



Jurassic Coast Trust
6th Annual General Meeting
18 September 2009
Portland Spa Hotel, Portland
Chairman's Report

Last year I was able to report on a number of new initiatives which were beginning to be put in place or had recently begun to start increasing our income, particularly our Investing in the Future programme and the possibility of securing our first substantial corporate sponsor.

Today, I am very glad to report that these have come to fruition with the Petroleum Exploration Society of Great Britain committing £10,000 a year for at least 2 years. A representative, Jim Henderson, attended the Fossil Festival in May, one of the areas they were particularly keen on. He was delighted with not only the Festival, but also the other work the Trust did in education and increasing the general awareness of geology and its importance. Although, not a commitment, he did intimate that on the basis of what he had seen he thought that their relationship with the Trust might continue for a good many years. Here's hoping!

On 30th September 13 geologists from Equipoise Solutions are visiting the Jurassic Coast for 2 days to learn more and Nikki has put together a busy schedule for them to visit various places along the coast. If anyone is interested or able to join the group for lunch, dinner or part of the tour please let Nikki know. It can only help to maintain the Petroleum Society's interest in our work.

Nikki has worked tirelessly on Investing in the Future and her efforts are now showing some very good results. We now have 23 businesses making contributions to the Trust, either as a Corporate Sponsor, through Investing in the Future or via an annual donation. Those that contributed more than £1,000 included the PESGB, West Dorset Leisure Holidays, Dorset Coastal Cottages and the Lulworth Estate.

Total receipts last year from Investing in the Future amounted to over £10,000, but I am very hopeful that this will be easily beaten during 2009.

This scheme has proven to be difficult to get going, with the usual concerns about our motives and what the money might fund. There has also been a wish from some to fund specific local projects rather than donate the money to the central pot. With the help of the Team, we have successfully identified projects for those larger donors, who have expressed this wish and we hope that they will be agreeable to support our general fund in the future as a result of this success. We continue to seek new Investors and if you do have any ideas or appropriate contacts, please let Nikki know.



Another success this year has been the partnerships we have made with others to achieve some projects. Notably in East Devon the Rhynchosaur project succeeded through the efforts of Oakdown Holiday Park, Sidmouth in Bloom, East Devon District Council and ourselves. This success will, hopefully, lead to Oakdown becoming a regular corporate supporter.

We have also forged a partnership with the Dorset Coastlink network, a group of coastal heritage centres, with the help of Sam Scriven, whereby in return for a small donation from us, they will include Friends on their guided walks free of charge.

The Friends have continued to grow, although very slowly and we now have over 50, double the number this time last year. The guided walks, which are free to Friends have shown to be very good recruiting events and we have to try and increase what we are offering to the Friends in order to be able to significantly increase numbers. Our sincere thanks must go to Alan Holiday for providing his time to run our own walks and to Sam Scriven for the contributions from the Coastlink walks; both have been a great success and, I hope will form the basis for continuing our contact with and recruitment of more Friends

Although the corporate support is well ahead the Friends are far short of our target and we do need to come up with some initiatives in this area, perhaps with one of our number taking the lead and working with Nikki to identify and deliver other benefits which we are in a position to provide. Volunteers please!

Publications have made a contribution of £9,600 to our funds and to the end of March this year we had sold, in total, 21,000 Official Guides, nearly 3,000 Exploring the Undercliffs, 31,000 postcards, 1500 Wildlife books, 500 Red Coast Revealed and a handful of copies of the interactive CD. Although the CD does not sell well, it has been very well received by schools, local businesses and TICs.

We now have a number of books stacking up to be printed as our publishers, Coastal Publications do not regard any as sufficiently commercial to fund themselves; these include a walk book for the Jurassic Coast and the Purbeck Guide, which, hopefully might be ready to print in time for next season. We are currently seeking funds for these books, but both will need £15,000 to £20,000.

We have also been considering a children's book, which in itself is fun and would probably catch the imagination of children. Unfortunately, we did not think that the story line was true enough to the reality of the World Heritage Site and the author was really seeking a commercial backer rather than a charity to support. We will continue the search.

Coastal have been a little disappointing in providing the information we have required to be able to sell our newer books to funders, which has made it difficult to progress some of the projects. I am hopeful this will be rectified in the near future and we will see a marked improvement in their performance.

Our books make a good contribution to our funds and it is therefore important to continue to expand these and the revenue they generate. We do however need to continue to raise funds to promote them and identify authors willing to write them. Your support and contributions



to this can be significant and if you are able to identify potential funders for our proposed publications, do let me know. Conversely, you may know of someone wanting to produce a particular book on the Jurassic Coast with funds; we might be able to produce and distribute the book and benefit from endorsing it.

Last year, we agreed to provide £17,000 of funding for various projects including the Memo Festival at Portland, Films for Learning, the Swanage crocodile, guided fossil walks, the Seaton banners, the C-Scope Project and the Lyme Regis Fossil Festival. The funding for the buggies at Charmouth was not taken up, owing to a substantial increase in cost, but was replaced with a digital video microscope.

This year's funding has included some specific projects connected with our corporate supporters including funding to support the seabird camera at Durlston (Dorset Coastal Cottages), some interpretation boards in West Dorset (West Dorset Leisure Holidays) and the Rhynchosaurus in Sidmouth (Oakdown Holiday Park).

You will have noted from the accounts sent to you before the meeting that the trading company lost £5,570, which included a donation to the Trust of £15,182 and funds from SWRDA amounting to £46,762.

As agreed last year, the Trading Company no longer trades and all the royalties from the publications and other income is now received through the Trust itself.

The Trust raised a little over £59,000, including £25,567 on behalf of Durlston and the £15,000 from the trading company. The unrestricted funds reduced by £14,632 for the year to the end of March and we paid out £22,827 in support of projects.

Our current unrestricted funds amount to £29,054.14 and restricted funds for Durlston, £172,086.02.

Our funding from SWRDA will provide another 18 months funding on the basis of our current costs, which with the matched funding from Lulworth's input in administration and marketing support, will continue to cover our operating costs during this time. I am hopeful that our revenue for the current year will exceed £30,000, which will require us to increase this by a further £20,000 in order to be in a position to cover our costs before making any donations in support of projects.

The next 2 years are, therefore, going to be critical for the Trust and whilst I remain confident that we will achieve this target within that time frame, we will need to be particularly careful during this period about the amounts we have available to support projects; sensibly, we will need to accumulate funds to ensure that we have the best opportunity for the Trust to succeed and finance ourselves into the future.

From 31st March 2009 we expect to receive a further £60,000 from SWRDA, not restricted by the original agreed timetable of three years. Although we have not been able to secure any written agreement to this, all our meetings have accepted this view and the claim forms suggest that this will be the case.



You will have seen in the press the very disappointing news that SWRDA have withdrawn offers on a number of Jurassic Coast projects including a loan for the planned NHM exhibition at Weymouth in 2012. Various enquiries have been made by the Trustees, particularly with regard to the loan, but to little avail; the sad conclusion is that as a result of a reduction in funding, this loan will now not be available. It is a great shame that we are not further down our own development to be in a position to consider such funding ourselves.

As far as big projects for the future are concerned, now that the NHM exhibition is unlikely to happen, although I haven't given up all hope, the aspirations for the Fossil Festival in 2012 is at the top of the list. The Lyme Regis Development Trust employed Victoria Cliff-Hodges, who we met at our last meeting, to co-ordinate their efforts for 2012 and we have been talking with her about how the Trust might be involved to help spread the 2012 Festival throughout the Jurassic Coast. If successful, a Jurassic Coast Festival, would be a tremendous achievement.

As you know, HSBC Private Bank have agreed to host and fund a reception in their St James's Street headquarters for the Trust on 19th November. The private bank will be inviting some guests, but the large part of the guest list will be in our gift; they have requested that we invite certain people, if possible, in return for their largesse.

I hope that all the Trustees are able to attend and will be providing Nikki with a suitable list of guests which may be interested in supporting the Trust. Our aim will be two-fold, the first to increase the awareness of the Jurassic Coast and the Trust outside the area and, secondly, to attempt to interest those attending in giving financial support to the Trust.

The reception will include 2 or 3 short presentations, introducing the Trust, introducing the Jurassic Coast and explaining what can be done to support the World Heritage Site. I was hoping to be able to use the NHM exhibition as a tangible and substantial project and it may still be possible to do this, although it may be too late. The other project will be the 2012 Fossil festival.

I think we need to be targeting wealthy individuals who may have an interest, main board directors of larger companies, particularly those who have a link with the coast, celebrities who live on or near the Jurassic Coast and those who may have some influence in funding or other areas.

Nikki is now finalising the invitations and we hope that we will be able to send these out by the end of the month. Names to her please. If you can include information, that would be very helpful.

Sadly, Susan has decided to leave us and Nikki is now seeking her replacement. However, there may be an advantage to us, in that Susan has re-appeared in the offices of Coastal Publications and will, hopefully, be providing the missed input into our books and distribution.

Nikki, inevitably, has continued to work hard towards our goal and I am confident that our income will increase substantially this year through her efforts. She provides me with tremendous support and sends large numbers of emails to keep me up-to-date with her work.



The Team, lead by Sam Rose, continues to work very closely with us in our efforts to provide funding for the Jurassic Coast and I would like to thank them all for their work in support of the Trust and of course the Coast itself.

My thanks to you all, as Trustees for your continued involvement and support of the various events and initiatives and with your help I am certain that we will see the Trust grow and succeed, providing more and more funds to the Jurassic Coast and its future.

I would particularly wish to thank Margaret Rogers who sadly lost her seat in the County Council elections earlier in the year as she proved a very able champion for the Trust in Devon.

Lastly, but by no means least, I would like to thank Nikki and Jo for the tremendous efforts they make on behalf of the Trust, Nikki for her tremendous and unstinting efforts to raise funds and persuade people to be involved, a difficult task at the best of times, rather more difficult in the current climate and Jo for making sure I have all the right bits of paper Nikki has provided and am in the right place at the right time!

The coming year is going to be extremely important for the Trust and I would again ask all of you to pass on any contacts or information to Nikki, which may be useful in expanding our Friends and our corporate contacts – she is well practiced and successful when armed with a contact.

Thank you all very much.

James Weld
Chairman
Jurassic Coast Trust
18th September 2009