Annual Review

Jurassic Coast World Heritage Site Partnership











August 2014

Introduction

This is a short report to highlight key achievements undertaken to deliver the Dorset and East Devon Coast World Heritage Site Management Plan over the period April 2013 to March 2014. It includes:

- 1) the 'top eleven' highlights from the period;
- 2) a more detailed commentary against each of the priorities for the period, and
- 3) a summary of income against expenditure.

This report is not intended to be all encompassing, as the amount of work undertaken by members of the Partnership and Team on an on-going basis is extensive; including management of National Nature Reserves and footpaths, support for visitor centres and museums, walks and talks, promotion of the fossil code, consideration of planning applications, fundraising, public events, national networking, media responses and plenty more. Other on-going issues such as the proposed Navitus Bay Wind Park, which can take up a considerable amount of team time, have not been included. More details can be made available about all areas of work if required.

It has been a very productive year in spite of the continued and increasing spectre of public sector budget cuts. All of the work has been of outstanding quality and is open, forward looking and inclusive. To single out just one, the growth of the Jurassic Coast Ambassadors scheme in East Devon, led by Mike Green, is setting an example for volunteering the length of the coast and has led to a successful Heritage Lottery Fund bid. The Jurassic Coast Trust, working with the Team and other partners, now have funding to support the scheme over the next couple of years.

Although not within the report period, at the Annual Seminar on July 2nd 2014, Don Gobbett stepped down as chair of the Partnership, after six years and twenty-two Steering Group meetings. Don has been influential over this period and has provided excellent leadership within the host authority, Dorset County Council and with the other key funder, Devon County Council, as well as Natural England and the Environment Agency.

In a similar vein, Julia Pulman recently moved on from her role as Jurassic Coast Marketing and Communications Officer. Julia made a massive contribution to work on the Jurassic Coast during her eight years in the role, including the creation of the website and free publications, and our thanks go to her and Don.

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Doug Hulyer Chairman, Jurassic Coast Partnership San

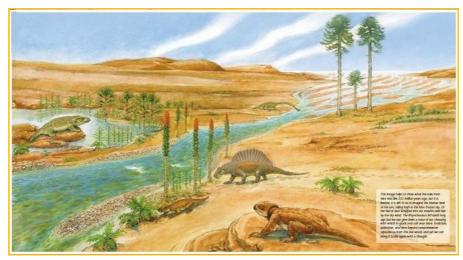
Dr Sam Rose World Heritage Site Manager

Cover Photos, clockwise from top: Interpretation designs for the proposed Steve Etches Collection Museum, Kimmeridge.; Jurassic Coast climbing wall funded by the Jurassic Coast Trust; February storms at Burton Bradstock.

Top eleven highlights of the year

A change from the usual 'top ten' but we didn't want to leave any of these out...

- 1) From exquisite starfish and elegant ammonites, to terrifying teeth and prehistoric poo... the new Fossil Finder, funded by Arts Council England is a database of almost 1,000 fossils from museums in Dorset and East Devon. www.jurassiccoast.org/fossilfinder
- 2) The Jurassic Coast panels in East Devon have undergone a transformation, thanks to funding from Devon County Council. Stunning new illustrations and design and limited, yet evocative, words present a very different approach to 'traditional' outdoor interpretation
- 3) The Big Jurassic Classroom programme continues with funding from the Primary Science Teaching Trust. Six teachers have been recruited to work with scientific partners to create new Earth Science learning resources. The Jurassic Coast Team also delivered three teacher training days with the Primary Science Teaching Trust
- 4) A Heritage Lottery Fund grant has been secured by the Jurassic Coast Trust for 'Growing the Jurassic Coast Community' – a project to provide a range of volunteering and involvement projects to further enhance the public's enjoyment and understanding of the coast and encourage increased take up of the Business Partner Scheme
- 5) After 10 years of subsidy from Dorset and Devon County Councils, the X53 and 31 buses now both run as fully commercial services. With encouragement and advice from the Jurassic Coast Team, First Group has maintained a 'Jurassic' branded look to the buses. The X53 Jurassic Coaster now operates hourly between Lyme Regis and Weymouth



East Devon panels: example of new illustration, Connaught Gardens, Sidmouth

- 6) A growing partnership with the Youth Hostel Association (YHA) has included the development of a two day school residential package for primary and secondary pupils staying in coastal youth hostels. The YHA also run the popular 'CSI Jurassic Coast', developed by the JC Team, at events such as the Lyme Regis Fossil Festival and Camp Bestival
- 7) The Marine Links Project has been through an independent Peer Review Evaluation resulting in a robust piece of work and a clear stepped approach to the way forward. The report is available at jurassiccoast.org/waterborne and the Jurassic Coast Team are keen to talk to interested parties from the private sector and members of the community
- 8) The £4m Seaton Jurassic Discovery Centre project recently completed its funding package with a successful HLF grant application for £621,000. This is in addition to £300k received from the Coastal Communities Fund earlier this year and the existing major funding from East Devon District Council and Devon County Council. The new centre is due to open in 2015.
- 9) The Kimmeridge Museum secured a grant of £2.7 million from the Heritage Lottery Fund (HLF), which means that it is almost ready for construction on site. Lyme Regis and Bridport Museums have also secured Round 1 HLF funding for redevelopment and improvements, and are progressing their plans for stage 2 bids in 2014 or early 2015.
- 10) For the first time ever, the Axmouth to Lyme Regis Undercliff, with the support of Natural England, has been studied using unmanned aerial vehicle photography to map the foreshore in detail. This is the first use of such technology to map geology and geomorphology and it will provide new insights into the nature of landslides
- 11) The revision of the Jurassic Coast Management Plan has now been completed and the new 2014 -2019 Plan is available online, setting the agenda for the next 5 years



The Unmanned Aerial Vehicle in action on the Undercliffs

Progress against Business Plan priorities for the year

These priorities were agreed by the Steering Group at the start of the year, and were based on key areas of work from within the Site Management Plan. They do not encompass the full scope of what the Jurassic Coast Partnership and Team have achieved in respect of delivery against the Management Plan, but do highlight key areas of work.

P = Positive progress. **N** = Neutral progress, **L** = Less than satisfactory progress

Overall	Aim 1: To protect the Site	Partners	Team	Progress
N	A) Start the process of re-notification for SSSIs whose boundaries no longer provide adequate protection for the Site due to coastal erosion.	Natural Eng- land	Expertise	Progress against this has been slow – Natural England has been undertak- ing a major internal review
Р	B) Continue working with planning authorities; clarification of WH issues in respect of planning and awareness-raising with key staff	JC Team, District Councils, AONBs	Lead	Good progress in this area, partially helped by the necessity of having to look in detail at the setting in the context of Navitus Bay. A clear way forward is also set out in the revised Management Plan
	Aim 2: To conserve the Site	Partners	Team	Progress
P	A) Establish a more complete baseline data set for monitoring key parts of the Site with on-site monitoring and fixed point photography.	JC Team, with NE and AONBs	Lead	Excellent progress made in researching complex geology and geomorphology in the Undercliffs NNR, using an Unmanned Aerial Vehicle (UAV) to get detailed photogrammetry. Fixed point photography not
P	B) Continue to support the Litter Free Coast and Sea campaign in Dorset and East Devon focusing on community and business led behavioural change, leading to a cleaner coast and sea along the Jurassic Coast.	Dorset Coast Forum, JC Trust and others	Support / partner	Excellent progress made on this campaign this year, with a wide range of initiatives covering beach cleans, bins, beach champions, competitions and working with dog walkers, food outlets and commercial fishing people
N	C) Establish the Mary Anning fund.	JC Trust with Team	Support and ex- pertise	Ring-fenced fund established in principle, but not yet operational
P	D) Extend the West Dorset Code of Conduct into the Undercliffs NNR.	Natural Eng- land	Expertise	Agreement reached to extend a version of the code into the Undercliffs NNR. Details to be worked out next
	Aim 3: To improve understanding about the Site	Partners	Team role	Progress
P	A) To create and support a network of confident and knowledgeable "Superteachers" who are equipped to deliver high quality earth science education particularly about the Jurassic Coast World Heritage Site.	JC Team with a range of part- ners	Lead	Six Superteachers in place and work progressing very well in all areas Further collaboration with PSTT (Primary Science Teaching Trust) and Geological Society in preparation

L	B) Significantly progress the Jurassic Coast Studies Centre project, including education content, and work with the Natural History Museum to explore the potential for a Dorset NHM fossil storage and research facility, and exhibition.	Lyme Regis Development Trust with NHM, FSC and JC Team	Strategic partner	BP funding not realised and whilst all partners have an aspiration to continue, it is looking increasingly difficult to see how the ambition can be achieved.
P	C) Develop the legacy of the Big Jurassic Classroom through building and maintain- ing an effective schools partnership across Dorset and East Devon that actively uses the Jurassic Coast to enhance teaching	JC Team with National Trust	Lead	Ongoing work now through the PSTT-funded Superteachers programme.
	Aim 4: To realise community benefits	Partners	Team	Progress
P	A) Secure HLF funding for Jurassic Coast Volunteers programme to support Ambassadors, Volunteers and Businesses along the coast, and deliver a training programme for volunteers.	JC Team with JC Trust with many partners	Lead	JC Trust taken ownership of project. Funding bid resubmitted to HLF in February [Successful] Excellent ongoing support from East Devon and other Ambassadors.
P	B) Continue to attract more Businesses into the Business Partner Scheme.	JC Trust and Team	Support and dev't	Good progress iand successful HLF bid for a coordination role. JC Trust taking more ownership and increased Team time invested.
P	C) Complete the delivery of Creative Coast 2012 project, including delivery of pilot project and integration into Management Plan.	JC Trust and Team, with many partners	Joint Lead	Advocacy work with UNESCO at WH Committee meeting successful. Final 'Erosion' arts project progressing well.
	Aim 5: To improve sustainable access	Partners	Team	Progress
P	A) Encourage improvements to the X53 service (to be run on a fully commercial basis from 2013), including resolving timetable issues, maintaining branding (on buses, bus stops and information), infrastructure upgrades, e.g. bus stops.	JC Team, with First Group and Dorset and Devon CCs	Facilita- tion role	JC Team influenced new branding for both X53 and 31 service - Juras- sic Coast 'look' maintained. Hourly X53 service now operates between Lyme Regis and Wey-
N	B) Further develop Marine Links project in a stepped approach with aim of: Securing demonstrable interest from operators to develop public/private sector partnerships Secure funding for work leading to planning permissions in East Devon Agreeing a suitable option at Studland Submitting CCF bid in 2014	JC Team, with Dorset AONB, Dorset and Devon CCs and JC Sus- tainable Transport Working Group	Lead and facilita- tion role	Independent Peer Review Evaluation of project resulted in a clear stepped approach to the way forward. The report is available on jurassiccoast.org/waterborne. The JC Team will no longer be leading on this work but will be able to advise and assist others.

N	C) Encourage appropriate access improvements where coastal erosion has impact-	Dorset Countryside, EDDC,	Facilita- tion role	This is an on-going matter which involves a multi partner approach
	ed upon quality of South West Coast Path National Trail and/ or degraded access to key coastal locations.	NE & land- owners	where possible	
N	D) Assist in the development of visitor travel plans for Jurassic Coast businesses through Dorset's Local Sustainable Transport Fund project.	Dorset Transport Team with JC Team	Facilita- tion role	This area of work has had very little input from the JC Team due to changes of the personnel responsible and a change of project direction.
	Aim 6: To improve the visitor offer	Partners	Team role	Progress
P	A) Assist with progressing the next stages of the Seaton Discovery Centre development, including educational content for the centre and Natural Seaton more broadly.	Devon Wildlife Trust, with East Devon DC, Devon CC, JC Team + others	Support and ex- pertise	Coastal Communities Fund bid for Seaton successful – approx. £300k HLF stage 2 submission successful—approx. £620k Preferred contractor appointed Excellent progress with all project
P	B) Assist with continued improvement at other visitor facilities (notably Chesil Beach Centre, Lyme Regis Museum extension, Kimmeridge Museum, Charmouth).	Local Partner- ships	Support and ex- pertise	Kimmeridge project stage 2 application successful - work on project shortly to start Lyme Regis Museum HLF bid submitted Chesil Beach Centre completed
P	C) Review of JC coastal interpretation panels on the Jurassic Coast and upgrade or removal where appropriate.	JC Team with Dorset Coun- tryside and East Devon AONB	Partner and lead on JC Panels	Excellent progress in East Devon, including additional Shelter panels in Beer. Project all but completed within this year, new panels to be installed in 14/15
P	D) Continue to inform and advise in relation to coastal safety issues along the Jurassic Coast	Multi-agency work led by Dorset CC Emergency Planning dept.	Expertise and WH specific work when needed	Dorset Cliff Fall and Landslip Protocol signed off and in use Expertise provided when needed, including at West Bay in February 2014 Increasing pressure on staff time Successful approach to communica-

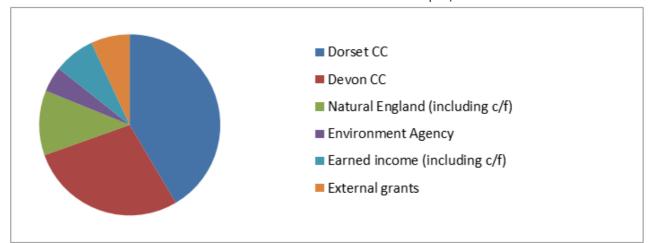
and Team.

Summary financial report for the Jurassic Coast WH Team income and expenditure 2013/14

Income

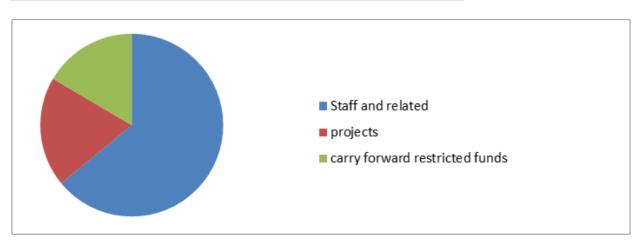
Funding source	£
Dorset CC	£151,010.00
Devon CC	£101,971.00*
Natural England (including c/f)	£ 42,158.00
Environment Agency	£ 16,500.00
Earned income (including c/f)	£ 26,804.96
External grants	£ 25,294.00
Total	£363,737.96

^{*} Includes capital funds



Expenditure breakdown by staff and project costs

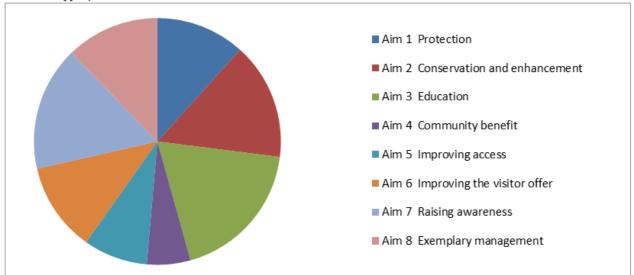
Expenditure	£
Staff and related	£234,051.09
projects	£ 71,074.54
Carry forward restricted funds	£ 60,468.74
Total	£365,594.37



Breakdown of actual spend Management Plan Aims

Aim 1 Protection	£ 33,614.14
Aim 2 Conservation and enhancement	£ 44,182.02
Aim 3 Education	£ 53,755.36
Aim 4 Community benefit	£ 16,423.74
Aim 5 Improving access	£ 24,250.00
Aim 6 Improving the visitor offer	£ 33,512.00
Aim 7 Raising awareness	£ 46,961.75
Aim 8 Exemplary management	£ 35,296.46

See overleaf for pie chart



Acknowledgements and contact details

The Team would like to thank all members of the Jurassic Coast Partnership for their continuing support and commitment to the delivery of the Management Plan. Our particular thanks go to Dorset and Devon County Councils as co-founders of the Site and principal funders of the Team, and to Dorset County Council for continuing to host the Team at County Hall in Dorchester. We are also very grateful for core funding from Natural England and the Environment Agency, and to the Jurassic Coast Trust as a project funder and increasingly important delivery partner. There are many other people and organisations outside of the partnership to whom we are indebted for the work undertaken during this period — our thanks go to all of them.

To find out more:

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