



## **The Jurassic Coast Trust**

### **Chairman's Report 2011**

Since last year we have had to make some very difficult decisions. We resolved to embark on a review of the Trust, its structure and how we would work in the future, after the loss of our only employee.

This review was led by Sir Michael Lickiss and we are very grateful for the amount of time he put into this task following the AGM; Peter Moore also provided invaluable assistance in this task preparing and presenting various papers after initial discussions within the review team.

The final outcome provided a concise structure, separated into several areas of work, led by different Trustees and without exception all have made progress since being put in place in the spring.

Part of the review was to consider how we might strengthen our working relationship with the Jurassic Coast Team led by Sam Rose, which has resulted in a number of joint initiatives with the Trust becoming more involved with the Team's work and the Team becoming more active with regard to the structure of the Trust and our projects; this has only been positive, leading to greater understanding and effective working relationships.

As part of these changes, the Trust's website will in the near future concentrate on the direct sales of our publications and other products being developed and information about the Trust will be available more directly within the main Jurassic Coast website, [JurassicCoast.com](http://JurassicCoast.com).

There is no doubt that this review has greatly strengthened the Trust, our working relationship with other partners and our efforts to make an increasing contribution to the Jurassic Coast, particularly in education and conservation work.

#### **Investing in the Future**

This fund initiative has proven to be extremely successful and resilient, although there have inevitably been some teething problems with the transfer of responsibility from Nikki after she left our employment.

Ben Wyer was engaged in April on a consultancy basis to not only pick up the reins with our existing Investors, but to also review the whole structure and how we might take this forward further improving on its success under the leadership of Malcolm Turnbull.

Ben's knowledge of the Team and Quality Business Scheme has made him an ideal candidate for this role and he is due to report fully to the Trustees later in the Autumn with his advice and strategy for the future; we hope that this will enable us to ensure that the project is taken forward and improved, allowing us to continue to work with Ben into the future.

#### **Friends**

Friends have continued to be a very difficult area to get right in a relatively new trust, but we have now agreed that the paramount target needs to be increasing the size of our database, rather than

income, at this stage. We are, therefore, in the process of amalgamating the databases from both the Team and the Trust and hope to continue to expand this each year.

Those supporting the Trust or Team will be able to make a voluntary contribution and direct debit forms have now been sent to approximately 170 people on the Trust's list. We hope that by making membership free, it will maximise numbers and allow us to target many more people for direct support of specific projects in the future.

### **Publications**

Publications have continued to be the mainstay of the Trust and our money raising activities. As always, Professor Denys Brunsdon has worked tirelessly on our behalf to ensure our books remain of the highest quality.

This year, we have published "The Jurassic Coast – An Aerial Journey Through Time" which has been funded by Coastal Publications for which we receive 7% of the net proceeds.

Later in the year, the long-awaited regional guide for the Isle of Purbeck will be published, authored by Malcolm Turnbull and Paul Ensom; this is an impressive book and I am hopeful that it will exceed the success of our first regional book on the Red Coast. Funding for this has been difficult to obtain in the current economic climate and we still remain £4,000 short of the total funding, which we have agreed to provide. As a self-funded publication, our return for this is considerably more at 40% of the net proceeds. We are very grateful to those Trustees and Coastal Publications for providing the short-term loans necessary to enable this publication to be printed at last and to those who have provided images free of any copyright fees.

Our next project will be a book on Fossils on which we are working very closely with the Team to achieve this and I am hopeful that this will again prove to be a popular and commercially successful publication, although there remains much work to do before we are able to get it into the shops.

The contribution from publications during the last year amounted to £11,630, from the sale of 13,250 books and 2,710 postcards. With every new book, we add to our income, not on a one-off basis but continuing revenue and little change is needed between editions, ensuring an ever increasing source of funds from this part of the Trust.

As we have discussed previously, funds are difficult to find in order to publish books for which we have to pay, the cost of which can be as much as £20,000, depending on the cost of authoring and image copyright. We are fortunate to have partnered with Coastal Publications and despite the difficulties experienced in some areas, there is no doubt that we would not have the size of stable we have without their financial help.

### **Reporting**

The annual return for 2010/2011 to ENTRUST, the Project Closure report to SWRDA and the accounts and annual report for year end 03/2010 to the Charity Commission have been submitted, fulfilling our reporting obligations.

### **Trustees**

Devon County Council decided not to replace Simon Timms as the officer representative, following his resignation and later in the year Peter Moore decided, with the agreement of the remainder of the Trustees, that he should step down to avoid any potential conflicts, but committed to remaining

involved with the Trust and to continue to help us in our endeavours; he has certainly put in the hours this year on our review and in many other areas, for which we are extremely grateful.

We have always recognised the need to have some commercial trustees and we do still need to keep places in order to accommodate these in the future; as the profile of the Jurassic Coast and the work of both the Team and the Trust increases, I would hope that the demand for greater involvement from the corporate sector can be encouraged, although to date, that involvement has been rather disappointing, perhaps exacerbated by the current economic downturn.

It only remains for me to thank all those who have been involved with the Trust during this year and the resilience and fortitude shown by all in the face of our needed review and particularly with the personal difficulties some have had to face.

Everyone, the Trustees, the Team and others have supported the future of the Trust enthusiastically during a difficult period in our establishment and the growing connections between the entire Jurassic Coast partnership can only be a real and positive step towards our successful future development.

Finally, I am very grateful to our Treasurer, Rupert Edwards and the work his office has taken on in maintaining the cash books and accounts on a pro bono basis, through Sarah Hough and to our Secretary, David Andrew who has taken over much of the load of running the Trust, which has been extremely useful to me. My thanks to you both.

James Weld  
Chairman  
September 2011