transport is fully realised wherever practical.

Principle 8: The need to work together

Statutory planning, managing and regulating organisations within Dorset which have coastal responsibilities, need to work together through the Dorset Coast Forum and elsewhere, to:

- Routinely maintain open and professional relationships
- Maximise the exchange of information, and develop compatible systems to manage it
- Ensure that information gathered at public expense is placed into the public domain, and is as freely available as possible
- Develop open and co-operative approaches to resolve conflict
- Make the best use of scarce financial resources to plan, manage, monitor and use the coast
- Ensure management and development decisions, when taken and implemented, are of the highest possible quality and based on the best possible information
- Liaise and consult openly with representatives of the owners, users and interests which they regulate, or whose actions they affect.



Appendix 3: Existing Conservation Measures and Management Plans (at the time of the nomination of the Site)

A3-1 The Dorset and East Devon Coast is already extensively protected by a variety of conservation designations, and existing land use and management plans and other initiatives provide long-term protection of the Site. The following are the principal initiatives which are relevant. The principal designations which apply to the coast are summarised in Map 2, and the main planning units are shown in Map 3.

A3-2 LAND USE PLANS

A3-2.1 Statutory Development Plans are prepared by local authorities to meet the legal requirements set out by national government acts and planning policy guidance notes. Planning advice from Government in relation to World Heritage Sites is set out in Planning Policy Guidance Note 15 (Planning and the Historic Environment) and states that:

- 'No additional statutory controls follow from the inclusion of a site in the World Heritage list. Inclusion does, however, highlight the outstanding international importance of the Site as a key material consideration to be taken into account by local planning authorities in determining planning [...] consent applications and by the Secretary of State in determining cases on appeal or following call-in'.
- 'Each local authority concerned, taking account of World Heritage Site designation, should formulate specific planning policies for protecting these sites and include these policies in their development plan. Policies should reflect the fact that these sites have been designated for their outstanding universal value, and they should place great weight on the need to protect them for the benefit of future generations as well as our own. Development proposals affecting these sites or their setting may be compatible with this objective, but should always be carefully scrutinised for their likely effect on the Site or its setting in the longer term. Significant development proposals affecting World Heritage Sites will generally require formal environmental assessment, to ensure that their immediate impact and their implications for the longer term are fully evaluated.'

A3-2.2 There is no specific planning guidance on natural World Heritage Sites, and the statement within PPG15 is not intended by the Government to be directly applicable to a natural Site.

A3-2.3 Projects that require Environmental Impact Assessment (EIA) obtain consent through different statutory consent procedures. Most of the projects that require EIA are authorised under the Town and Country Planning system and are subject to the Town and Country Planning (Environmental Impact Assessment) (England and Wales) Regulations 1999. Projects either fall under Schedule 1 to the Regulations, where EIA is compulsory, or Schedule 2 to the Regulations where projects have to be screened by the local planning authority to see whether they are likely to have significant effects on the environment and require EIA.

A3-2.4 The main classes of land-use plan, and the current plans which are relevant to the Site are as follows.

A3-2.5 Structure Plans, which are prepared by County Councils under powers and duties in the 1990 Town and Country Planning Act, as amended by the 1991 Planning and Compensation Act. They give strategic guidance for development, looking ahead about 10-15 years. Structure Plans go through an extensive process of consultation with the public and public agencies before being adopted.

A3-2.6 The Structure Plans which affect the area of the Site are:

- the Bournemouth, Dorset and Poole Structure Plan, adopted in 2000
- the Devon Structure Plan First Review, adopted in 1999; now subject to further review and alteration to take forward to 2016.

Both contain policies guiding development for housing, employment, tourism, shopping, community facilities and transport. They also provide a strategic framework for the care of the environment.

A3-2.4 Local Plans are currently prepared by District Councils under powers and duties in the same Act. They provide guidance for development at the detailed local level, looking ahead over a similar timescale to Structure Plans, with which they must broadly conform. They cover a similar range of topics, and undergo an equally extensive process of public consultation. In the future, Districts will be responsible for preparing Local Development Frameworks (LDFs).

A3-2.4 The Local Plans covering the area of the Site are:

- East Devon Local Plan 2001-2011, first deposit published in 2000
- West Dorset Local Plan, adopted in 1998
- Weymouth and Portland Local Plan, adopted in 1997



- Purbeck Local Plan, currently in preparation. (A revised draft plan, published in 1999, currently guides development in Purbeck.)

A3-2.5 A second deposit of the Local Plan for East Devon is due to be published in 2003. The West Dorset and Weymouth and Portland Local Plans are currently under review, in order to extend their horizons to 2011.

A3-2.6 A summary of planning policies relevant to the Site is provided in Appendix 4.

A3-3 MINERALS AND WASTE PLANS

A3-3.1 Minerals and Waste Local Plans are prepared by Mineral and Waste Planning Authorities under powers and duties set out in the Town and Country Planning Act 1990, as amended by the Planning and Compensation Act 1991. The Mineral Authorities for the Site are Dorset County Council and Devon County Council.

A3-3.2 Minerals and Waste Local Plans set out policies to control the extraction, transport and processing of mineral resources onshore, striking a balance between meeting society's needs for materials, and protecting the environment. They also contain policies governing methods and locations for disposing of wastes ranging from inert to clinical and toxic materials.

The plans relevant to the Site are:

- Devon Minerals Local Plan, Modifications Document – May 2003
- Devon Waste Local Plan – First Deposit Version – January 2003
- Dorset Minerals and Waste Local Plan, adopted in April 1999.

A3-3.3 A summary of minerals planning policies relevant to the Site is provided in Appendix 4 of this Management Plan.

A3-3.4 Minerals Planning Authorities are currently undertaking a review of old minerals permissions under the requirements of the Environment Act 1995. This is relevant to the Site on Portland where 50-year-old planning permissions affect land immediately adjacent to the coast.

A3-3.5 Both mineral operators on the Island have submitted applications under the review, which indicate a reduced area of future working that would not include land within the Site. In the south-east of the Island, however, the application still envisages a small area where land would be worked within a few metres of the cliff edge. The operator proposes to consider less intrusive methods such as mining if this area is ultimately

worked; alternatively the working of this sensitive area may be given up if a suitable alternative site can be found.

A3-3.6 The applications will be subject to Environmental Impact Assessment before a decision is made by the Mineral Planning Authority, and the operators are currently preparing their environmental statements.

A3-4 SITES OF SPECIAL SCIENTIFIC INTEREST

A3-4.1 Since 1949, English Nature (formerly known as the Nature Conservancy Council for England) has identified Sites of Special Scientific Interest (SSSI) because of their plants, animals, geological or physiographic features. SSSIs first received recognition in section 23 of the National Parks and Access to the Countryside Act 1949. The Wildlife and Countryside Act 1981, as amended and strengthened by the Countryside and Rights of Way Act 2000, is now the primary legislation giving protection to SSSIs. SSSIs provide the core means of protection of the earth science interest of much of the Site. Site Management Statements for SSSIs are agreed between English Nature and landowners, indicating how the site will be managed to conserve its scientific interest.

A3-4.2 Maps and citations for the SSSIs, have been provided separately in Appendix B of the World Heritage Site nomination. Private agreements between English Nature and landowners will not be provided, but may be obtained if required, subject to agreement with the relevant landowner.

A3-4.3 Some of the areas of SSSI within the Site receive additional protection under European law, as candidate Special Areas of Conservation and Special Protection Areas. Further details are given in Appendix 3 (section A3-9), and Appendix 5.



A3-5 GEOLOGICAL CONSERVATION REVIEW SITES

A3-5.1 Geological Conservation Review Sites have been identified as being of national or international importance for earth sciences following a comprehensive national review carried out between 1977-1990. They are the most important earth science sites in Great Britain, and receive protection through their designation as Sites of Special Scientific Interest. Further information on Geological Conservation Review Sites within the Site has been provided as Appendix B to the main World Heritage Site nomination, and is summarised within Appendix 1 of this management plan.

A3-6 AREA OF OUTSTANDING NATURAL BEAUTY, HERITAGE COAST, AND OTHER COUNTRYSIDE PLANS

A3-6.1 Countryside management in relation to the Site is co-ordinated within a context of wider landscape and countryside designations.

A3-6.2 Areas of Outstanding Natural Beauty (AONB), are statutory national designations made under the National Parks and Access to the Countryside Act, 1949 whose primary aim is to conserve the natural beauty of the area. The Countryside and Rights of Way Act 2002 requires the preparation of statutory management plans for every AONB and places a duty on 'relevant' authorities to have regard to the purpose of conserving and enhancing the natural beauty of the AONB. Heritage coasts were defined by the Countryside Agency, a national body, with local authorities, to secure effective management of nationally important coastal landscapes.

A3-6.3 AONB partnerships are developing proposals for countryside management of the wider area of Dorset and East Devon, surrounding and including the World Heritage Site. Their purpose is to conserve and enhance natural beauty, to take into account social and economic needs of local communities and to provide for appropriate enjoyment of the area. The Isle of Portland lies outside AONB designation and has a dedicated ranger service. Further information on the key initiatives is as follows.

A3-6.4 The East Devon AONB Service (part of the East Devon Coast and Countryside Service) was established in September 2002. The East Devon AONB Partnership is constituted from elected members of the County and District Council, the Countryside Agency and other interests.

A3-6.5 Policies guiding the management of the AONB are set out in the second draft of the East Devon Area of Outstanding Natural Beauty Draft

Management Plan entitled "Making the Landscape Work". This Plan is currently being reviewed in response to the requirements of the CROW Act and to take account of the creation of the new AONB team to deliver it. This will be published by March 2004.

A3-6.6 The Dorset AONB partnership was established in 2002. It is an alliance of 17 organisations including local authorities, government organisations and local bodies, and is supported by an AONB team who are preparing the AONB management plan. This will be completed by March 2004. The AONB structure includes heritage committees for West Dorset, Purbeck and North Dorset. The AONB management plan will include the incorporation updating of existing plans and policies for the heritage coasts in West Dorset and Purbeck.

A3-6.7 The Purbeck Heritage Strategy was published in 1995 setting out policies for joint action by a wide range of bodies with an interest in Purbeck. The policies deal with the environment, tourism and transport, and are designed to 'Keep Purbeck Special'. Implementation is overseen by the Purbeck Heritage Committee. This is a joint committee of Purbeck District Council and Dorset County Council, together with representatives of interested organisations, and has an independent chairman.

A3-6.8 The Committee is supported by an officer based within the Dorset AONB team. The Committee also receives advice from the Purbeck Forum, through which many other organisations, including parish councils, businesses and voluntary organisations, contribute ideas. The Heritage Strategy is revised every five years.

A3-6.9 A Weymouth and Portland Ranger Service is provided through Dorset Countryside through a partnership between Weymouth and Portland Borough Council, Dorset County Council, English Nature, and others. Their work is aimed at developing alternative tourism resources in the local area whilst ensuring the sustainable use and management of the area's natural heritage.

A3-6.10 Copies of the following documents were submitted to UNESCO as Appendices to this Management Plan:

- Making the Landscape Work East Devon Area of Outstanding Natural Beauty Draft Management Plan, 1998
- West Dorset Heritage Coast Issues Report, 1995
- Purbeck Heritage Strategy, 1997 (Keeping Purbeck Special: A strategy for the Purbeck Heritage Area)



- 2000 onwards: charting a new course for the Purbeck Heritage Committee.

A3-7 SHORELINE MANAGEMENT PLANS

A3-7.1 Shoreline management plans have been promoted on a national basis by the Department for Environment, Food and Rural Affairs as the means to ensure a strategic approach to coast defence. They aim to ensure that coastal protection and flood defence is implemented in a way that takes due regard for the overall natural processes operating on the coast. The Dorset and East Devon coast is covered by three plans:

- Lyme Bay and South Devon Shoreline Management Plan
- Portland Bill to Durlston Shoreline Management Plan
- Poole and Christchurch Bay Shoreline Management Plan

A3-7.2 A summary of the SMP policies for each management unit within the Site is shown in Maps 4.1-4.6 within this Management Plan.

A3-8 LANDOWNERS' MANAGEMENT PLANS

A3-8.1 A number of landholding bodies have prepared management plans for parts of the World Heritage Site which they own.

A3-8.2 The National Trust maintains plans to guide the management of its land holdings, normally dealing with issues such as wildlife, landscape and public access. In West Dorset, Purbeck and Studland these were updated in 2000-2001. The Trust anticipates completing its management plan for in 2000. Plans are also prepared on a regional or sub-regional basis dealing with certain specialist topics such as education and interpretation.

A3-8.3 The National Trust has the power to declare areas of its land inalienable. Those areas must then remain under the Trust's protection in perpetuity, unless the UK Parliament specifically authorises their compulsory purchase from the Trust by another body such as a public authority. One third of the Dorset coast and one fifth in East Devon now has this protection.

A3-8.3 The Ministry of Defence (MoD) prepares plans for the management of its land holdings, including specific plans for nature conservation. It consults with English Nature and the relevant authorities on specific projects, and each MoD establishment has a conservation committee which meets twice a year and is comprised of relevant experts.

A3-8.4 The Dorset and Devon Wildlife Trusts have coastal wildlife reserves at Weston Mouth and the Otter Estuary (Devon) and at West Bexington and Kimmeridge (Dorset). For each reserve there is a management statement or plan setting out aims and objectives, and the intended method of managing the reserve. The Trusts have agreements with the landowner of each reserve.

A3-8.5 Some private landowners prepare plans for the stewardship and use of their land, with varying degrees of consultation with public agencies and varying levels of commercial confidentiality. A number of landowners have entered into Countryside Stewardship agreements, which involve the preparation of ten-year management agreements for conservation purposes (and in places public access) which receive payments via the Department for Environment, Food and Rural Affairs.

A3-9 EUROPEAN AND INTERNATIONAL WILDLIFE DESIGNATIONS

A3-9.1 The European Community Habitats Directive requires the establishment of a series of high quality Special Areas of Conservation (SACs) across Europe aimed at conserving 169 habitat types and 623 species. The Habitats Directive is implemented in the UK through the Conservation (Natural Habitats, &c.) Regulations 1994 and the Conservation (Natural Habitats, &c.) (Northern Ireland) Regulations 1995. This legislation requires that a scheme of management is agreed for all marine SACs. Regulation 48 of the Directive requires that an 'Appropriate Assessment' is made for all plans and projects which might affect the features of interests within SACs and SPAs. The conservation objectives for some features within such sites make significant reference to the maintenance of the natural geomorphological processes that create the wildlife features for which the sites are designated.

A3-9.2 The Government is bound by the European Commission Directive on the Conservation of Wild Birds (79/409/EEC). Under this directive the Government has to designate Special Protection Areas to conserve the habitat of certain rare or vulnerable birds (listed under the directive) and regularly occurring migratory birds. It has to avoid any significant pollution or disturbance to or deterioration of these designated sites.

A3-9.3 SPAs and SACs together form the European wide network of sites known as Natura 2000.

A3-9.4 The UK Government signed the International Convention on Wetlands of



International Importance especially as Waterfowl Habitat (the Ramsar Convention) in 1976. Under the Convention the Government is committed to designate 'Wetlands of International Importance' (Ramsar sites) and to use the wetlands within its territory wisely.

A3-9.5 The following European and international sites cover parts of the Site

- Exe Estuary Special Protection Area
- Exe Estuary Ramsar Site
- Sidmouth- West Bay candidate Special Area of Conservation
- Chesil and the Fleet candidate Special Area of Conservation, Special Protection Area and Ramsar Site
- Isle of Portland to Studland Cliffs candidate Special Area of Conservation
- St Alban's Head to Durlston Head candidate Special Area of Conservation.

A3-9.6 Copies of the citation details and maps of the SPAs, SACs and Ramsar Sites have been provided within the nomination appendices (Appendix M), and the citation details are also included in Appendix 5. Chesil and the Fleet European marine site management scheme is still under discussion and is available in its latest published draft form on request.

A3-10 NATIONAL NATURE RESERVES

A3-10.1 National Nature Reserves (NNRs) are sites which have been declared by English Nature or its predecessors under Section 19 of the National Parks and Access to the Countryside Act 1949 or Section 35 of the Wildlife and Countryside Act 1981. They are either owned or controlled by English Nature or held by approved bodies such as the Wildlife Trusts.

A3-10.2 Axmouth to Lyme Regis Undercliffs is a National Nature Reserve, which lies wholly within the Site. The Reserve is owned and managed by English Nature, and a management plan for the Reserve is currently under revision.

A3-11 DORSET COAST STRATEGY

A3-11.1 The Dorset Coast Strategy was agreed by the Dorset Coast Forum in May 1999. It aims to set out a consensus view on the way in which the members of the Dorset Coast Forum will work together to improve the planning and management of the Dorset Coast. The Strategy's purposes are:

- establishing integrated policy for the Dorset Coast

- establishing guidelines for more detailed coastal management plans
- identifying strategic opportunities for resource development
- engaging and developing participation of a wide range of partners
- developing a co-ordinated approach to strategy implementation
- identifying solutions for sustainable coastal development and management
- evaluating success and the reporting of results throughout Europe.

A3-11.2 The Strategy is now being implemented by the Forum through a series of working groups, and the progressing of the World Heritage nomination is supported by the policies within it.

A3-12 THE ATLANTIC LIVING COASTLINES PROJECT

A3-12.1 In Devon (and also covering the neighbouring county of Cornwall) a framework was produced in June 2000 for integrated coastal zone management by the Atlantic Living Coastlines Project.

A3-12.2 There was extensive consultation with coastal zone managers and practitioners, with particular attention being focused on participation techniques, frameworks and networks for effective coastal zone management, sustainability indicators, information exchange and the interrelationship of coastal plans and projects.

A3-13 ESTUARY MANAGEMENT PLANS

A3-13.1 Estuary management plans are produced by local management groups, to guidelines prepared by English Nature. The only estuary with such a plan which covers part of the Site is the Exe Estuary, however the overlap is very slight.

A3-14 PORT MANAGEMENT PLANS

A3-14.1 Part of the Site overlooks the harbour authority areas of Portland Port and Weymouth Harbour. Within these areas the harbour authorities have statutory authority to provide port and harbour facilities, and to regulate and manage navigation. The World Heritage management issues in relation to port operations are limited, and are discussed in the management plan.

A3-14.2 Portland Harbour has recently been established as a commercial port, operated by Portland Port Ltd., following a long previous



history as a military harbour operated by the Royal Navy.

A3-14.3 In December 1997, the Portland Harbour Revision Order, 1997 (Statutory Instrument 1997 No 2949) was approved, empowering Portland Port Ltd as the statutory Harbour Authority for Portland Harbour and its surrounds with effect from 1 January 1998.

A3-14.4 The Order is noteworthy for a number of unusual provisions which it makes including:

- providing powers for the Harbour Authority to act 'for the conservation of the harbour's flora, fauna and geological and physiographic features of special interest;
- a commitment to the publication of a management plan;
- the formation of a consultative committee.

A3-14.5 Port and harbour authorities are also required to prepare waste management and emergency plans

A3-14.6 An initial management statement for the harbour has been published by the Portland Harbour Authority, and is available on request.

A3-15 LOCAL TRANSPORT PLANS

A3-15.1 Planning for investment in transport facilities and services is guided by Local Transport Plans prepared by the local highway authorities. For the Site and its hinterland, Dorset and Devon County Councils are the highway authorities.

A3-15.2 Local Transport Plans review the authorities' transport strategies and indicate how they will meet government objectives of widening travel choices, protecting the environment and health, and reducing pollution.

A3-15.3 The plans relevant to the Site are:

- Dorset Local Transport Plan 2000-2005, July 2000
- Devon Local Transport Plan 2001-2006, July 2000.

A3-15.4 Annual Progress Reports are produced each July and these also include a Supplementary bid for the coming financial year.

A3-16 EMERGENCY PLANS

A3-16.1 Both Devon and Dorset County Councils have prepared plans for the clearance of coastal pollution. Additional plans have been prepared by the County Councils which set out how waste material arising from coastal incidents will be dealt

with. These documents sit within a hierarchy of plans from the national to the local level.

A3-16.2 At the local level, all District Councils within the Site except Purbeck District Council have prepared Oil Pollution Response Plans. The harbour authorities for Weymouth and Portland Harbours have also prepared oil spill plans, as they are required to do under International Convention. The harbour plans are awaiting approval by the UK Maritime and Coastguard Agency.

A3-16.3 The emergency plans are large documents produced in small quantities. Copies are available for inspection at the offices of Dorset and Devon County Councils, and can be made available separately if required.

A3-17 LOCAL ENVIRONMENT AGENCY PLANS

A3-17.1 The last of the Environment Agency Local Environment Agency Plans (LEAPs) were published in 2001. The LEAPs have since been superseded by an internal process of prioritising actions to deliver our vision - "Making it Happen". This is a 5 year forward look at what the Environment Agency would like to achieve for the environment, using the LEAPs actions as a guide and focussing very much on environmental outcomes. The Environment Agency is also producing more detailed action plans for particular priority areas which include:

- Salmon Action Plans
- Catchment Abstraction Management Strategies
- Catchment Flood Management Plans



A3-18 LANDSCAPE ASSESSMENTS

A3-18.1 Landscape assessments are a structured way to understand landscapes. Through the assessment geographical areas, usually referred to as landscape character areas, are identified. These have an internally consistent landscape, which can be defined through a list of key characteristics. This list can, and indeed should, include the emotional and aesthetic responses, as well as the physical features.

A3-18.2 Landscape Assessments have two main functions. First they provide a record of the landscape at a particular time, and secondly, by identifying the characteristics of a particular landscape, the assessment can identify actions needed to conserve the landscape as well as monitoring the results of any particular change in land management.

A3-18.3 The Site has been the subject of several landscape assessments, as follows:

- Dorset County Landscape Assessment 1993 an assessment by Landscape Associates for Dorset County Council and the Countryside Commission
- The Dorset Downs Heaths and Coast Landscape (1994), an assessment of the Dorset Area of Outstanding Natural Beauty
- A New View of Dorset by Richard Burden and Gordon Le Pard 1996, a revision of the Dorset County Assessment, intended for a wider audience.
- A Handbook of Landscape Management in Dorset 1997. The characteristics of each landscape character area, and the management guidance for those areas extracted from A New View of Dorset, aimed at all those who have a role in managing the Dorset landscape.
- The Devon Landscape: An Appraisal of Devon's Landscape at the beginning of the 21st Century was published in 2002. Divides the county into a number of landscape character zones which are used to inform decisions on planning and land management.

A3-19 THE SOUTH WEST COAST PATH NATIONAL TRAIL

A3-19.1 The South West Coast Path is a 613 mile National Trail which gives almost unbroken access to the coastline around England's south-west peninsula from Poole in Dorset to Minehead in Somerset. It is managed for the Countryside Agency by local authorities, the National Trust and private landowners. Co-ordination is provided by a

South West Coast Path Team, funded by the Countryside Agency.

A3-19.2 A strategy '*More than just a path*' was adopted in 1997 which sets out a vision, standards and actions for the period to 2005 to guide the management, promotion and conservation of the path and the coastal corridor through which it passes.

A3-19.3 The Coast Path Team have produced a manual containing more detailed guidance notes for management of the path, and a marketing strategy. Copies of the Coast Path Strategy are available on request.

A3-20 THE JURASSIC COAST PROJECT

A3-20.1 The Jurassic Coast Project aims to demonstrate how Dorset's coastal geology can be used to promote special interest and sustainable 'geo-tourism'. The project is a partnership between local authorities, English Nature, the South West England Regional Development Agency, the Single Regeneration Budget and the EU KONVER II fund, and is supported by the Dorset Coast Forum. The project has produced a Jurassic Coast Strategy (1999) provided as Appendix P of the main World Heritage nomination. This sets out priorities for action in relation to earth science conservation, interpretation, education and tourism and marketing. It has also instigated a number of related initiatives including the Fossil Collecting Code of Conduct for the West Dorset Coast (See Appendix 7). [NOTE: The Jurassic Coast Project has now been absorbed within the work of the World Heritage Site Team].



Appendix 4: Planning Policies affecting the Site

This appendix contains details of planning policies relevant to the Site from the following land-use plans which affect the Site. Codes for each of the plans are used to identify the different policies.

- BOURNEMOUTH, DORSET AND POOLE STRUCTURE PLAN 2000 (Code: BDP 00)
- DEVON STRUCTURE PLAN 1999 (FIRST REVIEW) (Code: Dev)
- WEST DORSET DISTRICT LOCAL PLAN 1998 (Code: WD)
- WEYMOUTH & PORTLAND LOCAL PLAN 1997 (Code: W&P)
- DORSET MINERALS AND WASTE LOCAL PLAN 1998 (Code: M&W)
- PURBECK DISTRICT LOCAL PLAN REVISED DEPOSIT DRAFT 1999 (Code: P99)
- EAST DEVON DISTRICT LOCAL PLAN 1997 (Code: ED)
- DEVON MINERALS LOCAL PLAN 1994 (Code Dev M&W)

The adopted plans are currently in the course of being reviewed (see appendix 3), and the emerging successor plan policies, whilst not yet formally adopted, are material planning considerations in the determination of planning proposals.

This appendix is intended as a summary and is not a definitive statement on planning policy in relation to the World Heritage Site. Further information on planning policy should be sought from the relevant local planning authority.

A4-4.1 LANDSCAPE PROTECTION POLICIES

A4-4.1a Areas of Outstanding Natural Beauty Policies

Environment Policy G (BDP 00)

Within the Areas of Outstanding Natural Beauty priority will be given to the conservation of the natural beauty of the landscape. Proposals for major development should be allowed only if it is evident that the benefit arising from the proposal clearly outweighs the landscape value and there is no acceptable alternative.

Policy C4 (Dev)

Areas of Outstanding Natural Beauty

In designated Areas of Outstanding Natural Beauty, the conservation and enhancement of their natural beauty will be given priority over other considerations. Within these areas, development will only be provided for where it

would support their conservation or enhancement or would foster their social and economic well being provided that such development is compatible with their conservation. Particular care will also be taken to ensure that any development proposed adjacent to such areas does not damage their natural beauty.

Policy L1 (WD)

Area of Outstanding Natural Beauty

Within the designated Area of Outstanding Natural Beauty, priority will be given to the conservation of the natural beauty of the landscape. Except for specific allocations in the Local Plan, development in the Area of Outstanding Natural Beauty will only be permitted where it will not result in harm to the natural beauty of the area. Particular attention will be paid to the design, external appearance and location of all proposed development in this area.

Policy CN1 (W&P)

Protection of Areas of Outstanding Natural Beauty

Proposals for development within the Area of Outstanding Natural Beauty will only be permitted where it can be demonstrated that they would conserve the natural beauty of the landscape. Where any development is to be permitted, it should be sited and designed so as to be in keeping with the surrounding area and with any existing development.

Policy CA6 (P99)

Areas of Outstanding Natural Beauty

Development affecting the Dorset Area of Outstanding Natural Beauty will only be permitted if it does not detract from the natural beauty of the landscape or special character of the area. Major industrial or commercial development affecting the AONB will not be permitted unless there is a proven national need for such development in the particular location proposed and a lack of alternative sites.

Policy EN5 (ED)

Development in or Adjacent to AONB

Within the East Devon or Blackdown Hills Areas of Outstanding Natural Beauty the conservation of the natural beauty of the landscape will be given priority over other considerations. Development will not be permitted unless having regard to the economic and social well being of the area:

- (1) It would enhance or not harm its character;
- (2) In the case of major industrial or commercial development, there is proven national interest and there is no alternative site;
- (3) Its design and external appearance is in harmony with its surrounding.

A4-4.1b Heritage Coast Policies

Environment Policy J (BDP 00)



Within the areas defined as Heritage Coast, and the undeveloped coast of the Isle of Portland, priority will be given to conserving natural beauty, biodiversity and geology, whilst facilitating and enhancing, where consistent with these aims, public access, enjoyment and appreciation of the coastal zone.

Policy C7 (Dev) The Coast

Within the Coastal Preservation Area, development, other than that of a minor nature, will not be permitted except where it is required: for the benefit of the community at large, in connection with public access for informal recreation, or for the purpose of agriculture or forestry and only when such development cannot reasonably be accommodated outside the protected areas. Such development will only be permitted when it would not detract from the unspoilt character and appearance of the coastal area.

Policy L2 (WD) Heritage Coast Protection

Within the areas defined as Heritage Coast the following policies will apply in considering planning applications:

- (i) Development which would have an adverse effect on the character or natural beauty of the Heritage Coast will not normally be permitted;
- (ii) The provision of car parking and other recreational facilities will be permitted only where an increase in the number of visitors is compatible with the retention of the unspoilt character of the area and the maintenance of the ecological value of the area.
- (iii) Provision will be made for public access to the coast and countryside, such provision will have regard to the effect on the landscape, the need to safeguard farmland and sites of ecological importance, the interests of landowners and farmers and the amenity of local residents.

Policy CN3 (W&P) Conservation and Enhancement of Heritage Coast and the Portland Coastline

Proposals for development within the Heritage Coast and the coastal zone of Portland, as defined on the Proposals Map, will only be permitted where it can be demonstrated that they would conserve, protect and enhance the natural beauty of the coast, including its terrestrial, littoral and marine flora and fauna, and any features of architectural, historical or archaeological interest. Development will only be permitted where it would not be visually intrusive in views of the foreshore or the skyline or along stretches of undeveloped coast and will either:

- (i) Lead to improved public access to the coast which is compatible with landscape and nature conservation interests; or
- (ii) Facilitate and increase public understanding and enjoyment of the coast without damaging its special qualities; or
- (iii) Involve social or economic development requiring a coastal location that will conserve and enhance the natural beauty and heritage features of the coast.

Policy CA7 (P99) Purbeck Heritage Coast

Development within the Purbeck Heritage Coast will not be permitted unless:

- (i) Its location within the defined area is essential;
- (ii) It would not adversely affect the undeveloped character of the coast, the natural beauty of the coastal landscape, or the ecological or geological interest of the coast.
- (iii) It would not detract from the quiet enjoyment of the coast for informal recreation.

Policy ENA (ED) Coastal Zone

In the coastal zone defined on the proposals map development will only be permitted if:

- (1) It is within the defined built up area boundary of a settlement or meets the criteria in Policy TO6 in respect of proposals at Devon Cliffs Holiday Park, Ladram Bay Caravan Park or Beer Head Caravan Park;
- (2) Within the Coastal Preservation Areas it complies with the structure plan Policy CD5;
- (3) It is not within an area where expensive engineering works may be required to prevent flooding, erosion by the sea or landslips.

A4-4.1c General Landscape Protection Policies

Environment Policy F (BDP 00)

The quality and diversity of the Dorset landscape should be maintained and enhanced through:

- (i) The conservation and enhancement of natural and manmade features of the landscape that contribute to the character of Dorset;
- (ii) Respect for the particular characteristics of the local landscape and the determination of development proposals; and
- (iii) The encouragement of design in the built environment which will result in a benefit in environmental and landscape terms

Policy C2 (Dev)

Landscape Character and Local Distinctiveness



The quality of Devon's landscape and its distinctive local characteristics should be maintained and enhanced. In providing for new development, particular care should be taken to conserve those features that contribute to local distinctiveness including:

1. The setting of settlements and buildings within the landscape;
2. The patterns of woodlands, fields, hedgerows, and tree features;
3. The special qualities of rivers, estuaries and other water features;
4. Historic landscapes.

Policy C6 (Dev)

Areas of Great Landscape Value

In areas of great landscape value development should not detract from the particular landscape qualities and characteristics that have led to the designation of the area.

Policy L4 (WD)

Land of Local Landscape Importance

Within the areas identified as being of local landscape importance development will not be permitted which would harm the special features and qualities of local importance or detract from any specific benefits which the land provides and for which it is identified as being of local landscape importance.

Policy CN2 (W&P)

Areas of Local Landscape Importance

Proposals for development within the Area of Local Landscape Importance as defined on the Proposals Map will only be permitted where it can be demonstrated that no significant harm would be caused to the intrinsic landscape quality of the area. Where any development is to be permitted it should be sited so as to minimise its impact on the landscape and its design should be in keeping with the surrounding area and with any existing development.

Policy QL22 (P99)

Landscape Character

Development will be permitted provided that:

- (i) It can be accommodated without detriment to the distinctive landscape qualities of the area within which it is located.
- (ii) Its visual impact is in keeping with the local character of the area.
- (iii) There is sufficient landscaping to enable the development to integrate successfully into the local environment.

Integration into the landscape should be achieved without the need for unnatural landscape features, such as artificial bunds, or the breaking of an important skyline.

Policy QL23 (P99)

Local Features and Landforms

Development will be permitted provided that it retains and does not detract from local features, such as the topography, waterways and ancient boundaries, which have helped define the pattern of development in the area, and make a material contribution to the character of the area.

Policy QL24 (P99)

Important Views

Development will not be permitted where it would disrupt a view from a public place which forms part of the distinctive character of the area.

Policy ENB (ED)

Areas of Great Landscape Value

In areas defined as being of great landscape value priority will be given to the conservation of the landscape. Development in such areas will only be permitted where it would not adversely affect their special landscape quality and character. Development should not have a detrimental effect on skylines or important views and should incorporate and where possible enhance important landscape features.

Policy ENC (ED)

Land of Local Landscape Importance

In areas defined as being of local landscape importance permission will not be granted for development except for recreational uses which retain the open character for the area.

A4.2 NATURE CONSERVATION AND ENVIRONMENTAL PROTECTION POLICIES

A4-4.2a Internationally Protected Sites

Environment Policy A (BDP 00)

Proposals for development which may adversely affect the integrity of a candidate or designated Special Area of Conservation, "potential" or classified Special Protection Area, or Ramsar site, will be allowed only if there is no alternative solution and if there are imperative reasons of overriding public interest.

In addition proposals for development which may adversely affect a priority natural habitat or priority species will be allowed only if they are necessary for reasons of human health or public safety, or other imperative reasons of overriding public interest.

Policy CN4 (W&P)

Protection of Designated Sites of National and International Nature Conservation Importance

Development that would either directly or indirectly destroy or have an adverse impact on the designated Site of Special Scientific Interest will not be permitted. Development that would



adversely affect the integrity of a site which is either a classified or potential Special Protection Area, a candidate or designated Special Area of Conservation, or a Ramsar site will not be permitted unless there are no alternative sites or solutions and the proposed development is required for imperative reasons of overriding public interest, including social and economic considerations, sufficient to outweigh the ecological importance of the site's designation. Where a site hosts a priority natural habitat, type or species as defined in the habitat's directive, the only consideration of public interest which will be taken into account will be those related to human health, public safety or benefits of primary importance to the environment.

Policy CA1 (P99)
Internationally Important Nature Conservation Sites

Development which would have an impact, either directly or indirectly, on a Ramsar Site, potential or classified Special Protection Area, or candidate or designated Special Area of Conservation will be subject to the most rigorous examination. Such development will not be permitted unless:

- (i) The development, either individually or in combination with other proposals, will not adversely affect the integrity of the site in terms of the conservation objectives for which it was designated; or
- (ii) Where the site's integrity will be affected and the site does not host a priority habitat or species, there are imperative reasons of overriding public interest, including those of an economical or social nature, and there are no acceptable alternative solutions; or
- (iii) Where the site's integrity will be affected and the site hosts a priority habitat, type or species, development is necessary for reasons of human health, public safety, or for beneficial consequences of primary importance for the environment and that there are no acceptable alternative solutions.

Where such development is allowed, conditions or planning obligations will be used to secure all compensatory measures necessary to ensure that the overall coherence of Natura 2000 is protected.

Policy EN10 (ED)
Sites of Special Scientific Interest

Development applications which may impact on candidate and designated Special Areas of Conservation; potential and classified Special Protection Areas and proposed or listed Ramsar sites, will be subject to the most rigorous examination. Development applications likely to adversely affect the integrity of these sites will only be permitted if there are no alternative solutions and there are imperative reasons of overriding public interest. Where a site hosts a

priority habitat or species (as listed in the EEC Habitats Directive) development within these sites and areas will not be permitted unless there are other material factors of human health and public safety or beneficial consequences or primary importance for the environment, or that the development is in the urgent national interest, and the absence of alternative sites for the development outweighs the importance of the international designation. Development which significantly affects, directly or indirectly, a designated National Nature Reserve or Site of Special Scientific Interest will be subject to special scrutiny. Where such development is likely to have an adverse effect on the site it will only be permitted if the reasons for the development outweigh the value of the site itself and the national policy to safeguard the nature conservation value of the national network of such sites.

Where development meets the above criteria and is to be permitted on a Site of Special Scientific Interest, adequate compensatory habitat enhancement or creation schemes will be required and/or measures will be taken to ensure that the impacts of the development on valued natural features of wildlife have been mitigated to their fullest practical extent.

A4-4.2b Nationally Protected Sites

Policy C14 (Dev)

The Conservation of Important Sites and Features Sites of Special Scientific Interest, National Nature Reserves and Marine Nature Reserves will be protected from development which would harm their nature conservation interest. Special Protection Areas, Special Areas of Conservation and Ramsar sites including potential Special Protection Areas and candidate Special Areas for Conservation, will be protected from development that would conflict with their conservation objectives.

Policy C17 (Dev)

The Conservation of Protected Species

Development likely to have an adverse effect on a specially protected species should only be permitted where appropriate measures are taken to secure its protection.

Policy L10A (WD)

Protection of Sites of International Importance for Nature Conservation

Development that is likely to have an adverse effect on the integrity of a designated or potential Ramsar Site, Special Protection Area or Special Area of Conservation, either by itself or in combination with other proposals for the area, will only be permitted if there is no alternative solution and there are reasons of overriding public interest why the development should proceed.



Where such sites host a priority species or habitat planning permission will be granted only if required for human health or safety considerations or there are benefits of primary importance to the environment.

Policy L10B (WD)

Protection OF Statutory Nature Reserve and Sites of Special Scientific Interest (Sssi)

Development that is likely to have a significant adverse effect upon a National Nature Reserve (NNR) or Site of Special Scientific Interest (SSSI), will not be permitted unless the development can be subject to conditions that will prevent damaging impacts on wildlife habitats or important physical features.

Where development is permitted within a NNR or SSSI, or is likely to affect such a site, the District Council will attach any necessary planning conditions or seek planning agreements to protect the scientific interest of the site.

Environment Policy B (BDP 00)

Proposals for development which may adversely affect Sites of Special Scientific Interest or National Nature Reserves will be allowed only if it is evident that the benefits arising from the development or land-use clearly outweigh the intrinsic nature conservation or scientific interest of the site itself.

Policy CN7 (W&P) Species Protection

On sites supporting special protected species the Borough Council will not permit development unless provision is made for the retention of species in their existing habitat, or, in exceptional circumstances, their safe removal to suitable new locations.

Policy CA2 (P99)

Sites of Special Scientific Interest

Development which would have an adverse affect on the nature conservation interest of a Site of Special Scientific Interest (SSSI), either directly or indirectly, will not be permitted unless:

- (i) The social, economic and/or environmental benefits to the community from the development clearly outweigh the damage to the nationally important ecological or geological value of the site: or
- (ii) The effect would be minor and would not result in a significant reduction to the ecological or geological interest of the site: or
- (iii) It would result in only short-term damage to the site's ecological or geological interest which would recover within a reasonable timescale: and
- (iv) In all cases, there are no acceptable, less damaging, solutions.

Where habitat is destroyed, compensatory measures must be undertaken to secure at least an equivalent area of similar habitat type (or types) adjacent to or in close proximity to, the site.

Policy CA5 (P99)

Protected Species

Development that would have an adverse effect on a site supporting a legally protected species will not be permitted unless adequate measures have been taken to:

- (i) Reduce disturbance to the species to a minimum;
- (ii) Ensure that individual members of the species are not harmed;
- (iii) Ensure that, in all relevant cases, discrete colonies of the species affected can be sustained.

Policy EN13 (ED)

Species Protection

Development which would have an adverse effect upon species protected by law will not be permitted.

A4.2c Locally Protected Sites

Environment Policy C (BDP 00)

Proposals for development which may adversely affect Sites of Nature Conservation Interest or Regionally Important Geological and Geomorphological sites will be allowed only if it is evident that the benefits arising from development clearly outweigh the intrinsic nature conservation or scientific value of the site itself.

Environment Policy D (BDP 00)

Proposals for development which may result in harm to a specially protected species or its habitat will be allowed only if there is no alternative solution and if there are imperative reasons for overriding public interest.

Policy L11 (WD)

Protection of Local Sites of Nature Conservation Interest(SNCIs)

The District Council will seek to safeguard the nature conservation interest in Local Sites of Nature Conservation Interest. Development will not be permitted if it is likely to cause serious damage to that nature conservation interest. Where development of a SNCI is permitted the District Council will attach planning conditions or seek planning agreements to retain, enhance or extend wildlife habitats.

Policy CA3 (P99)

Non-Statutory Nature Conservation Sites

Development that would have a significant adverse affect on a non-statutory site of



substantive nature conservation value will not be permitted unless:

- (i) The social, economic and/or environmental benefits to the community from the development or land use clearly outweigh the damage to the locally important nature of conservation value of the site; and
- (ii) In appropriate circumstances, compensatory habitat provision or management is provided.

Policy CA4 (P99)
Regionally Important

Geological/Geomorphological Sites

Development that would have a significant adverse effect on a Regionally Important Geological and/or Geomorphological Site (RIGS) will not be permitted unless:

- (i) The existing geological or geomorphological features for which the site is important can be preserved in situ as part of the development scheme; or
- (ii) Exposures of comparable geological interest can be created elsewhere on or off the development site (where the geological interest is in the form of an exposure); or
- (iii) A substantial substitute site of comparable geological or geomorphological interest can be identified, in consultation with the local RIGS group; and
- (iv) There is adequate access to the geological or geomorphological features to enable teaching and/or research.

Policy EN11 (ED)
Protection of Local Nature Reserves, County Wildlife Sites and Regionally Important Geological Sites

Developments or land use changes likely to have a significant adverse effect, either directly or indirectly, on a Local Nature Reserve, county wildlife site, river or corridor or Regionally Important Geological Site identified in the local plan, or identified in its lifetime, will only be permitted if the reasons for the proposal clearly outweigh the intrinsic nature conservation/scientific value of the site. Where development is permitted on such sites adequate compensatory habitat enhancement or creation schemes will be required and/or measures required to be taken to ensure that the impacts of the development on valued natural features and wildlife have been mitigated to their fullest practical extent.

Policy EN14 (ED)
Access to Sites of Nature Conservation Interest

The Council will seek to ensure through access and management agreements, the control of development and support for habitat creation schemes that all residents have reasonable

access to Sites of Nature Conservation Interest where this would not damage that interest. Wherever practical provision will be made for disabled access to sites of wildlife value.

A4-4.2d General Environment Protection and Nature Conservation Policies

Environment Policy E (BDP 00)

The biodiversity of Dorset will be maintained and enhanced, particularly through:

- (i) The re-establishment of 500 hectares of lowland heath, adjacent or in close proximity to existing heathlands; and
- (ii) The replacement of appropriate habitats in situations where damage or loss occurs as a result of development.

Policy (Dev)

C13 Conserving Devon's Biodiversity and Earth Science Diversity

The bio-diversity and earth science resource of Devon's natural environment should be sustained and, where possible, enhanced. Its diversity and distinctiveness should not be diminished.

Policy C15 (Dev)

In addition to sites included within the terms of Policy C14 local plans should define sites and features of nature conservation importance including landscape features which provide wildlife corridors, links or stepping stones between habitats.

Policy L12 (WD)

Nature Conservation

The District Council will have due regard to the needs of nature conservation in the consideration of all development proposals. Where development is approved on sites on which there are features of nature conservation interest including geological features the District Council will seek to safeguard these features and incorporate them in the development scheme by agreement or planning conditions.

Policy CN5 (W&P)

Protection of Sites of Nature Conservation Interest

Development which would affect a Site of Nature Conservation Interest shown on the Proposals Map will only be permitted where it would cause no significant harm to the nature conservation interest of the site, judged against the relative local or national importance and rarity of the plants, animals or habitats within the site.

Policy CN6 (W&P)

Nature Conservation And Mitigating Measures

When considering different proposals the effects upon wildlife, flora and geological features will be taken into account. Where development proposals are acceptable in principle, they should



include measures to mitigate their effects upon features of nature conservation value wherever appropriate.

Where damage is unavoidable the Borough Council will, where appropriate, seek the provision of replacement habitats or features.

The Council will attach conditions relating to the provision of mitigation and/or future land use management measures where these are necessary to remedy the impact of development, or to ensure the long-term survival of a site of nature conservation value. Where such management is desirable but the imposition of conditions would be inappropriate, the Council will seek to enter into a planning agreement covering the long-term conservation management of sites.

Policy QL31 (P99)

Nature Conservation and Amenity Features

Development will be permitted provided that any features of nature conservation value (which are not subject to a statutory or non-statutory nature conservation designation or otherwise of substantive nature conservation value) and/or features of amenity interest on the development site can be largely retained and sympathetically incorporated into the overall design of the scheme.

Policy EN12 (ED)

Other Wildlife Habitats and Features

Wherever possible, sites supporting important wildlife habitats or features not otherwise protected by policies will be protected from development proposals which would result in the loss of or significant damage to their nature conservation value.

A4.3 MINERALS/ QUARRYING

Policy 4: (M&W)

Relating to Applications Within Preferred Areas (Minerals Only)

Planning applications for minerals on land within the preferred areas will be permitted providing all the following criteria are met::

- (i) Proposals affecting an AONB, the Heritage Coast, or an Area of Acknowledged Landscape Importance, make adequate provision to alleviate the impact of the development on the landscape, and ensure that restoration and after-use is appropriate to the landscape character of the area;
- (ii) Proposals can be carried out without significant adverse effects on:
 - (a) Listed Ramsar sites, potential or classified Special Protection Areas of candidate or designated Special Areas of Conservation. Where a proposal not directly concerned or necessary to the

management of the site for nature conservation would have significant effects on that site and would adversely affect its integrity in nature conservation terms the application for planning permission will be assessed in accordance with international wildlife nature conservation obligations, and will have regard to possible alternative solutions, any priority habitats or species hosted on the site, any imperative reasons of overriding public interest, and any human health or safety considerations of benefits of primary importance to the environment.

- (b) Sites of Special Scientific Interest, National Nature Reserves, Marine Nature Reserves or species specially protected under the Wildlife & Countryside Act 1981 or other relevant national legislation. Where a proposal would have significant adverse effects on such a site the application for planning permission will be assessed having regard to whether such effects can be alleviated and whether the importance of the development is sufficient to override the site's nature conservation interest.
- (iii) Proposals include measures to alleviate to an acceptable degree any significant adverse effects they would have on: Sites of Nature Conservation Interest, Regionally Important Geological Sites, Local Nature Reserves, or areas of marine wildlife interest;
- (iv) Proposals affecting the best and most versatile agriculture land (incorporating Grades I, II and IIIa) do not result in the irreversible loss of such land, and make adequate provision for the land to be restored substantially to the sustained grade within an agreed timescale;
- (v) Proposals on, or in the proximity of an ancient monument, whether scheduled or not, provided that either:-
 - (a) the development can be carried out without significant adverse effect on the archaeological site, or
 - (b) in the event of the County Council taking the view that the need for the development outweighs the need to retain the archaeological site, the proposal makes adequate provision for an appropriate level of archaeological recording and the programme of work through to publication of results;
- (vi) Proposals affecting surface or sub-surface resources or land drainage systems can be carried out without a significant effect on the resource or system, including any fishery or natural eco system it supports, or that any such effect can be satisfactorily alleviated;



- (vii) Proposals, either individually or cumulatively (looking at the impact the proposal would have, in addition to sites already worked or committed) do not significantly affect the amenity of:-
 - (a) residential dwellings;
 - (b) schools, hospitals, residential establishments or any other sensitive land uses;
- (viii) Proposals in the proximity of any listed building pay special regard to the desirability of preserving that listed building or its setting or any features of special architectural or historic interest which it possesses;
- (ix) Proposals in the vicinity of a Conservation Area pay special attention to the desirability of preserving or enhancing the character or appearance of that Conservation Area or its setting;
- (x) Proposals make adequate provision to alleviate the impact of the development on historic parks and gardens.
- (xi) Proposals do not adversely affect to a significant degree:-
 - (a) the safety, engineering capacity and environment of the surrounding highway network, including, where off-site highway improvements are necessary, the amenity and environment of features of acknowledged importance in the vicinity of the improvements;
 - (b) the safe and efficient operation of Bournemouth International Airport, Yeovilton Aerodrome or the Portland Helicopter Base;
 - (c) the amenity, convenience and recreational benefit of any public rights of way within and surrounding the site.
- (xii) Proposals satisfactorily address all the development control criteria and issues identified in the site assessments for the relevant preferred area, and in particular they make provision for any necessary advanced landscaping or planting to be effective at the appropriate stage.

**Policy 5: (M&W)
Relating to Applications Outside the Preferred Areas**

Any planning application for mineral or waste facilities on land outside the preferred area shall be treated as follows:

- (i) Any application which is within, or which would adversely affect:
 - (a) An Area of Outstanding Natural Beauty;
 - (b) A listed Ramsar site, a potential or classified protection area or candidate or designated Special Area of Conservation, a Site of Special Scientific Interest, a National Nature Reserve, a Marine Nature Reserve or a species specially protected under the Wildlife

- & Countryside Act 1981 or other relevant national legislation, shall be subject to the most rigorous examination. In the case of internationally important designations, (SPAs, SACs, Ramsar sites), where a proposal not directly connected with or necessary to the management of the site for nature conservation would have a significant effect on the site and would adversely affect its integrity in nature conservation terms the application for planning permission would be assessed in accordance with international wildlife conservation obligations and will have regard to positive possible alternative solutions, any imperative reasons of overriding public interest, and any human health or safety considerations or benefits of primary importance to the environment;
 - (ii) Any other application will only be permitted where, having regard to the benefits that would accrue from it:
 - (1) It has no significant adverse effect, either individually or cumulatively on any of the areas, designations, or criteria identified in (a)-(j) below, or:
 - (2) Any significant adverse effect it would have, whether individually or cumulative, on any of the areas, designations or criteria identified in (a)-(j) below can be satisfactorily alleviated with appropriate and acceptable mitigating measures;
 - (a) Sites of Nature Conservation Interest, Local Nature Reserves, Regionally Important Geological Sites, areas of marine or wildlife interest;
 - (b) The best and most versatile agricultural land (incorporating Grades I, II, and IIIa). In assessing the acceptability of proposals for irreversible development affecting the best and most versatile agricultural land and special characteristics the Site may have for that development and the feasibility of directing the development to land of the lowest possible agricultural land quality will be taken into account;
 - (c) Ancient monuments whether scheduled or not, and the settings of any of these;
 - (d) Surface or sub-surface water resources or land drainage systems;
 - (e) The Heritage Coast, Conservation Areas, Listed Buildings, Historic Landscapes, Historic Parks and Gardens, (including the setting of any of these), and other areas of acknowledged landscape importance.
- In assessing the acceptability of proposals locating in the proximity of any listed building special regard will be paid to the desirability of preserving that listed building or its setting, or any feature of special architectural or historic



interest which it possesses. In assessing proposals in the proximity of a Conservation Area special attention will be paid to the desirability of preserving or enhancing the character or appearance of that Conservation Area or its setting;

(f) The amenity of residential dwellings schools, hospitals, residential establishments, areas of acknowledged importance for quiet recreation and other sensitive land uses;

(g) The safety and engineering/environmental capacity of the surrounding highway network including, where off-site highway improvements are necessary, features of acknowledged importance in the proximity of the improvements;

(h) The amenity, convenience and recreational benefit of any public rights of way within and surrounding the site;

(i) The Bournemouth International Airport, Yeovilton Aerodrome and Portland Helicopter Consultation zones.

Policy 11: (M&W)

Negotiated Improvements:

On operating sites the County Council will seek to secure, through negotiation and agreement, improvements on all existing mineral and waste facilities, including where appropriate the following:

- (i) Minimising visual impact;
- (ii) Minimising the impact of noise, dust, vibration, landfill gas, leachate, smell, vermin, litter, traffic and other disturbance, insofar as those fall within planning control, and without prejudice to the requirements of any site licence/waste management licence;
- (iii) Improvements to access, traffic management and routeing arrangements;
- (iv) Protection, conservation and enhancement of features of geological, archaeological and ecological importance or other features which may contribute to the appropriate beneficial after-use of the site;
- (v) Ensure the progressive reclamation of sites to appropriate beneficial use;
- (vi) Minimise the effects of storage loss in the unsaturated zone of the aquifer.

Policy 12: (M&W)

Reduction in Impacts on the Environment

The Planning Authority will invite owners and operators of existing minerals and waste facilities to put forward proposals for securing reductions in the environmental and other impacts of these facilities. The measures involved may include:

- (i) Voluntary relinquishment of permissions;
- (ii) A reduction in any adverse visual impact;

- (iii) Reclamation of sites to an appropriate beneficial interim use or after-use.

Policy 13: (M&W)

Negotiated Improvements: Related Land, Cumulative Impact

Where the development for (a) minerals or waste facility would in conjunction with disturbed land in the vicinity of the development lead to an unacceptable or cumulative impact the avoidance of which is necessary to enable the development proposal to proceed, the Planning Authority will invite the applicant to make arrangements to effect the improvements of the existing disturbed land to the extent that such improvements are reasonably related in scale and kind to the development proposed. The measures involved may include:

- (i) Interim reclamation of long term working areas;
- (ii) Low level restoration, provided it can be fully integrated within the landscape and would not result in adverse effects on long term after-use, or land drainage of the local environment;
- (iii) Measures to provide suitable top soil and subsoil layers;
- (iv) Measures to provide for monitoring and control of gas leachate, and a stable surface for landfill sites;
- (v) Measures to protect, conserve and enhance features of geological, archaeological or ecological importance or other features which may contribute to appropriate beneficial after use of the site;
- (vi) Regard to be paid to the landscape character of the area and an integrated plan for the retention and creation of appropriate landscape features;
- (vii) Measures to minimise loss of storage in the unsaturated zone of the aquifer;
- (viii) After care management for five years.

Policy 18: (M&W)

Borrow Pits

Planning applications for borrow pits will be permitted provided all the following requirements are met:

- (i) The proposal would not adversely affect:-
 - (a) Potential or designated Ramsar sites, Special Protection Areas or Special Areas of Conservation having regard to international wildlife conservation obligations;
 - (b) Proposed or designated Sites of Special Scientific Interest, National Nature Reserves, Marine Nature Reserves or species specially protected under the Wildlife & Countryside Act 1981 or other relevant national legislation.



- (ii) The development would not be within AONBs or the Heritage Coast wherever possible and be designed to be located to minimise the impact on the landscape character in all cases;
- (iii) Proposals which satisfy all the criteria of Policy 5 2;
 - (a) The site can be restored to the agreed after-use at the earliest practical date, and normally within two years within commencement of extraction, or within six months of completion of the construction scheme, whichever is the sooner;
- (iv) The Authority is satisfied that the operator is able to demonstrate the ability and commitment to carry out proposals in an acceptable way, including provision that:
 - (a) The site would be used solely in connection with an adjoining permitted construction scheme in close proximity; and
 - (b) The provisions of Policy 3 can be fully met.

Policy 25: (M&W)

Presumption Against New Quarries (Portland)

The County Council will not grant permissions for new quarries or for extension to existing quarries on Portland unless, exceptionally, significant environmental improvements would thereby be achieved.

Policy 26: (M&W)

Voluntary Environmental Improvements On Portland

The County Council will seek agreement under Section 106 of the Town and Country Planning Act 1990, or planning obligations under Section 12 of the Planning and Compensation Act 1991, or other suitable arrangements, for the owners and operators of existing quarries on Portland to minimise the environmental impact of current operations by:

- (i) Establishing substantial stand-offs between quarry operations and the curtilage of residential dwellings or other sensitive locations or developments. An appropriate stand-off will be sought having regard to the type of operations involved, topography, geology and other relevant factors;
- (ii) Establishing a systematic phased order of working of sites throughout Portland;
- (iii) Operating the quarries to ensure that noise, dust and blasting vibration do not significantly affect the amenity of dwellings or other sensitive land uses, and to ensure that mud and dust are not deposited by quarry traffic on highways in the vicinity;
- (iv) Establishing agreed routes for lorries;

- (v) Encouraging the deferment of extraction within the codes or planning permission to the latest possible date;
- (vi) Encouraging the industry to explore more environmentally acceptable ways of working;
- (vii) encouraging the protection of:
 - (a) Special protection areas, Ramsar sites, National Nature Reserves, Sites of Special Scientific Interest;
 - (b) Sites of Nature Conservation Interest, Local Nature Reserves, Regionally Important Geological Sites or the habitats of protected species;
 - (c) Ancient monuments whether scheduled or not and the setting of any of these; Surface or sub-surface water resources or land drainage systems;
 - (d) Listed Buildings, Conservation Areas, historic landscape and other areas of acknowledged landscape importance;
- (viii) Encouraging, on restoration of sites, the creation of nature conservation habitats and sites of geological interest.

Policy 27: (M&W)

Restoration of Sites on Portland

The County Council's policy is to achieve coherent restoration of all mineral workings on Portland by:

- (i) Establishing and maintaining a restoration strategy advisory group;
- (ii) Establishing the following three tier classification of sites aimed at maximising the area of restoration with the minimum practical requirement for waste materials:-
 - (a) Sites being capable of being restored with no importation of wastes - Type A;
 - (b) Sites capable of being wholly or partially restored on a rolling programme during this planned period using only on-site overburden or waste rock - Type B;
 - (c) Sites where the importation of inert waste would be beneficial in achieving restoration of all or part of the site - Type C.

Policy 28: (M&W)

Areas where Landfill will be Refused on Portland

The County Council will refuse applications for landfill on sites falling within Categories A and B of Policy 27 except for proposals to import limited quantities of soil-making material appropriate to the proposed after-use of the site, in accordance with an agreed restoration scheme.

Policy 30: (M&W)

Restoration Standards on Portland

Schemes for the restoration of site shall accord with the three tier classification of sites established in Policy 27 and shall:



- (i) Make provision for landscape, conservation, amenity and/or leisure after-uses which incorporate at least one of the following: features of nature conservation; features of geological conservation; public open space or access; leisure, heritage or educational facilities, or landscape enhancement reflecting local pre-existing historic landscape features;
- (ii) Be designed to ensure that land is brought back to the standard which is required to achieve the intended after-use with a minimum practical requirement for imported waste material.

**Policy 34: (M&W)
Imposition of Conditions**

The County Council will impose conditions on new consents to:

- (i) Reduce the area of land required at any given time for excavation, overburden storage, stockpiling, and processing to the minimum practical level;
- (ii) Locate, arrange and maintain processing and service areas, so as to have minimum practical adverse impact on the environment and amenities of surrounding areas and particularly on residential dwellings;
- (iii) To restore land progressively, at the earliest practical opportunity having regard to the following objectives:
 - (a) To carry out the restoration, wherever practical, using only on-site overburden and waste rock;
 - (b) Where the use of imported waste is essential to achieve a satisfactory result, by the use of inert material only;
 - (c) To create nature conservation habitats, and seek to secure geological conservation, where appropriate, on sites restored below surrounding ground levels in accordance with schemes to be agreed with the County Council;
 - (d) On sites to be restored to agriculture to create traditional small scale field patterns with appropriate limestone sward, dry stone walls and hedges in accordance with detailed schemes to be agreed with the County Council.
 - (e) The County Council will also seek to withdraw GDO rights on new consents for Purbeck stone quarries where the uncontrolled proliferation of quarry plant and buildings would be likely to be detrimental to visual amenity in the AONB.

**Policy E14 (Dev)
Safeguarding Mineral Resources**

Mineral deposits which are, or may become, of economic importance will be safeguarded from unnecessary sterilisation by surface development.

Policy E15 (Dev)

Environmental Effects of Mineral Working

Any adverse effects on the environment or the amenity of local residents of mineral development should be minimised. Land which has been subject to mineral working should be reclaimed at the earliest opportunity in order to maintain or, where possible, enhance its long term usefulness, quality and appearance.

Policy E16 (Dev)

Environmental Effects of Mineral Working

Proposals for mineral development within National Parks and Areas of Outstanding Natural Beauty will be subject to the most rigorous examination, and will only be approved where the development can be demonstrated to be in the public interest where there is an overriding national need for development which cannot reasonably be met in some other way.

Policy E17 (Dev)

Mineral Working Areas

The continuation of mineral development will be acceptable in principle at mineral working areas, except where it would have an unacceptable adverse impact on the landscape character, best and most versatile agricultural land, natural beauty, nature conservation, historic environment, hydro-geology or hydrology of the area.

Policy M1 (W&P)

After uses Following Quarrying

After-uses for worked out and associated quarry areas will be permitted where they include landscape restoration to provide for informal recreational use, grazing or provide/safeguard areas of nature conservation importance. Proposals which involve a substantial amount of built development will not be permitted.

Policy M11 (Dev M&W)

AONB's, SSSI's, NNR's, Ramsar sites, SPA's and SAC's

Applications for mineral working, the tipping of mineral waste and associated activities and extensions to existing workings within or affecting Areas of Outstanding Natural Beauty, Sites of Special Scientific Interest, National Nature Reserves, Ramsar Sites, Special Protection Areas and Special Areas of Conservation, will be subject to the most rigorous examination. Such proposals will only be approved where there is an overriding national or regional need which is greater than the need to conserve the environment, landscape, character, natural beauty and nature conservation interest of these areas.

In all cases consideration of applications in these areas will include, inter alia, an assessment of:



- (i) the national and regional need for the mineral;
- (ii) the impact of permitting the development, or refusing it, on the local economy;
- (iii) any detrimental effects of the proposals on the environment and landscape and their long term impact; and'
- (iv) in the case of extensions to existing quarries, the extent to which the proposal would achieve an enhancement of the local landscape.

Policy M12 (Dev M&W)

Nature Conservation Zones and other Sites of Nature Conservation and Scientific Interest

In considering applications for mineral development, the County Council will take into account the scientific importance and value of Nature Conservation Zones and other sites of nature conservation and scientific interest and will not normally permit proposals which would have a significant effect on their natural features, wildlife and scientific interest.

Policy M13 (Dev M&W)

Opportunities for Creation of New Habitats

In order to protect and promote the nature conservation and scientific value of existing mineral sites, the County Council will encourage the creation of new habitats and retention of important geological features, particularly where such features will be lost as a result of further mineral development.

Policy M14 (Dev M&W)

Areas of Great Landscape Value

In Areas of Great Landscape Value mineral development will normally only be permitted where it would have no significant adverse effect on the special landscape character of the area.

Policy M15 (Dev M&W)

Heritage Coast and CPA

Mineral developments within Heritage Coasts and Coastal Protection Areas will only be permitted where the need for the mineral is sufficient to override the landscape quality of the area, and/or where they would enable the enhancement of the character and appearance of the landscape.

Policy M30 (Dev M&W)

Development Control Considerations

The County Council will have regard in particular to the following considerations when assessing applications for mineral development

- (i) evidence of the presence of the mineral;
- (ii) an assessment of need for the mineral in the national, regional and local context;
- (iii) the effects on agricultural land
- (iv) the impact of the development on the environment, including nature conservation, landscape and the historic environment;

- (v) the proposed working programme, including the way in which mineral waste will be dealt with;
- (vi) proposals for the restoration and aftercare of the workings;
- (vii) the likely traffic generation by the proposed workings;
- (viii) the type and location on any ancillary plant and machinery;
- (ix) the relationship of the development to existing development
- (x) in the case of extensions to existing working or tipping areas, the extent to which the proposal would achieve a net benefit to the local landscape;
- (xi) the extent to which any landscape works which have already been carried out would mitigate the environmental effects.

Policy M31 (Dev M&W)

Need

When considering all applications for the winning and working of minerals, the County Council will require the applicant to supply details of the need for the minerals. In determining the application the County Council will balance the national, regional, or local need for the mineral against:

- (i) The environmental impact of the development and the extent to which this could be mitigated through the imposition of conditions, or by entering into an agreement; and
- (ii) The extent to which the proposal could reduce the detrimental impact arising from the transport of minerals from other sites.

Policy M43 (Dev M&W)

Environmental Assessments

The County Council will require an Environmental Statement to be submitted with a planning application where proposals for minerals development are likely to have significant environmental effects. In all cases, including those where a statement has not been requested, the County Council will require sufficient information in order to be able to assess the environmental effects of the scheme.

Policy M57 (Dev M&W)

Exploration

Exploratory bore-holes and trial pits will normally be permitted, except:

- (i) where drilling would prejudice the scientific importance of a National Nature Reserve, Site of Special Scientific Interest, Special Areas for Conservation, Special Protection Areas, Ramsar Sites, and Marine Nature Reserves;
- (ii) where drilling would damage a Scheduled Ancient Monument or other important archaeological site; and



- (iii) where drilling would cause unreasonable disturbance to local residents, which could not reasonably be alleviated by special measures.

A4-4.4 RECREATION DEVELOPMENT

Community Facilities Policies C (BDP 00)

Provision should be made for the development of countryside recreational facilities compatible with the character of the rural environment where they are easily accessible by a choice of means of transport from the main centres of residential and holiday population and/or will reduce recreational and tourism pressures on the Heritage Coast and other sensitive areas.

Community Facilities Policy D (BDP 00)

At the coastal resorts, particularly those identified in Tourism Policy A, provision should be made for the development of new and the retention of existing facilities for marine recreation, subject to consideration of the impact of such facilities on the marine environment.

Policy E10 (Dev) Recreational Facilities

The development of major recreational facilities will only be provided for outside the National Parks, Areas of Outstanding Natural Beauty, Coastal Preservation areas and areas of great landscape value. Such developments should be close to the main areas ..., and not have an unacceptable impact on settlement, on the natural landscape, or areas valuable for wildlife, on the historic environment, or on the best and most versatile agricultural land, and should have adequate road access. Golf courses may be acceptable outside National Parks, Areas of Outstanding Natural Beauty and Coastal Preservation Areas where the above criteria can be met.

Policy E11 (Dev) Access to Facilities

To provide for major casual recreation, including country parks or similar informal recreation areas, in locations close to the centres of population where they would be accessible by public transport and be in keeping with their surroundings.

Policy E13 (Dev) Public Rights of Way

The long distance footpath and cycle route networks as defined on the key diagram should be maintained and extended, and proposals that would affect these routes should only be permitted where the integrity of the network can be maintained. In maintaining and developing the footpaths, cycleways and bridleways networks,

advantage should be taken, wherever practicable, of redundant canals and railways.

Policy R10 (WD) Countryside Recreation Proposals

Proposals for the provision of recreational and sporting facilities in the countryside will be permitted provided that:

- (i) They are compatible in character, design and scale, with the site and its surroundings;
- (ii) The amenities and interests of local residents and visitors are safeguarded;
- (iii) They do not result in an increase in development in any one locality which will add significantly to peak season problems;
- (iv) The necessary infrastructure, including car parking and highway requirements are available or will be provided before the development takes place;
- (v) They do not conflict with landscape policies in chapter 7 of the Local Plan and do not have a materially adverse effect on agriculture.

Policy SR4 (W&P) Facilities For Water Sports In Weymouth

The Borough Council will permit land based facilities which help to retain and expand water sports in Weymouth including sailing, angling, diving and boating, around Weymouth Harbour and at other appropriate locations, subject to Policy EC2.

Policy SR5 (W&P) Facilities For Water Sports In Portland Harbour

The Borough Council will permit land-based facilities which help to retain existing water sporting activities around Portland Harbour, subject to Policy EC2. Facilities which would lead to an increase in water sporting activities will be permitted subject to Policy EC2 and provided that:

- (i) The criteria in Policy EC2 are met having particular regard to nature and marine conservation interests.
- (ii) Satisfactory land for access and car parking can be obtained.
- (iii) There is no unacceptable conflict with other uses of the harbour and surrounding beaches.

Policy RE2 (ED) Provision of Additional Recreational Facilities

Permission will be granted for additional recreational facilities provided:

- (1) They are not detrimental to the character and appearance of the area and the visual and physical amenities enjoyed by adjoining residential areas;



- (2) They are accessible by a choice of means of transport;
- (3) Adequate car and cycle parking is provided;
- (4) They are acceptable in highway access and safety terms;
- (5) They are located without detriment to the best and most versatile agricultural land, nature conservation and the conservation of areas of landscape, scientific, archaeological or historic interest.

A4-4.5 TOURISM DEVELOPMENT

Tourism Policy A (BDP 00)

Development for tourism and recreation which will contribute to regeneration and/or the extension of the tourist season will be encouraged, particularly in the main coastal resorts of Christchurch, Bournemouth, Poole, Swanage, Weymouth and Lyme Regis.

Policy E5 (Dev)

Within coastal resorts Local Plans should consider the need for additional tourist accommodation and tourism facilities on a scale compatible with existing development which would not adversely impact on the environment. In these resorts, Local Plans should also identify the main tourist areas within which proposals that would detract from their tourist function and character would not be permitted.

Policy E9 (Dev) Visitor Attractions

To provide for the development of visitor attractions/activities which make suitable use of the natural, archaeological, architectural, historic or industrial archaeological features of the area, but only where the proposals would result in the protection or restoration of such features.

Policy T4 (WD) Countryside Tourist Attractions

Proposals for countryside tourist attractions/facilities (excluding accommodation) will be permitted provided that:

- (i) They are compatible in character, design and scale, with the site and its surroundings;
- (ii) The amenities and interests of local residents and visitors are safeguarded;
- (iii) They do not result in an increase in of holiday development in any one locality which will add significantly to peak season problems;
- (iv) They are conveniently and well located in relation to an adequate road system.
- (v) The necessary infrastructure, including car parking and highway requirements are available or will be provided before the development takes place;
- (vi) They do not conflict with landscape policies in chapter 7 of the Local Plan and do not

have a materially adverse effect on agriculture.

All new countryside tourist attractions will be expected to provide facilities to encourage access by as wide a range of means of transport as reasonably possible. Major new attractions must be readily accessible by a range of means of transport.

Policy TM2 (W&P) Tourist Strategy - Portland

The Borough Council will encourage and promote appropriate tourist related activities on Portland, particularly those which are related to the natural environment of the Island.

Policy TM1 (W&P) Tourist Strategy - Weymouth

The Borough Council will continue to encourage and promote the development of tourism in Weymouth, consolidating its role as a traditional holiday resort, with a view to diversifying the range of activities and attractions, and extending the tourist season.

Policy TM8 (W&P) Development at Bowleaze Cove

Development other than that permitted by Policy EC3 will only be permitted at Bowleaze Cove where it is for leisure/tourist related development that would not be intrusive in the coastal landscape and consists of either:

- (i) A change of use of an existing building involving no significant extensions;
- (ii) Redevelopment of existing buildings involving no significance increase in the scale or mass of buildings or the area covered by built development; or
- (iii) New development or extensions to existing buildings that will result in a significant improvement to the environment and the appearance of the surrounding area.

Policy TM11 (W&P) Marina Development In Portland Harbour

Proposals for marina development in Portland Harbour will be permitted provided that they:

- (i) Contribute to the regeneration of surplus MOD land and buildings;
- (ii) Provide adequate access;
- (iii) Meet the criteria in Policy EC2 having particular regard to nature and marine conservation interests/

Policy TM13 (W&P) Development of Portland Bill

Proposals for the development of additional built tourist related facilities will not be permitted at Portland Bill.



Policy TM14 (W&P)

Chalets and Fisherman's Huts at Portland Bill

The development of additional huts or chalets or the replacement of existing structures by more permanent accommodation will not be permitted at Portland Bill or along the coastline between Portland Bill and Southwell.

Policy TM15 (W&P)

Tourist Information Centre At Portland Bill

A tourist information centre will be provided in the Trinity House complex, along with a cafe facility and interpretation/display area.

Policy TM16 (W&P)

Environmental Interpretation Centre At Tout Quarry

The development of an environmental educational/information facility and related informal uses will be permitted at Tout Quarry provided that nature conservation interests can be safeguarded.

Policy EN15 (ED)

Visitor Facilities and Nature Trails

The Council will seek to maximise the educational value of Sites of Nature Conservation Interest through the provision, in appropriate locations, of visitor facilities, on-site interpretation and the creation of nature trails.

Policy TO5 (ED)

Provision of Visitor Attractions

Proposals for the provision of visitor attractions/activities which make suitable use of the natural, archaeological, architectural, historic, industrial archaeological features of the area will be granted permission provided that:

1. The proposals would result in the protection or restoration of such features;
2. There is no detrimental effect on agriculture, nature conservation, visual amenity, road safety and the quiet enjoyment of the area by residents;
3. The locality is capable of accepting increased numbers of visitors, without giving rise to problems of access, road safety or congestion.

A4-4.6 CARAVAN SITES & VISITOR ACCOMMODATION

Tourism Policy D (BDP 00)

Within the Heritage Coast and undeveloped coast of the Isle of Portland, development of new sites for chalets, caravans or tents should not be permitted. Within the Area of Outstanding Natural Beauty, proposals would be subject to the most rigorous examination. Elsewhere the development of new, or extension of existing, sites should be permitted where it does not conflict with other policies of this plan and where it

will not result in undesirable concentration in any one area.

Policy E7

Touring parks will not be provided for in National Parks, Areas of Outstanding Natural Beauty or Coastal Preservation Areas (CPA's), although small scale tented camping sites may be acceptable where there is proven need for increased capacity or where improvements to parks are permitted by Policy E6

Housing Policy E (BDP 00)

Proposals for the development of residential caravan sites should be treated in the same manner as permanent residential development, and be subject to the same policies, except where visual appearance would make a site unacceptable.

Policy T2 (WD)

Built Holiday Accommodation

The development of built holiday accommodation will be permitted within the defined development boundaries of settlements provided criteria (a) to (e) of Local Plan Policy SP1 are met. Such development will not be permitted outside defined development boundaries.

Policy T7A (WD)

Static Caravans/Chalets – Within Heritage Coasts

Within the Heritage Coast the development of new sites or extension in areas of existing sites for static holiday caravans and/or holiday chalets will not be permitted.

Policy T7b (WD)

Static Caravans/Chalets – Outside Heritage Coasts

Outside the Heritage Coast the development of new sites or extension in areas of existing sites for static holiday caravans and/or holiday chalets will be permitted only where.

- (i) A new site would involve the relocation of an existing site from a sensitive location such as the Heritage Coast, or
- (ii) An extension to an existing site would involve landscape improvements and result in an enlarged site which is no more harmful to the character and appearance of its surroundings than the existing site.

Policy T8 (WD)

Touring Caravans/Tents - Within Heritage Coast

Within the Heritage Coast the development of new sites or extension in area of existing sites for touring caravans and/or tents will not be permitted.

Policy T9 (WD)



Touring Caravans/Tents - Outside Heritage Coast

Outside the Heritage Coast, the development of new sites or the extension or intensification of use of existing sites for touring caravans and/or tents will be permitted subject to the proposals satisfying the criteria set out in Local Plan Policy T10 and, where appropriate, T11.

Policy T10 (WD)

Touring Caravans and Tents, Static Caravans and Chalets, New Camping Facilities - Additional Criteria

Proposals for the development of new, or extension, intensification or internal reorganisation of use of existing touring caravan or tent sites; the internal reorganisation of use of existing static caravan or chalet sites; proposals for new camping facilities will only be permitted if, in addition to conforming with other policies of the Local Plan; they satisfy the following criteria:

- (i) They are conveniently and well located in relation to an adequate road system;
- (ii) They meet adequate standards of road access and car parking;
- (iii) They do not have a materially adverse affect on visual amenity and other countryside interests;
- (iv) They are of a size consistent with the character of the area;
- (v) They do not conflict with residential amenities;
- (vi) They do not result in an increase of holiday development in any one locality nor add significantly to peak season problems;
- (vii) The necessary service infrastructure is available or will be provided before the development takes place.
- (viii) They incorporate an appropriate comprehensive landscape scheme which will ensure that the proposals do not have an unacceptable impact on the appearance of the area. Proposals within existing sites will not have a detrimental effect on the appearance and internal layout of the site.

Policy T11 (WD)

Internal Reorganisation of Holiday Sites

Proposals for the internal reorganisation of uses within existing holiday chalet, caravan or camp sites, where necessary, will be permitted provided that;

- (i) Proposals conform with other Local Plan Policies including T10.
- (ii) If the site is within the Heritage Coast, no increase in the total amount of holiday accommodation is proposed.

Policy TM22 (W&P)

Retention Of Existing Caravan and Chalet Sites

The conversion of existing caravan and chalet sites to permanent built development or changes to alternative uses will not be permitted, unless the proposed use is acceptable outside the development boundary (see Policy EC3).

Policy TM23 (W&P)

Development of Static Caravans and Chalets

Proposals for new static holiday caravan or chalets sites will not be permitted unless:

- (i) The resulting development would not be visually intrusive; and
- (ii) There would be no adverse affect upon the special character of the Heritage Coast and the undeveloped coast of the Island of Portland, or upon the Area of Outstanding Natural Beauty or in Areas of Local Landscape Importance. Proposals for the extension of existing sites, including the change of use of caravans to chalets and visa versa, will not be permitted unless both of the above conditions are met and, in addition, a meaningful improvement in the standards, layout, landscaping or appearance of the site results and there would be no significant increase in the total amount of holiday accommodation.

Additional landscaping and environmental improvements will be sought as part of all proposals involving existing caravan sites.

Policy TM24 (W&P)

Development of Touring Caravan, Motor Caravan and Camp Sites on Portland

Proposals for the development of sites for touring caravans, camper vans, or tents will not be permitted on Portland unless criteria in Policy TM25 are satisfied and development will be inconspicuously sited and not readily visible from the coast.

Policy TM25 (W&P)

Development of Touring Caravan, Camper Van and Camp Sites

Applications for the development of touring caravan, camper van and camping sites will be permitted provided that:

- (i) There will be no adverse visual or physical impact on either the best and most versatile agricultural land, the Area of Outstanding Natural Beauty, the Area of Local Landscape Importance, a Site of Special Scientific Interest, a Site of Nature Conservation Interest, the Heritage Coast or any other open coastal location.
- (ii) The site has good access to an adequate road system and site access and car parking are in accordance with the Council's requirements.
- (iii) The size of the Site is compatible with the character of the locality.



- (iv) Any permanent built development or features are not visually intrusive.
- (v) The amenities of local residents are adequately protected from any significant adverse effect as a result of the proposed development.
- (vi) The proposed development does not lead to an over-intensification of holiday accommodation in any one area.
- (vii) Essential public utility services are available.

Policy TO4 (ED)

Establishment of Camping and Caravanning Sites

Permission will not be granted for new caravanning and tent sites within the Areas of Outstanding Natural Beauty, the Coastal Preservation Area, or areas of great landscape value where they would detract from the character of the area. Elsewhere permission for new caravan or camping sites will not be permitted unless:

1. They are located without detriment to the best and most versatile agricultural land, nature conservation and the conservation of areas of landscape, scientific, archaeological or historic interest;
2. They are acceptable in highway access and safety terms;
3. There is no detriment to the character and appearance of the area and to the visual and physical amenities enjoyed by adjoining residential areas;
4. There is no conflict with other policies of the local plan. Proposals for the expansion or improvement of existing sites will not be permitted unless the above criteria are satisfied and where this would result in improvements to site layout and landscaping.

Policy TO6 (ED)

Retention and Upgrading of Accommodation and Facilities on Major Holiday Parks

1. Proposals for change of use or redevelopment within major holiday parks to uses other than those providing holiday accommodation or facilities for holidaymakers will not be permitted.
2. Upgrading of accommodation or facilities on holiday parks will be permitted provided:
 - (i) There is no extension of the site beyond its existing boundaries;
 - (ii) There is no incursion into those undeveloped areas of the site which are significant in reducing the impact of the development in the landscape;
 - (iii) The facility to be provided is incidental to the holiday park use and for the benefit of staying guests.

A4-4.7 PORTS AND FISHING

Policy EM12 (W&P)

Proposals for the Fishing Industry

The Local Planning Authority allocates land at Castletown Pier for the improvement of on-shore and berthing facilities. Any proposals which will help expand and diversify the existing fishing industry based in Portland and Weymouth Harbours will be permitted, subject to Policy EC2.

A4-4.8 COASTAL DEFENCE

Environment Policy K (BDP 00)

Development should not be allowed in areas where coastal erosion, flooding, sea level rise and increased storminess are likely to affect it during the lifetime of the development.

Environment Policy L (BDP 00)

Development which is essential for coastal protection and sea defence should take account of:

- (i) The environmental significance of the location in which it is proposed; and
- (ii) Its effect on natural processes.



Appendix 5: Nature conservation areas designated under European Council Directives

The following pages contain citation details for areas designated as Special Protection Areas, of Special Areas of Conservation under European Council directives. For details of the protection afforded to these areas please see Appendix 3 (Section A3-3.9).



Appendix 6: Geologists' Association Code of Conduct for Geological Fieldwork

The Geologists' Association Code of Conduct for Geological Fieldwork is the benchmark national code of practice within the UK for professional and amateur field geologists. It sets out recommendations for best practice in relation to all aspects of field work.



Appendix 7: Fossil Collecting Code of Conduct for the West Dorset Coast

Developing a Code of Conduct

A Working Group of landowners, conservation organisations, museum curators and local fossil collectors has developed this Fossil Collecting Code. The Group was established in order to address growing conflicts of interest with regard to fossil collecting along the West Dorset coast. The Group recognises the essential need for fossil collecting to continue. However, it also recognises that collecting must be carried out in such a way as to satisfy all those with an interest in our fossil heritage.

This Code, though specifically aimed at professional and dedicated amateur collectors, also applies to all those who come here to collect fossils, whether for study or recreation. The safest and best advice, particularly for inexperienced collectors and educational groups, is that they should restrict their activities to the beaches alone. Advice to this effect is provided by interpretation signs, leaflets and the services of the Charmouth Heritage Coast Centre.

The Code has been developed by:

- The Jurassic Coast Project
- The National Trust
- Charmouth Parish Council
- English Nature
- Charmouth Heritage Coast Centre
- West Dorset Heritage Coast (Dorset County Council)
- Dorset and Somerset Museum Services
- Local fossil collectors

The Geology and Fossils of the West Dorset coast

The West Dorset coast contains one of the finest exposures of rocks from the Lower and Mid Jurassic Period to be found anywhere in the world. High erosion rates, particularly in the winter, ensure a plentiful supply of fossils onto the beaches. This coast is one of the best sources of marine Jurassic aged fossils in the world and numerous important finds have been and continue to be made here. Not surprisingly it has been designated by English Nature as a Site of Special Scientific Interest (SSSI) for its geology, fossils and landslides. It also forms part of a Site based on the wealth of earth science interest exhibited along virtually the entire Dorset and East Devon coast and the role that this coast has played in the historical development of geological and geomorphological science.

Fossil Collecting

On the rapidly eroding West Dorset coast, fossil collecting is essential if specimens, some of which may be of great scientific value, are to be saved from damage or destruction by the sea.

Collecting also offers an opportunity for people to learn about the ancient past and to contribute to our understanding through the discovery of new finds or the development of scientific study. However, it is important that fossils are collected both responsibly and safely.

Fossil Collectors want to be able to collect fossils freely. For many it is both a great learning experience and recreational activity. Most collectors, both amateur and professional, have a deep-seated interest in palaeontology and a wish to contribute to the development of the science. Professional collectors have most time and a great deal of local knowledge, but they need to sell their finds in order to earn a living. As a general rule, Landowners own the fossils on or under their land. The National Trust is the principal landowner along the West Dorset coast. The Trust is a registered charity charged with preserving places of Historic Interest or Natural Beauty for the Nation to enjoy. All along the West Dorset coast it seeks to preserve the landscape and nature conservation interests and to provide public access over its property so far as that is consistent with its preservation.

English Nature is the Government's statutory advisor on conservation including the Earth sciences. It designates National Nature Reserves and Sites of Special Scientific Interest and promotes sustainable management of these sites.

Museum curators and Researchers are keen to secure key scientifically important specimens for recognised collections as part of the nation's heritage and to provide a collection upon which scientific research can be based. Curators and researchers seek to ensure that the maximum associated scientific data is gathered when specimens are collected. Some researchers require access to strata and specimens in situ in order to undertake their work.

Objectives of the Code

The interests of all those involved with fossil collecting on the Dorset Coast need not be mutually exclusive, indeed many interest groups can assist each other so long as each party is aware of, and accepts the interest of the other. The fossil collecting Code of Conduct is an attempt to balance those interests.



The primary objectives of the code are to:

- promote responsible and safe fossil collecting
- restrict the excessive digging or 'prospecting' for fossils along fossil rich strata
- clarify ownership of the fossils
- promote better communication between all those with an interest in fossils from the West Dorset coast
- promote the acquisition of key scientifically important fossils by recognised museum collections.

Area covered by the Code

The area covered by the Code is land in National Trust and Charmouth Parish Council ownership between Lyme Regis and Hive Beach at Burton Bradstock.

Review and changes to the code

The Working Group will be responsible for review and revisions of the code in the future. Criteria to measure the success of the code have been drawn up.

The Key Scientifically Important Fossils Recording Scheme

There are two categories of fossils recognised within the Recording Scheme; Category I, Key Scientifically Important Fossils, and Category II for fossils of some (but not key) importance.

Category I fossils include new species or those specimens which may represent new species, fossils which are extremely rare such as the Charmouth dinosaur *Scelidosaurus* and fossils that exhibit exceptional preservation. Category II fossils include vertebrates such as reptiles and fish, partial or complete, especially where the horizon of origin can be identified. Nautiloids and certain ammonites together with unusual assemblages of fossils are also included.

A full list of both categories can be found at the end of this document.

To comply with the Code, all Category I fossils are to be recorded and certain restrictions apply to their disposal (see 4. and 5. below). To comply with the Code it is not obligatory to record Category II fossils although it is strongly recommended. No restrictions apply to the disposal of Category II fossils.

Fossil ownership

At present the Code applies to National Trust and Charmouth Parish Council land only. Both landowners wish to make clear their ownership of these fossils but they are willing to see ownership transferred to those collectors who follow the Fossil Collecting Code of Conduct and record their key scientifically important fossils.

Maps of land ownership are available at the Charmouth Heritage Coast Centre and the Code will be promoted to other landowners along the West Dorset coast.

Contact information

- Charmouth Heritage Coast Centre, Lower Sea Lane, Charmouth, Dorset DT6 6LL Tel 01297 560772.
- The web site can be found at <http://members.aol.com/charhercen>.

Permission to undertake excavations should be sought from the National Trust

- Patrick Woodford, The National Trust, Hillbutts, Wimborne, Dorset BH214DS Tel. 01202 882493

or:

- Charmouth Parish Council, The Elms, The Street, Charmouth, Dorset DT6 6LN Tel. 01297 560826

Please note:

Those collectors who do not follow this voluntary code, particularly by digging or prospecting in situ in the cliffs, or failing to record Category I fossils, may be regarded as stealing the fossils, and appropriate legal action may be taken against them.

Key Scientifically Important Fossils

The Jurassic rocks exposed on the West Dorset coast contain abundant and extremely diverse fossils. Consequently, the following examples cannot be fully comprehensive and provide general guidance only. In many cases, the decisions regarding relative importance will rely on the knowledge of the collectors. However, wherever there is doubt about the scientific importance of any fossil finds, collectors are recommended to contact the relevant fossil group specialist(s) for assistance.

Category I fossils

- a) Fossils which certainly represent new species. These can belong to any taxonomic group - vertebrate, invertebrate or plant.



b) Fossils that are thought to represent new species. Again these can belong to any group - vertebrate, invertebrate or plant. (Subsequent work may indicate that some of these are not in fact new species and provided that they do not fall within 1c) or 1d) below, they may be 'downgraded' to Category II fossils).

c) Fossils that are extremely rare. Although not necessarily new species they are nevertheless clearly of great scientific importance. Examples include: dinosaurs, pterosaurs, sharks and rays, (near) complete insects and arthropods (crustaceans, crabs), recognisable leaf fronds and plant cones etc. This subcategory includes forms which are very rare in certain stratigraphic levels if found in situ or where the stratigraphic horizon can be identified satisfactorily; for example, fossil echinoids or gastropods are rarely found within the clay dominated Lower Lias strata.

d) Fossils which exhibit exceptional preservation. For example, ichthyosaurs (or other vertebrates) showing skin texture, uncrushed skulls, which could provide data on brain size or other physiological aspects etc. Among invertebrates, fossil cephalopods (cuttlefish, squids, ammonites or belemnites) showing traces of gill structures, arms and hooks etc are of key scientific importance.

Note: Some fossils from the Lias, such as ichthyosaurs, are not uncommonly found with traces of soft tissues preserved. These would not be regarded as Category I unless there are soft part features preserved which are particularly rare or exceptional. The same may be true for certain invertebrate groups, such as belemnite 'ink sacs', which are not that uncommon in the Black Ven and Belemnite Marls.

Category II fossils

Reptiles: ichthyosaurs and plesiosaurs etc.

Fish: including sharks, rays, coelacanths, bony fish

Fossil remains, especially fragmentary, isolated, bones or scales etc, may be relatively common in some beds. The stratigraphical range of many forms is poorly known and any data may be important to relevant specialists. It is recommended therefore that collectors do record significant, recognisable finds if found in situ or where the stratigraphic horizon can be identified satisfactorily.

Arthropods: insects

Relatively scarce fossils, mainly recorded from the woodstone/flatstone horizons. Many insect remains are indistinctly preserved, but given their

scarcity, any recognisable forms are worthy of recording.

Molluscs: belemnites

Extremely common fossils especially in isolated guards. It is not anticipated that these would be recorded, unless a particular bedding plane concentration ('belemnite battlefield') or similar fauna was collected.

Molluscs: ammonites

One of the most common and characteristic fossils from the Dorset coast occurring throughout the section. Many of the usual taxa are abundant and comprise the 'bread and butter' specimens for commercial, amateur and tourist collectors. It is not anticipated that these forms would be recorded, although any unusual species or particularly large/mature shells showing apertural details etc are worthy of inclusion in the database.

Molluscs: nautiloids

A neglected group of fossils, occurring throughout much of the succession and rarely collected commercially. It is not expected that these would be recorded, though exceptional specimens (e.g. bedding plane assemblages or others yielding palaeoecological data) are worth considering for inclusion on the database.

Molluscs: bivalves

An abundant group of fossils, occurring throughout much of the succession and rarely collected commercially. It is not expected that these would be recorded, although exceptional specimens (e.g. bedding plane assemblages or other preservations yielding palaeoecological data) are worth considering within the database.

Brachiopods

As bivalves above

Echinoderms: crinoids and starfish

A group of considerable interest to collectors, especially specimens from the 'Pentacrinites' and 'Eype Starfish' beds. There are many specimens of these in public collections and it is not anticipated that specimens would normally be recorded. However, exceptional accumulations of crinoids attached to drift wood etc, or of brittle stars, are worthy of recording on the database.

Appendix 8: UNESCO Guidelines On The Use Of The World Heritage Emblem

PREAMBLE

The World Heritage Emblem (hereafter 'Emblem') created by the artist Mr. Olyff under contract with UNESCO, was adopted by the second session of the World Heritage Committee as the official



Emblem of the World Heritage Convention, symbolising the interdependence of cultural and natural properties. Although there is no mention of the Emblem in the Convention, its use has been promoted by the Committee to identify properties protected by the Convention and inscribed on the World Heritage List since its adoption in 1978.

The World Heritage Committee is responsible for determining the use of the World Heritage Emblem and for making policy prescriptions regarding how it may be used.

The Emblem symbolises the Convention, signifies the adherence of States Parties to the Convention, and serves to identify sites inscribed in the World Heritage List. It is associated with public knowledge about the Convention and is the imprimatur of the Convention's credibility and prestige. Above all, it is a representation of the universal values for which the Convention stands.

The Emblem also has fund-raising potential that can be used to enhance the marketing value of products with which it is associated. A balance is needed between the Emblem's use to further the aims of the Convention and optimise knowledge of the Convention world-wide and the need to prevent its abuse for inaccurate, inappropriate, and unauthorised commercial or other purposes.

The Guidelines and Principles for the Use of the Emblem and modalities for quality control should not become an obstacle to co-operation for promotional activities. Authorities responsible for reviewing and deciding on uses of the Emblem (see below) need parameters on which to base their decisions.

APPLICABILITY OF THESE GUIDELINES AND PRINCIPLES

The Guidelines and Principles proposed herein cover all proposed uses of the Emblem by:

- The World Heritage Centre;
- The UNESCO Publishing Office and other UNESCO offices;
- Agencies or National Commissions, responsible for implementing the Convention in each State Party;
- World Heritage Sites;
- Other contracting parties, especially those operating for predominantly commercial purposes.

RESPONSIBILITIES OF STATES PARTIES

States Parties to the Convention should take all possible measures to prevent the use of the Emblem in their respective countries by any group or for any purpose not explicitly recognised by the

Committee. States Parties are encouraged to make full use of national legislation including Trade Mark Laws.

INCREASING PROPER USES OF THE EMBLEM

Properties included in the World Heritage List should be marked with the emblem jointly with the UNESCO logo, which should, however, be placed in such a way that they do not visually impair the property in question.

Production of plaques to commemorate the inclusion of properties in the World Heritage List

Once a property is included on the World Heritage List, the State Party should place a plaque, whenever possible, to commemorate this inscription. These plaques are designed to inform the public of the country concerned and foreign visitors that the Site visited has a particular value which has been recognised by the international community. In other words, the Site is exceptional, of interest not only to one nation, but also to the whole world. However, these plaques have an additional function which is to inform the general public about the World Heritage Convention or at least about the World Heritage concept and the World Heritage List.

The Committee has adopted the following Guidelines for the production of these plaques:

- the plaque should be so placed that it can easily be seen by visitors, without disfiguring the Site;
- the World Heritage Emblem should appear on the plaque;
- the text should mention the Site's exceptional universal value; in this regard it might be useful to give a short description of the Site's outstanding characteristics. States Parties may, if they wish, use the descriptions appearing in the various World Heritage publications or in the World Heritage exhibit, and which may be obtained from the Secretariat;
- the text should make reference to the World Heritage Convention and particularly to the World Heritage List and to the international recognition conferred by inscription on this List (however, it is not necessary to mention at which session of the Committee the Site was inscribed); it may be appropriate to produce the text in several languages for sites which receive many foreign visitors.

The Committee proposes the following text as an example:



"(Name of site) has been inscribed upon the World Heritage List of the Convention concerning the Protection of the World Cultural and Natural Heritage. Inscription on this List confirms the exceptional universal value of a cultural or natural site which deserves protection for the benefit of all humanity."

This text could be then followed by a brief description of the Site concerned. Furthermore, the national authorities should encourage World Heritage Sites to make a broad use of the Emblem such as on their letterheads, brochures and staff uniforms. Third parties which have received the right to produce communication products related to the World Heritage Convention and Sites must give the Emblem proper visibility. They should avoid creating a different Emblem or logo for that particular product.

PRINCIPLES

The responsible authorities are henceforth requested to use the following principles in making decisions on the use of the Emblem:

1. The Emblem should be utilised for all projects substantially associated with the work of the Convention, including, to the maximum extent technically and legally possible, those already approved and adopted, in order to promote the Convention.
2. A decision to approve use of the Emblem should be linked strongly to the quality and content of the product with which it is to be associated, not on the volume of products to be marketed or the financial return expected. The main criterion for approval should be the educational, scientific, cultural, or artistic value of the proposed product related to World Heritage principles and values. Approval should not routinely be granted to place the Emblem on products that have no, or extremely little, educational value, such as cups, T-shirts, pins, and other tourist souvenirs. Exceptions to this policy will be considered for special events, such as meetings of the Committee and ceremonies at which plaques are unveiled.
3. Any decision with respect to authorising the use of the Emblem must be completely unambiguous and in keeping with the explicit and implicit goals and values of the World Heritage Convention.
4. Except when authorised in accordance with these principles it is not legitimate for commercial entities to use the Emblem directly on their own material to show their support for World Heritage. The Committee recognises, however, that any individual, organisation, or company is free to publish or produce whatever they consider to be appropriate regarding World Heritage Sites, but official authorisation to do so under the World Heritage Emblem remains the exclusive prerogative of the Committee, to be exercised as prescribed in these Guidelines and Principles.
5. Use of the Emblem by other contracting parties should normally only be authorised when the proposed use deals directly with World Heritage Sites. Such uses may be granted after approval by the national authorities of the countries concerned.
6. In cases where no specific World Heritage Sites are involved or are not the principal focus of the proposed use, such as general seminars and/or workshops on scientific issues or conservation techniques, use may be granted only upon express approval in accordance with these Guidelines and Principles. Requests for such uses should specifically document the manner in which the proposed use is expected to enhance the work of the Convention.
7. Permission to use the Emblem should not be granted to travel agencies, airlines, or to any other type of business operating for predominantly commercial purposes, except under exceptional circumstances and when manifest benefit to the World Heritage generally or particular World Heritage Sites can be demonstrated. Requests for such use shall require approval in accordance with these Guidelines and Principles and the concurrence of the national authorities of countries specifically concerned.
8. The Centre is not to accept any advertising, travel, or other promotional considerations from travel agencies or other, similar companies in exchange or in lieu of financial remuneration for use of the Emblem.
9. When commercial benefits are anticipated, the Centre should ensure that the World Heritage Fund receives a fair share of the revenues and conclude a contract or other agreement that documents the nature of the understandings that govern the project and the arrangements for provision of income to the Fund. In all cases of commercial use, any staff time and related costs for personnel assigned by the Centre or other reviewers, as appropriate, to any initiative, beyond the nominal, must be fully covered by the party requesting authorisation to use the Emblem.
10. National authorities are also called upon to ensure that their sites or the World Heritage Fund receive a fair share of the revenues and to document the nature of the understandings that govern the project and the distribution of any proceeds.
11. If sponsors are sought for manufacturing products whose distribution the Centre considers necessary, the choice of partner or



partners should be consistent, at a minimum, with the criteria set forth in Annex V of the "Internal Guidelines for Private Sector Fund-Raising in Favour of UNESCO," and with such further fund-raising guidance as the Committee may prescribe. The necessity for such products should be clarified and justified in written presentations that will require approval in such manner as the Committee may prescribe.

AUTHORISATION PROCEDURE FOR THE USE OF THE WORLD HERITAGE EMBLEM

A. Simple Agreement of the National Authorities
National authorities may grant the use of the Emblem to a national entity, provided that the project, whether national or international, involves only World Heritage Sites located on the same national territory. National authorities decision should be guided by the Guidelines and Principles.

B. Agreement Requiring Quality Control of Content

Any other request for authorisation to use the Emblem should adopt the following procedure:

- a) A request indicating the objective of the use of the Emblem, its duration and territorial validity, should be addressed to the Director of the World Heritage Centre.
- b) The Director of the World Heritage Centre has the authority to grant the use of the Emblem in accordance with the Guidelines and Principles. For cases not covered, or not sufficiently covered, by the Guidelines and Principles, the Director refers the matter to the Chairperson who, in the most difficult cases, might wish to refer the matter to the Bureau for final decision. A yearly report on the authorised uses of the Emblem will be submitted to the World Heritage Committee.
- c) Authorisation to use the Emblem in major products to be widely distributed over an undetermined period of time is conditional upon obtaining the manufacturer's commitment to consult with countries concerned and secure their endorsement of texts and images illustrating sites situated in their territory, at no cost to the Centre, together with the proof that this has been done. The text to be approved should be provided in either one of the official languages of the Committee or in the language of the country concerned. A draft model form to be used by third parties to obtain States Parties' authorisation for the use of the Emblem appears as an appendix to this document.

- d) After having examined the request and considered it as acceptable, the Centre may establish an agreement with the partner.
- e) If the Director judges that a proposed use of the Emblem is not acceptable, the Centre informs the requesting party of the decision in writing.

RIGHT OF STATES PARTIES TO EXERT QUALITY CONTROL

Authorisation to use the Emblem is inextricably linked to the requirement that the national authorities may exert quality control over the products with which it is associated.

1. The States Parties to the Convention are the only parties authorised to approve the content (images and text) of any distributed product appearing under the World Heritage Emblem with regard to the Sites located in their territories.
2. States Parties that protect the Emblem legally must review these uses.
3. Other States Parties may elect to review proposed uses or refer such proposals to the World Heritage Centre. States Parties are responsible for identifying an appropriate national authority and for informing the Centre whether they wish to review proposed uses or to identify uses that are inappropriate. The Centre will maintain a list of responsible national authorities.



APPENDIX 9: Dorset Coast Strategy 1999 Tourism Policies

POLICY 5.1: OVERALL STRATEGY FOR COASTAL TOURISM

An integrated and long-term approach to tourism between the resorts and rural coast will be sought.

Priority issues for the coast include:

- Improving the overall quality and value for money of Dorset's tourism product
- Prioritising development of the staying visitor market through higher quality serviced and self-catering accommodation, and attracting more higher-spending visitors
- Spreading the visitor load by focussing on out-of-season special interest markets
- Developing the established role of resorts as accommodation centres in their own right and as gateways to the rural coastline
- Improving the integration of activity and promotion between the different attractions
- Improving links between the public and private sectors
- Providing real alternatives to the car as the main mode of visitor transport
- Using the potential of World Heritage Site status to help protect the undeveloped coast and facilitate sustainable tourism.

5.1a The Dorset Coast Forum will establish a Tourism Working Group to establish better links between policy makers, the tourism industry and coastal managers. The group will take on the tourism role of the former Tourism and Recreation Working Group.

5.1b The Dorset Coast Forum will support the work of the Dorset Tourism Marketing Strategy, develop better integration with the Tourism Working Group and encourage a project-based approach to issues.

5.1c The Dorset Coast Forum will seek to identify criteria for monitoring the impact of tourism in a high quality environment.

5.1d The Dorset Coast Forum will support the efforts of the principal resorts to create their own distinctive characters.

5.1e The Dorset Coast Forum will work with smaller coastal towns and villages to develop their role as gateways to the undeveloped coast and marine environment and develop locally distinctive and complementary roles.

POLICY 5.2: INCREASED LINKAGE BETWEEN THE TOURISM INDUSTRY AND VISITOR MANAGEMENT

The management of visitors on Dorset's sensitive rural coast should be more explicitly recognised as an integral part of the tourism economy. There is a need to consider ways in which appropriate visitor management can be supported by the tourist economy, and a need for tourism interests to have a greater role in influencing the standards of visitor management, which are delivered.

5.2a The Dorset Coast Forum will support more co-ordinated and active visitor management on the rural coast through Local Authority Ranger services and other existing site-based management services.

5.2b The Dorset Coast Forum will encourage regular meetings, focussed at the District Council level which bring together coastal managers, tourism policy makers and tourism industry representatives in order to develop policy and assist in the prioritisation of work programmes.

5.2c The Dorset Coast Forum will encourage a more cohesive approach to the provision and promotion of coastal access

5.2d The Dorset Coast Forum will encourage higher standards of interpretation and information at coastal access points and improved dissemination through Tourist Information Centres and tourism accommodation.

5.2e The Dorset Coast Forum will promote active debate about the transport implications of the trends in the tourism economy, and ensure that evidence and information is fed into the Local Transport Plans, and other transport and planning initiatives.

5.2f The Dorset Coast Forum will work with the tourism industry and other relevant organisations to research and agree ways in which the industry could help fund improved visitor management.

POLICY 5.3: PROMOTING NEW SUSTAINABLE TOURISM MARKETS

A healthy tourism industry requires a longer visitor season and priority should be given to promoting out of season tourism based on a series of niche markets which are available in Dorset. Possible markets include:

- Residential study tours and courses for those interested in geology, history, wildlife and other themes
- Professional seminars and conferences/training based on studies of the Dorset coast



- Return visits by school and college students and their families
- Events based around marine recreation and watersports
- Events, activities and conferences based around Dorset's marine life and the innovative techniques used to research and interpret it
- Use of the coast as settings for film and television scenes.

5.3a The Dorset Coast Forum will encourage the wider promotion and further development of well-managed sailing, power boating and other marine recreation events in appropriate locations.

5.3b The Dorset Coast Forum will encourage the promotion of special interest, uniquely 'Dorset' holidays to international markets.

5.3c The Dorset Coast Forum will encourage the expansion of Dorset Coastlink by the development of additional marine and coastal interpretation centres along the Dorset Coast, initially focussing on existing information centres. These could include existing centres at Studland, Bournemouth and Weymouth and possibly new centres at Hengistbury Head, Portland, West Bay or Lyme Regis. A wider coverage of centres along the coast would help to increase the profile of 'Marine Week' and marine interpretation in general.

5.3d The Dorset Coast Forum will encourage market research into the economic potential of educational activity and environmental tourism and organise a conference for the tourism industry to explore the potential of niche markets.

POLICY 5.4: WORLD HERITAGE AND THE TOURISM INDUSTRY

Now that the UK Government has announced that the Dorset and East Devon coast in on their final 'Tentative list' of World Heritage Sites, there is the potential to promote growth in the coastal tourism economy. It is essential however that the designation is used properly and responsibly and that any economic development is sustainable and not detrimental to the 'natural' value of the World Heritage Site. Active discussion must take place between all relevant parties to ensure that there is agreement on the role of the designation in promoting tourism and that guidelines are established that will ensure the long term future coast as a well-managed World Heritage Site.

5.4a The Dorset Coast Forum will establish a World Heritage Steering Group to begin the process of developing a World Heritage Site Management Plan, and giving consideration to policies for visitor promotion, management and transport issues

POLICY 5.5: THE JURASSIC COAST AND THE TOURISM INDUSTRY

Growth in coastal tourism income will be encouraged through the Jurassic Coast Project.

5.5a The Dorset Coast Forum will support appropriate measures for geological conservation and the development of geological education, interpretation and geotourism strategies through the work of the Jurassic Coast Project.

5.5b The Forum will encourage the Jurassic Coast project in developing the Portland economy through the celebration of its internationally important coastal geology and quarrying heritage. The Forum will support the development of plans for an internationally important 'Jurassic Coast Centre', which will focus on these and other related themes.

POLICY 5.6: PRIORITISING THE DEVELOPMENT OF STAYING VISITOR MARKETS

Staying visitors bring more revenue into the local economy per capita and are more likely to make use of public transport. The Forum believes that developing an infrastructure that supports the staying visitor will assist the future prosperity of coastal tourism. A key element of this is the arrangements made for transportation, and means of slowing traffic growth and prioritising the use of sustainable transport.

5.6a The Dorset Coast Forum will initiate further research into the comparable tourism value of day-trippers and staying visitors.

5.6b The Dorset Coast Forum supports the continued development of work on a sustainable transport strategy by the Purbeck Heritage Committee.

5.6c The Dorset Coast Forum will assess existing public transport links between the rural coast and accommodation centres, and make recommendations for improvements if necessary.

5.6d The Forum will promote and encourage increased use of cycling as a mode of transport by staying visitors.

5.6e The Forum supports the development and marketing of an integrated visitor transport network centred on Weymouth, with links east to Swanage and west to Lyme Regis

5.6f The Dorset Coast Forum will promote the use of sea transport for visitor movement in the County.



POLICY 5.7: COASTAL NEEDS FOR INFORMATION AND MONITORING

Existing tourism research needs to be better disseminated throughout the county and further research is required to properly evaluate the use of the coast by visitors, their attitudes and demands for facilities, and the development potential and value of new markets.

5.7a The Dorset Coast Forum will seek to improve the data available for the better management of tourism in the county.

5.7b The Dorset Coast Forum will encourage improved monitoring of the use of countryside sites by visitors.

POLICY 5.8: STRENGTHENING THE ROLE OF THE RESORTS

The regeneration of flourishing and distinctive coastal resorts and towns will be supported, through:

- Maintaining and improving the appearance and quality of sea fronts to a high standard
- Maintaining and increasing the range of high quality attractions and accommodation
- The provision of increased facilities for water-based recreation, and maintenance of high standards of beach management & water quality
- The development of the resorts roles as gateways to the rural coast, through improved access, public transport and publicity
- Promoting a diversity of small businesses geared to providing quality and value for money services to visitors and locals.

5.8a The Dorset Coast Forum will support the efforts of the resorts to develop their own individual and distinctive character.

5.8b The Dorset Coast Forum will, where practicable, use tourist accommodation and conference facilities for its events and activities.

5.8c The Forum will encourage the promotion of resorts, alongside those in rural Dorset, as out of season accommodation bases for special interest and activity holidays.

5.8d The Dorset Coast Forum will encourage the safe development and diversification of marine recreation activities at the resorts but provide safeguards that will minimise impacts on the rural coast.

5.8e The Dorset Coast Forum will encourage the resorts to work with rural coast managers to establish better arrangements for managing tourism within the coast as a whole.



APPENDIX 10: “Tourism – Everybody’s Business”: Devon County Council’s Role and Action Programme 2003

Strategic Overview

Provision of Strategic Influence

Influencing South West Tourism, Regional Development Agency, Regional Assembly, Government Office for the South West, Countryside Agency, Environment Agency etc to ensure that the interests of Devon’s economy and environment are recognised at the regional level and the county’s competitive position is secure.

Goal: A Prosperous Devon

1. Develop a Better Understanding of Tourism

- Develop the current occupancy survey to monitor volume and value trends and facilitate best value comparisons.
- Commission appropriate research to learn more about visitors and non-visitors including their views on public transport improvements.
- Interpret and disseminate market intelligence to local organisations and tourism SMEs.
- Evaluate marketing campaigns to monitor targets and economic impact.
- Investigate the potential market for a flagship tourist attraction together with opportunities for existing attractions.
- Investigate a methodology of assessing environmental and social costs of tourism, together with the economic value of the environment.

2. Increase Off Peak Activity

- Product development and marketing initiatives to maximise the proportion of trips taken outside the main season.
- Develop / co-ordinate one major out of season, county-wide festival annually linking directly to the website themes based on Devon’s local distinctiveness.
- Co-ordinate and encourage the opening of attractions and other visitor facilities into the early and late season.
- Examine how sport and recreational tourism, including watersports and countryside pursuits, can play a role in contributing to out of season tourism through the promotion of events and activities.
- Seek to extend the period of operation of tourist and recreational bus services.

3. Develop the Devon Brand

- Establish a stronger Devon branding based on its high quality environment which is proactively promoted through the media.

- Develop and market Devon-wide themed tourism products not local authority ‘destinations’.
- Develop marketing activity to encourage an increase in overseas tourism to Devon.
- Develop better use of the Internet and other on-line media and new technologies for marketing purposes.
- Research the economic value of marine activities including sailing, sea-angling and cruise ship activity.

4. Improve the Quality and Diversity of Attractions

- Support South West Tourism’s scheme for attraction standards.
- Work with South West Tourism and the attractions sector eg. DATA (Devon Association of Tourist Attractions) to examine the impact of attraction proposals and encourage better regional co-ordination.
- Develop the diversity and quality of cultural and creative attractions.

5. Ensure Accommodation Meets Market Demand

- Provision of accurate, up to date information on market demands / trends re. accommodation
- Review of structure planning policies which influence the location of new accommodation.
- Encourage participation in the harmonised quality standards scheme for accommodation.
- Continue to promote national and local ‘inspected only’ accommodation.

6. Encourage High Quality Throughout the Tourism Sector

- Promote a positive, quality image of Devon.
- Encourage higher standards of customer care and welcome.
- Encourage support for the network of Tourist Information Centres.
- Implement revised National Guidelines for tourism brown-signing, once agreed.
- Encourage destination benchmarking and health checks by district and unitary authorities.
- Encourage appropriate new tourism development through planning policies.

7. Increase the Use of Information and Communication Technology

- Capitalise on new ways to deliver information to visitors including electronic information points for public transport.
- Develop and promote a Devon brand portal web site which would access a common single information database.
- Provide ready access to training and support for small businesses, so they can take



advantage of marketing and communication through this medium.

- Support business development of the network of Tourist Information Centres through ICT including identifying funding sources.

8. Improve the Performance of Tourism Businesses

- Increase high-value tourism activity.
- Improve the performance of existing businesses and stimulate new ones where appropriate.
- Train and equip local people to take jobs in the industry.
- Encourage the industry to become better employers.
- Support for a first-stop shop facility for SMEs involved in tourism.
- Ensure the principles of environmental sustainability are included within all tourism training.

9. Encourage Rural Regeneration Through Tourism

- Develop easier access to the countryside especially by sustainable transport.
- Encourage use of local suppliers and services.
- Develop linkages between food, drink and other local produce and the tourism industry.
- Promote and support tourism initiatives as part of the integrated development of Devon's market towns and villages.
- Encourage tourism operators to highlight the linkages between their product and the environment through appropriate interpretation.
- Encourage new markets for activity and special interest breaks.
- Co-ordinate action between local stakeholders, especially rural tourism enterprises.

10. Work in Partnership towards Resort Regeneration

- Ensure planning policies meet the need for a positive and innovative approach to tourism development in resorts and tourist centres.
- Support SWERDA's Market and Coastal Towns Initiative, including conservation work through the Heritage Economic Regeneration Scheme.
- Work with district and unitary authorities to implement enhancement programmes.
- Take account of the peripheral nature of resorts and their inbound visitor traffic and public transport requirements in the Local Transport Plan.
- To ensure museums in the resorts and market towns benefit from any potential funding opportunity.

- Encourage the development of all-weather attractions and facilities.

11. Tackle Social Inclusion by Increasing Access to Tourism For All

- Ensure that all facilities and infrastructure will meet the requirements of the Disability Discrimination Act by 2004.
- Seek public transport access to tourist areas so that facilities are inclusive to non-car owners.
- Consider the needs and opportunities of visitors with disabilities and ensure these are taken into account in development of recreational routes.
- Help tourism businesses to be more aware of the physical barriers that impede access.
- Ensure that the promotion of tourism is totally inclusive of all sections of society including the requirements of DCC's Race Equality Scheme.

Goal: Improving Transport

12. Improve the Transport Infrastructure Taking Account of the Needs of the Tourism Industry

- Increase tourism by addressing Devon's perceived peripherality and developing improved transport links to Devon by air, sea, rail and coach, together with improved interchanges.
- Promote the branding of major trunk roads through Devon such as the Devon Expressway (A38) and the A361(North Devon Link)/A39.
- Optimise the role of the Local Transport Plan puts in place alternatives for tourists to the use of the car where feasible and that further measures are developed to aid tourism-related traffic including coaches, caravans and sight-seeing car-drivers.
- Implement agreed National Guidelines for tourism brown signing.

13. Develop Public Transport Opportunities for Tourists

- Increase tourism without traffic by developing opportunities for tourists to travel by train and bus for journeys within Devon.
- Encourage Local Plans to include provision for infrastructure in support of public transport, including tourist coaches.
- Improve public transport in rural areas, linking in to local visitor attractions, the walking and cycling networks, and countryside destinations such as reservoirs.
- Ensure that public transport opportunities are marketed and promoted for leisure use eg. Dartmoor Rover, and that joint promotions between operators, with attractions and



museums, and links to recreational routes, are encouraged.

- To further develop joint Travelwise / museum and heritage attractions initiatives.

14. Continue to Improve the Walking, Cycling and Horse-Riding Networks

- Maintain and improve the Public Rights of Way network and implement the Countryside and Rights of Way legislation.
- Continue to enhance the strategic networks for walking and cycling, including the National Cycle Network routes, in Devon.
- Maintain, and where necessary, improve the physical standard of the strategic walking network to compete with high quality products elsewhere.
- Examine the feasibility of providing horse-riding networks.
- Ensure that the recreational networks are properly marketed and promoted and that detailed information and interpretative material is available for all routes.
- Develop the economic potential arising from the creation of the access networks and work with town and parish councils to achieve this.

Goal: Looking After Devon's Environment, Culture and Heritage

15. Conserve the Resource

- Maintain and develop effective Structure Plan policies to protect the landscape and special character of Devon.
- Ensure appropriate tourism is developed within the County's National Parks and Areas of Outstanding Natural Beauty taking account of the special characteristics of their landscapes.
- Work with environmental agencies and conservation groups to plan for visitor activity.
- Use strategic route networks as catalysts for environmental enhancement including landscape, nature conservation and traditional buildings.
- Progress the Devon Building Centre as a visitor attraction promoting Devon's traditional building skills and materials
- Establish visitor management plans for areas under pressure.
- Develop counter-attractions to relieve the pressure on over-visited sites.
- Work with holiday parks to minimise their impact on the landscape, through appropriate landscaping schemes.

16. Encourage Good Environmental Practice

- Ensure a wider take-up of environmental schemes across the whole industry in the County and that appropriate training is available.

- Encourage waste minimisation and examine the opportunities to provide appropriate recycling facilities for small tourism businesses.
- Develop and promote additional visitor payback schemes and codes of responsible behaviour.
- Encouragement with Encams (former Tidy Britain Group) to improve beach facilities and bathing water quality.
- Develop marketing initiatives promoting Devon as a destination for eco-tourism based on the natural and built heritage of the County.
- Encourage farmers and landowners to benefit from land management schemes such as Stewardship and Environmentally Sensitive Areas.

17. Develop Opportunities for Cultural Tourism

- Develop the tourism and economic potential arising from the UNESCO designated Dorset and East Devon Coast World Heritage Site, the Braunton Burrows Biosphere Reserve and the bid for World Heritage status for Cornwall and West Devon Mining Landscape.
- Ensure the Local Cultural Strategy pays due regard to the role of tourism within the cultural resource.
- Encourage and support the local distinctiveness of Devon including the built environment.
- Ensure that the cultural characteristics of the strategic route network are enhanced and interpreted.
- With adjoining counties, develop the tourist potential of canals in the sub-region through appropriate marketing initiatives.
- Develop events and festivals.
- Develop and support museums and other heritage attractions.
- Investigate the opportunities to provide for leisure learning linked to the heritage sector.
- Create linkages for tourism with local cultural strategies.

18. Involve Local Communities in Tourism

- Ensure that tourism issues are recognised in the preparation of Community Strategies.
- Consult with local communities on significant tourism issues.
- Encourage the links between tourism and community enhancement.
- Raise awareness of importance of tourism for the well-being of communities.



Appendix 11: Terms of Reference for World Heritage Steering Group

1. These terms of reference specify the aims and membership of the Dorset and East Devon Coast World Heritage Steering Group (WHSG).
2. The 1972 World Heritage Convention is one of the family of UNESCO conventions for the protection of the cultural and natural heritage. Under the Convention, cultural and natural sites are designated as being of outstanding universal value and placed on the World Heritage Sites list. Of particular relevance are the following two articles of the Convention:

Article 4

Each State Party [i.e. the UK Government] to this Convention recognizes that the duty of ensuring the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage referred to in Articles 1 and 2 and situated on its territory, belongs primarily to that State. It will do all it can to this end, to the utmost of its own resources and, where appropriate, with any international assistance and co-operation, in particular, financial, artistic, scientific and technical, which it may be able to obtain.

Article 5

To ensure that effective and active measures are taken for the protection, conservation and presentation of the cultural and natural heritage situated on its territory, each State Party to this Convention shall endeavor, in so far as possible, and as appropriate for each country:

- a. to adopt a general policy which aims to give the cultural and natural heritage a function in the life of the community and to integrate the protection of that heritage into comprehensive planning programmes;
- b. to set up within its territories, where such services do not exist, one or more services for the protection, conservation and presentation of the cultural and natural heritage with an appropriate staff and possessing the means to discharge their functions;
- c. to develop scientific and technical studies and research and to work out such operating methods as will make the State capable of counteracting the dangers that threaten its cultural or natural heritage;
- d. to take the appropriate legal, scientific, technical, administrative and financial measures necessary for the identification,

protection, conservation, presentation and rehabilitation of this heritage; and

- e. to foster the establishment or development of national or regional centres for training in the protection, conservation and presentation of the cultural and natural heritage and to encourage scientific research in this field.

3. The achievement of these commitments in relation to the Dorset and East Devon Coast is set out the World Heritage Site Management Plan, published by Dorset and Devon County Councils, who are also the local sponsors of the World Heritage nomination, with the support of the Dorset Coast Forum.

Purpose of the World Heritage Steering Group

4. The purpose of the WHSG is specified in the World Heritage Site Management Plan as follows:

- γ **World Heritage Steering Group.** This group will have overall responsibility for ensuring that the management objectives of the World Heritage Site are achieved, and will oversee the implementation of the World Heritage Site Management Plan, and the monitoring and reporting on the state of the World Heritage Site. The Committee will be formally constituted with terms of reference and specified membership. The membership of the group will be based on the Steering Committee formed to oversee the preparation of this Site Management Plan.

Recognising that in detail there are widely shared responsibilities for managing the Site, the Group and its members will use their best endeavours to perform the above role.

5. The World Heritage Site Management Plan is non-statutory, and the World Heritage Steering Group will also operate on a non-statutory, non-executive basis. Dorset and Devon County Councils in particular, and members of the Steering Group in general, undertake to bring significant issues and opportunities in relation to the World Heritage Site to the attention of the World Heritage Steering Group. Its specific tasks will include:

- γ Providing a link between UK Government and Dorset and Devon interests to ensure the commitments made under the World Heritage Convention are met;
- γ Promoting good working relationships and co-ordination between the members of the Steering Group over the implementation



- of the Plan, and joint working with other partners;
- Y Advising the work of Dorset and Devon County Councils (and any jointly funded project officers employed by them) on the implementation and development of the World Heritage Site Management Plan;
 - Y Ensuring that conservation, tourism, commercial and landowning interests have a direct input to the work undertaken in relation to the World Heritage Site;
 - Y Providing a forum where issues related to World Heritage status can be raised and discussed;
 - Y Generating ideas on the development of new projects and activities in relation to the World Heritage Site;
 - Y Advising and assisting, without prejudice, funding applications for work related to the World Heritage Site;
 - Y Consultation on the annual monitoring report on the Site, prior to its completion and submission to UNESCO;
 - Y Promoting greater public awareness of the World Heritage Convention, and appropriate local publicity;
 - Y Promoting participation from Dorset and East Devon in national and international activities related to the promotion of the World Heritage Convention.

Advisory Groups

6. The Steering Group will be advised by a Science and Conservation Advisory Group (SCAG) on matters related to the conservation of the scientific interests of the Site, and by a Tourism Working Group (TWG) on aspects of WHS related to tourism, including interpretation, sustainable tourism, promotion, branding and publicity.
7. The WHSG will be kept fully informed of the meetings and activities of the SCAG and TWG, and will receive the agendas and minutes of each. The WHSG may ask the SCAG and TWG to consider and report back on specific issues, or the SCAG and TWG may independently raise and refer issues to the WHSG.
8. Significant issues and initiatives will ultimately be the responsibility of the WHSG to advise on. For the efficient management of the work programme, responsibility for advising on specific projects and issues may be delegated to one of the Advisory Groups.
9. Other advisory groups may be established following discussion with the World Heritage Steering Group if required.

Membership of the Steering Group

10. Initial membership of the Steering Group is based on the membership of the World Heritage Steering Group that has advised the development of the nomination, and is as follows:

- Y Dorset County Council
- Y Devon County Council
- Y Department for Culture, Media and Sport, or their nominee from the UK delegation to UNESCO
- Y Government Office South West (representing Department for the Environment, Food and Rural Affairs)
- Y Chairman of the Dorset Coast Forum
- Y Chairman of the World Heritage Tourism Working Group
- Y Chairman of the World Heritage Scientific Advisory Group
- Y English Nature (National Adviser on Earth Science)
- Y Countryside Agency
- Y British Geological Survey
- Y South West Tourism
- Y South West of England Regional Development Agency
- Y East Devon District Council
- Y Purbeck District Council
- Y West Dorset District Council
- Y Weymouth and Portland Borough Council
- Y Lyme Bay and South Devon Coastal Group
- Y Geologists' Association
- Y Ministry of Defence Estates
- Y A representative of the National Trust
- Y A private coastal landowner representative from Dorset, appointed following consultation with the CLBA
- Y A private coastal landowner representative from Devon, appointed following consultation with the CLBA
- Y A representative of local Fossil Collectors
- Y A representative of the tourism industry in Dorset, appointed following consultation with the World Heritage Tourism Working Group (unless this role is covered by the Chairman of the TWG)
- Y A representative of the tourism industry in Devon, appointed following consultation with the World Heritage Tourism Working



Group (unless this role is covered by the Chairman of the TWG)

- ÿ Dorset AONB Partnership
- ÿ East Devon AONB Partnership.

11. The membership will be reviewed from time to time to confirm that the right range of interests continues to be represented. Invitations to additional members, or any requests to join the Steering Group will be fully discussed at a meeting of the Group prior to any approach or response.

Chairmanship of the Steering Group

12. The group will be chaired by an existing member of the Group.

Secretariat

13. Secretarial support will be provided to the group by Dorset and Devon County Councils.

Frequency of Meetings

14. The group will meet a minimum of once annually, and at other times as necessary for the achievement of the tasks set out above.

Minutes of Meetings

15. Meetings will be minuted by Dorset and Devon County Councils, and the minutes will be publicly available.

Linkages to other initiatives

16. The Steering Group will ensure that linkages are maintained between the World Heritage Site Management Plan for the Site, and the other planning and management initiatives locally that need to take account of World Heritage objectives. These linkages are set out in the World Heritage Site Management Plan, and will be kept under continual review. The linkages are summarised in the attached diagram from the World Heritage Site Management Plan.

Review of terms of reference

17. These terms of reference may be reviewed by the WHSG at any time, and may be amended following full discussion of a revised draft at a meeting of the WHSG.

David Andrew
Chairman of World Heritage Steering Group
22 July 2002