Dorset and East Devon Coast
World Heritage Site
Management Plan 2014 – 2019
Foreword by the Chair of the Jurassic Coast Partnership, Doug Hulzer

Special places need special care. That is what this Management Plan is all about and for: building upon the enthusiasm, expertise and commitment of a host of partners – organisations, communities and individuals – to deliver world-class care of this World Heritage Site.

When UNESCO granted World Heritage status to the Dorset and East Devon Coast in 2001 it recognised the global importance of the Site’s geology and geomorphology. In so doing, it confirmed what so many people had long known – that these 95 miles of coastline are rich in stories and a history of deep time, as well as being a place of enormous beauty, home to a wealth of wildlife, a thriving culture and abstractive coastal communities. This is a living landscape that reveals its secrets unsuspectingly from season to season and storm to storm. People love this place and it is our responsibility as the Steering Group to ensure that the Jurassic Coast is not only well cared for and protected when necessary, but also realises the full human potential that World Heritage status confers. This is a responsibility delegated to us by the UK Government who are ultimately responsible to UNESCO for its care.

This is a Plan created by the Partners – the key agencies, landowners and all the others who have an interest in shaping the future of our coast – through discussion and negotiation. It is a practical Plan, where those responsible for its delivery are clearly identified. The strength of its delivery will be determined by the strength of this great partnership.

The previous Plan (2009-2013) covered a period of deep change in the way publicly funded bodies and partners operate, and, inevitably, this trend will continue through this current Plan. This Plan recognises that we have much to build upon and many opportunities; it also recognises that there are challenges ahead. I am confident that we will rise to these challenges. As a newly appointed Chair to the Steering Group, I would like to convey my thanks, and those of many others, to my predecessor, Don Goldblatt. This Plan is a testament to his tireless leadership and foresight. I would also like to thank the Dorset and East Devon Coast World Heritage Site Steering Group for all the time and effort they have devoted to the development of the Management Plan, and on whose behalf I have the pleasure to sign off this document.

I should like to thank the Jurassic Coast World Heritage Team for their input and their continuing enthusiasm in implementing many of the policies of successive Plans. Particular thanks are due to the Site Manager, Sam Rose, who has devoted so much time and energy to the creation of this current Plan.

This Plan was endorsed by the Dorset and East Devon Coast World Heritage Site Partnership Steering Group, on behalf of the Partnership, at its meeting on 13th March 2014. As of that date the Partnership comprised the following organisations and specialists:
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1. INTRODUCTION

World Heritage Sites (WHS) are places of global significance. They are recognized by UNESCO through the World Heritage Convention, which has been ratified by 193 of the 195 member states of the United Nations.

1.3 UNESCO and the World Heritage Convention

UNESCO was established in 1945, and its Constitution declares that "since wars begin in the minds of men, it is in the minds of men that the defences of peace must be constructed". The overarching purpose of the organization is "to contribute to peace and security by promoting collaboration among nations through education, science and culture in order to further universal respect for justice, for the rule of law and for the human rights and fundamental freedoms which are affirmed for the peoples of the world, without distinction of race, sex, language or religion".1

One of UNESCO’s roles is with respect to the protection of natural and cultural heritage and to ensure that the conservation of sites and monuments contributes to social cohesion. “Monuments and sites are also spaces for sustainable development and reconciliation, UNESCO coordinates actions of its partners by administering the World Heritage Convention (1972)”.2

The Convention sets out the guidance for nomination and, once inscribed, management of World Heritage Sites. In this context, UNESCO’s World Heritage mission is to:

• encourage States Parties to establish Management Plans and set up reporting systems on the state of conservation of their World Heritage Sites;
• help States Parties safeguard World Heritage properties by providing technical assistance and professional training;
• provide emergency assistance for World Heritage Sites in immediate danger;
• support States Parties’ public awareness-building activities for World Heritage conservation;
• encourage participation of the local population in the preservation of their cultural and natural heritage;
• encourage international cooperation in the conservation of our world’s cultural and natural heritage.

The implications of being on the World Heritage List are that properties have “Outstanding Universal Value”; a cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity. As such, the permanent protection of this heritage is of the highest importance to the international community as a whole.3

Those responsible for managing World Heritage properties therefore have a “common obligation” to ensure that they are protected for present and future generations, not just through legal means, but through responsible, inclusive, sustainable management practices. This is the primary reason why a World Heritage Site must have an appropriate, agreed management framework in place, and therefore highlights the need for this document.

1As of publication date
2 UNESCO Constitution 1995
3 Operational Guidelines for the World Heritage Convention 2011, Para 49
1.2 Dorset and East Devon Coast World Heritage Site

On the 13th of December 2001, the undulating cliffs and beaches between Orcombe Point near Emsworth in East Devon and Slapton Bay near Poole in Dorset (see Figure 2) were inscribed on the World Heritage List by UNESCO. The Site was granted World Heritage status under UNESCO’s criterion vii) – Earth’s history and geological features – which indicated that its geology and geomorphology were of Outstanding Universal Value.

Although the nomination also sought to have the Site inscribed under criterion ii) – Superlative natural phenomena or natural beauty and aesthetic importance – UNESCO agreed that whilst it is of national importance for this criterion, it is not of Outstanding Universal Value, so this was not granted.

The main story behind the Site's inscription is the 'Walk through Time'. This is because the rocks exposed in the cliffs along the coast dip gently from the west to the east, meaning that the oldest rocks are in the west and the youngest, generally, are closer to the sea in the east (see Figure 2). Because of the continuous dip in the rocks, the walk along the cliffs from Emsworth to Slapton becomes a walk forward through 185 million years in the Earth's history, from 250 million years ago to 65 million years ago. The changes through time can clearly be seen in the exposed rocks of the cliffs and in the sedimentary fossil record found along the length of the Site.

The significance of the Site's important geology and geomorphology is described briefly in Chapter 3 and in more detail in Appendix 1 of this document, but in summary the key reasons for designation are three fold:

1) The Site includes a near-continuous sequence of Triassic, Jurassic and Cretaceous rock exposures, representing almost the entire Mesozoic Era (between 250 and 65 million years ago), approximately 185 million years of Earth history. (See Figure 1).
2) It contains a range of internationally important Mesozoic fossil localities, including at Charmouth and Lyme Regis, Kimmeridge Bay, the 'Isles' of Portland and Purbeck, and Durlston Bay.
3) It contains a great variety of 'textbook' geomorphological features, including landslides such as Black Ven or Hooken, stacks such as Ladram Bay, rock arches such as Durdle Door and the most studied barrier beach anywhere in the world, Chesil Beach.

Since designation, the Dorset and East Devon Coast World Heritage Site has become more popularly and widely known as the 'Jurassic Coast' World Heritage Site, the name taken from the most represented geological era in the Site. For the purposes of this Management Plan, it is referred to either by its full name or simply as the World Heritage Site (WHS). Detailed information about the Site boundaries can be found in Chapter 3, and Appendix 2.

Summary facts
- The Site is approximately 95 miles or 155 km long, and just under a kilometre wide at its widest point.
- The boundary is, in general, from mean low water mark to the top of the cliffs and excludes the man-made frontages of Emsworth, Sidmouth, Seaton, Lyme Regis, West Bay, Kimmeridge, Portland, Charmouth and Swanage.
- The Site is owned by over 80 separate landowners, the largest of which is the National Trust.
- It is England's only natural World Heritage Site.
- Approximately 241,000 people live in the four districts along the coast, the majority of which are within 10 miles of the Site. This is a 5% increase in 10 years.
- Only approximately 10 people live within the designated boundaries.
- The name 'Jurassic Coast' is used as the World Heritage Site brand. It normally refers to the Site itself (Jurassic Coast World Heritage Site), but is sometimes used on its own to describe an undefined area that is wider than just the narrow coastal strip. (See Appendix 1 for more details).

Diagram © Jurassic Coast Trust

Our World Heritage story
The story of the Dorset and East Devon Coast begins 250 million years ago. The rocks record the Mesozoic Era - the ‘Middle Ages’ of life on Earth – comprising the Triassic, Jurassic and Cretaceous Periods of geological time. Today the spectacular geology is beautifully exposed and accessible within the World Heritage Site.

At time of publication
Census 2011
Figure 2 - Simplified geographical extent and geological map of the World Heritage Site.
A full detailed map of the boundaries is available in Appendix 2M.

West
Oldest rocks exposed
(250 million year old Triassic sandstone)

Broadly speaking, the rocks dip gently towards the east of the Site so the youngest rocks are found near Swanage with progressively older rocks towards Exmouth, hence a walk along the coast is a walk through 185 million years of the Earth’s history.

East
Youngest rocks exposed
(65 million year old Cretaceous chalk)
1.3 World Heritage Site Management

The responsibility for management of the Dorset and East Devon Coast World Heritage Site lies with a non-executive Partnership of organisations that have a key role to play in the delivery of the aims and policies in this Management Plan. Known as the Dorset and East Devon Coast (or Jurassic Coast) WHS Partnership, the Partnership is represented by the Steering Group, which is made up of representatives of those organisations, as well as individual technical specialists. The accountable bodies for the partnership are Dorset and Devon County Councils, as the two main authorities1 responsible for initially securing the designation of the Jurassic Coast as a World Heritage Site.

The first revision in 2003 and involved a relatively minor change following consultation. The second revision discussed in 2003 to 2004, and was a thorough revision of the site’s management framework, accounting for significant updates to legislation and changes to partner organisations, but most importantly, learning from experience of managing the site. The last revision in 2015-2016 sets out what the Partnership considers to be a realistic approach for the next five years.

This is a relatively light revision of the previous plan, which proved to be both robust and aspirational, if perhaps a little ambitious. This Plan will reflect legislative and other changes in management to the extent that they are meaningful and can be actioned; and it sets out what the Partnership considers to be a realistic approach for the next five years.

This first Chapter provides a brief overview of the World Heritage Site, the provenance of its designation and progress against the last Management Plan objectives. Chapter 2 provides an overview of the process for being inscribed as a World Heritage Site and a "Statement of Contribution" (English Heritage) which serves as a comprehensive assessment provided to UNESCO that summarises the reason for the Site’s inclusion on the World Heritage List. An overview of the management arrangements for the site are presented in Chapter 3, including details of legal protection and how the Site is managed. This is followed in Chapter 4 by brief discussions on the various Partnerships and the management arrangements for the Site. Chapter 5 contains the narrative on the current state of management of the site over the next plan period. Chapter 6 contains a detailed consideration of management arrangements for the period 2014-2016. Accompanying the plans are an indication of actions and approaches for delivering them; ensuring that the Plan is practical as well as strategic.

Finally, the Plan will be implemented as described in Chapter 6, which briefly highlights the management principles and organisational role. An accompanying document, the Jurassic Coast Delivery Plan (2014-2016) sets out more detailed implementation, including priorities, resources, monitoring and evaluation.

Attached to this document are a range of appendices. They are: a more detailed description of the reasons for the Site’s designation as a World Heritage Site (Appendix 1); and the Dorset and East Devon Coast’s contribution to the Draft Universal Values, a formal response to the International Union for Conservation of Nature’s (IUCN) 2004 scientific assessment of biologically significant areas, and a list of background legislation (Appendix 2); and the Partnership agreement (Appendix 4). All appendices are available for download from www.jurassiccoast.org.uk.

1.5 Summary of project undertaken

This new version of the Management Plan builds very strongly on the thorough and lengthy revision undertaken for the last iteration. As with any revision process, it reinforces and centralises the positive aspects of the previous effort while addressing the changes that have occurred since then. In particular, the strategy now focuses on greater awareness of the Site’s values and meaning, and on ensuring that the Plan is more sensitive to the Site’s unique qualities.

The process has been relatively simple compared to the last review, but has been led by the Jurassic Coast World Heritage Team, with steering from the Partnership. The steering group has been consulted throughout, and these discussions have been essential in determining the shape and content of the document.

As part of the review Process, the Strategic Environmental Assessment (SEA), Sustainability Appraisal (SA) and Habitat Regulation Screening (HRS) exercises are also being reviewed, to ensure policies contained within the Plan have a high level of environmental sustainability. The analysis that made up the process of developing this Plan are available at www.jurassiccoast.org.uk/blue.

1.6 Background to WHS designation

World Heritage status is not automatically bestowed on a property by the British Government or UNESCO. All World Heritage Sites must be able to make a case for Outstanding Universal Value in order to be inscribed on the World Heritage List. The normal route to inscription in the UK is for a local partnership to come together around a common belief that a place or area has the potential to be a World Heritage Site, and then work with the Government to bring about the process. In the case of the Jurassic Coast, the process began in 1995.

The Jurassic Coast has been acknowledged by UNESCO to be a World Heritage Site since 2001, and this was formally recognised by the UK Government in 2003. A summary of the legal basis for designation is available at the Site’s website: www.jurassiccoast.org.uk.

1.7 Review of the last plan period

A review of work undertaken during the last plan period will be available soon, including:

- a summary of the extent to which the last plan’s Management Plans were met
- a summary of the State of Conservation report, showing any changes to the Site’s condition since 2009
- a summary of resources committed towards the core management function over that period, per year
- an analysis of governance structures and their effectiveness
- a list of team members and Jurassic Coast Team for the last plan period
- a list of acknowledgments for the last plan period
- a list of all the organisations that have contributed towards implementation of the last plan

The Chair of the Partnership expresses his sincere thanks to all those individuals and organisations who are committed to protecting, conserving and presenting England’s only natural World Heritage Site for future generations; be it for running a festival, giving presentations or offering scientific advice. Without them, the Jurassic Coast would not be the household name that it is now, and it would not be afforded the same level of protection that it currently is. Let us ensure it will remain a scientifically important and very special place well into the future.

1.8 Resources

It is difficult to quantify the exact extent of staff and financial resources committed to the Jurassic Coast World Heritage Site. The last two Management Plans identified policies which cut through the various management arrangements and which identified the resource implications. Many of these have already happened anyway, irrespective of whether the coast was a WHS or not. Examples of this include the maintenance and improvement of the South West Coast Path National Trail, particularly in East Devon, Portland and Paignton.
Financial resources

However, significant resources have been committed by a wide range of organisations to a broad range of projects that simply would not have happened without the WHS designation.

In addition to the projects, initiatives and events that have been stimulated as a result of the WHS designation, there is also a need to support an ongoing core function: a work programme dedicated to delivering key aspects of the Management Plan. This is led by the Partnership Steering Group and implemented by the Jurassic Coast World Heritage Team (JCWH Team), normally in partnership with other agencies. It covers all areas of work set out in the Acts and Policies of this Plan.

Central to enabling this core function to be undertaken has been the support of Dorset and Devon County Councils. In addition to supporting the bid prior to designation, they have seen and realised the potential of the World Heritage Site, not just as a conservation designation, but as a unique addition to the local offer. World Heritage is something that money cannot buy. Social and Cultural Impact of the World Heritage Site designation demonstrates that this investment is paying off, and the Site is having real benefits for the area.

In addition to the two County Councils, further core funds over the last five years have principally come from Natural England and the Environment Agency. It is hoped that this will remain a long-term commitment. Furthermore, the Jurassic Coast Trust is developing its fundraising potential and whilst not yet able to provide core funding, it is supporting activities and projects that would not otherwise happen.

The JCWH Team has been successfully able to use this core funding in the past to lever in resources from other organisations, such as the South West of England Regional Development Agency and Arts Council England. However, short-term external funding is not a substitute for a long-term core support. Although resources will need to be sought from different bodies over the coming years to deliver the actions identified in this plan, it is the core funding that provides the bedrock on which this will be secured.

Staff resources

Hosted by Dorset County Council, the Jurassic Coast World Heritage Team has a role that encompasses strategic planning, facilitation, advice and technical support, lobbying, communications, project management and coordination, fundraising, administration and some delivery of specific projects and events. Since 2009 the team has been comprised of a wide range of core and externally funded posts; details available on request. The Team works closely with the Trustees of the Jurassic Coast Trust whose primary mandate is to support education and conservation along the coast through raising funds and mobilising communities.

In addition, and particularly important in terms of integrating World Heritage into the function of the local authorities, other Devon and Dorset County Council staff have played key supporting roles in the areas of environment and transport planning, arts, museums, passenger transport, regeneration, communications and countryside services. The three District and one Borough Councils have played a major part in the delivery of specific projects and improvements, and significantly responsible for developing Local Plans, vital for effective protection of the WHS. The National Trust and several other landowners also provide significant staff input into countryside and visitor services.
2. JUSTIFICATION FOR WORLD HERITAGE STATUS

As described in the introduction, for inclusion on the World Heritage List, Sites must have Outstanding Universal Value (OUV). This is defined by whether a Site meets one of UNESCO’s Site criteria, and through a comparative analysis, whether it is exceptional in a global context. Furthermore, it must meet conditions of integrity, and must have an adequate protection and management system to ensure its safeguarding. This is summarised below. For more information, go to the Operational Guidelines for the Implementation of the World Heritage Convention and other documents on the UNESCO World Heritage website [www.unesco.org].

2.3 Identification of Sites

Criteria

UNESCO identify 10 criteria for designation, of which four are for natural sites. The Dorset and East Devon Coast was inscribed on the World Heritage List under Criterion viii:

“to be 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 geomorphological or physiographic features.”

Comparative analysis

To meet this criterion, a Site must not only be shown to have outstanding natural values, but must be shown to be exceptional. A comparative analysis of the property in relation to similar properties… shall also be provided. The comparative analysis shall explain the importance of the nominated property in its national and international context.”

Integrity

A Site must also meet criteria of integrity, which is “a measure of the wholeness and spectatorship of the natural and/or cultural heritage and its attributes.” To meet this, a WHS must be assessed in terms of whether it “contains all or most of the key interrelated and interdependent elements in their natural relationships”16. It must also be considered in terms of whether it is of adequate size to ensure the complete representation of the features and processes which convey the property’s significance, and whether it suffers from adverse effects of development and/or neglect”. UNESCO note that “It is recognized that no area is totally pristine and that all natural areas are in a dynamic state, and to some extent involve contact with people.”

Protection and management

UNESCO state that the “Protection and management of World Heritage properties should ensure that the outstanding universal value, the conditions of integrity and/or authenticity at the time of inscription are maintained or enhanced in the future.” This is discussed in Chapter 4.

Evaluation

These factors in relation to the Dorset and East Devon Coast World Heritage Site are detailed at length in the nomination document for the Site17, and discussed briefly in this document. This was evaluated by IUCN, alongside the considerations described above, in order that UNESCO would inscribe the Site. Together these indicate the extremely high level of scrutiny the World Heritage Site has had to secure inscription.

The technical evaluation by UICN provides the best summary on the nature of the values for which the Site was inscribed, the comparative analysis and the integrity of the Site, and can be found at the end of Appendix 3.

Statement of Outstanding Universal Value (SUOV)

To summarise all of the above and explain clearly and simply why a Site has been inscribed on the World Heritage List, UNESCO require that the reasons for inscription are presented simply in the form of a Statement of Outstanding Universal Value (SUOV) which “…shall be the basis for the future protection and management of the property.”

The SUOV for this Site was finalised in June 2010 and agreed at the World Heritage Committee Meeting of the same year. As explained in Chapter 5, this statement is key to the Management of the Site, both in terms of the intellectual premise, and in respect of planning law.

16 Formerly Natural Criteria (i)
17 Post-59 Operational Guidelines for the Implementation of the World Heritage Convention
18 Post-87-WS Operational Guidelines for the Implementation of the World Heritage Convention

Available on www.unesco.org and www.unesco.org/whc/5707

[559x559]
2.2 Attributes

Further to the SGG and on the guidance of UNESCO and English Heritage, a set of attributes have been defined for the Site. Attributes are aspects of a property which are associated with or express the Outstanding Universal Value and can be tangible or intangible.

2.2.1 Natural attributes

For natural properties, it is more common to speak of ‘features’, although the word attributes is sometimes used. Examples of attributes for natural properties could include:

- visual or aesthetic significance;
- scale of the extent of physical or natural features;
- intensity of physical or ecological processes, and the high rate of environmental change;
- naturalness, and the integrity of natural systems;
- scale of populations of rare species; and
- rarity.

The attributes agreed for the Site are as follows, and they will also have a bearing on the planning regime for the Site (chapter 3).

For Dorset and East Devon Coast World Heritage Site

Agreed by Steering Group meeting of 26/09/12

Introduction

The Earth science interests of the Dorset and East Devon Coast World Heritage Site are recognised within the Global Geoscientific Conservation Scheme (GGCS) as significant geological, geoscientific and paleontological significance.

The Site is currently monitored through the GGCS by looking at the GCR sites within them as a set of proxy indicators for the Site. Furthermore, the GGCS sites on the coast can be within four categories; geology, palaeontology, geomorphology and geology, and structure are available.

Attributes

1) Stratigraphic (the rock) and structure

The property includes the palaeontological sequence of Triassic, Jurassic and Cretaceous rock exposures, representing almost the entire Mesozoic (between 252 and 66 million years ago) and approximating the nature of the Triassic-Jurassic boundary. The coastal cliffs are the only accessible, easily accessible part of the Jurassic and Cretaceous strata in the area. The GGR sites are also very important for their high scientific value and are an essential part of the scientific base for understanding the stratigraphic sequence across the world. The Site is also of special scientific, educational and aesthetic value because of its unique topography and the diversity of its geodiversity.

2) Palaeontological record

The property contains a diverse range of internationally important Mesozoic fossil localities, including key areas for Triassic reptiles, and for Jurassic and Cretaceous mammals, reptiles, birds and insects. These areas include one of the most extensive and best-preserved assemblages of Triassic reptiles, and the fossil record at Lyme Regis is one of the most complete in the world. The Site is also of international importance for its Mesozoic fossil assemblages, and is a key site for the study of Mesozoic ecosystems.

3) Geomorphological processes and features

A wide range of processes and features are represented on the coast, including coastal erosion and deposition, coastal abrasion, coastal sediments and coastal cliffs. These processes and features are also associated with the Site's natural environment, and are an essential part of the geological history of the Site.

4) Ongoing scientific investigation and educational use, and role in the history of science

The Site is essential to the development of the Earth sciences over the centuries and continues to provide an outdoor classroom for teaching, and an essential source of information for the study of Earth history. The Site is of international importance, and is a key site for the study of Mesozoic ecosystems.

5) Underlying geomorphological processes in the setting of the Site

The reasons for the form, diversity and quality of the coastal landscape are found in the underlying processes of coastal erosion and deposition. These processes are acting on it. Much of the coastline is dominated by tidal flats and is subject to active processes such as the erosion and deposition of sand and mud. The coastline is also subject to the impact of storms and waves, and the coastal landscape is constantly changing. The Site is an essential part of the geological history of the Site, and is a key site for the study of Mesozoic ecosystems.

The Site is of international importance, and is a key site for the study of Mesozoic ecosystems. The Site is also a key site for the study of Mesozoic ecosystems. The Site is also of international importance, and is a key site for the study of Mesozoic ecosystems.
3.3 Boundaries of the Site

Boundaries are essential for establishing effective protection of World Heritage Sites, and they need to be drawn to ensure the full expression of the outstanding universal value and the integrity and/or authenticity of the property.22

Nomination and revision

The boundaries of the Site were drawn and agreed at the time of nomination to include the continuous exposure of Triassic, Jurassic and Cretaceous geological strata within the coastal cliffs, which include a wealth of palaeontological interests, and the coastal geomorphological features including beaches, lagoons, landslides, bays, stacks and raised beaches. They are based on the defined boundaries of G6 Geodetic Conservation Review (GCR) Sites, which are maintained for the most part through 1:50 000 Sites of Special Scientific Interest (SSSI) with encompassing boundaries.

Beginning at the start of the Triassic cliffs at Osmington Point on the edge of Emsworthy and finishing at the end of the chalk exposures in Studland Bay, the detailed description and maps of the Site boundaries can be found in Appendix 2.

It is important to re-visit the principles of boundary definition on a regular basis, to ensure they are still fit for purpose. However, changes are not to be undertaken lightly as modifications to the Site’s boundary can only be made by the UNESCO World Heritage Committee on the proposal of the national government. Small changes are comparatively simple and can be done by letter with some supporting information, whereas a significant alteration (i.e. one affecting the definition of the Outstanding Universal Value of the site) would need a re-nomination.

In general terms, the convention for the boundary of the Site is as follows:

The landward boundary of the Site has been defined as:

- On cliff Coastal, the boundary is taken at the break in slope at the top of the most landward cliff crest.
- On coastal with no cliffs, the boundary is taken at the base 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 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 National Planning Law. However, jurisdiction of the Marine Management Organisation (MMO) extends to mean high water springs; therefore there is an overlap in jurisdiction between the MMO and the MMS.

The Site boundaries exclude the commercial port area at Portland and the man-made forelands of Siltmouth, Saxon, Lyme Regis, West Bay, Weymouth and Swanage.

There are some exceptions to this convention, and the details are set out clearly in Appendix 2. Furthermore, because soft clifs erode and in some places the break in the cliff face is irregular, it is within this definition, rather than a line on the map, that should be used for all formal purposes.

Therefore, the maps are only correct as of a stated point in time, and UNESCO recognise a moving boundary that is heavily waxed and waned with erosion, and which needs periodic monitoring to ensure changes are registered.23

As part of the Management Plan review and Site Monitoring process, a sub-group periodically re-visit the boundary principles and status to ensure that the approach is still valid and the legal protection for the Site area is still comprehensive. This approach is reflected in policies 1.19 – 1.23 in the Policy Framework, and UNESCO will be notified periodically of minor boundary changes that have occurred as a result of coastal erosion.

UNESCO states that the “protection and management of World Heritage properties should ensure that the outstanding universal value, the conditions of integrity and/or authenticity at the time of inscription are protected and enhanced in the future.” This chapter outlines how this is undertaken for the Dorset and East Devon Coast World Heritage Site.

3. SITE PROTECTION AND MANAGEMENT

Para 99, Operational Guidelines for the Implementation of the World Heritage Convention 22

23As described in the DOC – Chapter 2

16
Land ownership
The Site is owned by more than 60 different landowners or leaseholders, including private individuals, local authorities and national bodies such as the National Trust and Ministry of Defence. Holdings range in size from less than 100 metres of cliff to the more than 30 miles owned by the National Trust. The Management Plan recognizes that the Site is not owned by one management body, and instead management and protection is undertaken by landowners in a manner consistent with the Site plan's current or better condition. Some of these landowners also play a very passive and sometimes remote role in many aspects of visitor management, notably the National Trust, Jurassic Coast and local authorities. Landowners are also represented on the Partnership through the JLA – Country Landowners and Business Association.

Because of the existing conservation designations, (see section 3.1.3) landowners are already involved in ongoing dialogue with Natural England about the management of the protected designations on the Site. Natural England is responsible for the general biological conservation and its position on the Steering Group means that it considers WHS interests at all times in dialogue with the landowners.

Before a nomination, a lengthy process of notification and discussion of the boundaries of the Site with owners and managers was carried out, with broad support of the proposed cliff top to sea boundary. The continued engagement and support of those who own the Site is essential to its effective stewardship.

3.2 The setting of the Site and buffer zones

3.2.1 Setting

The Site has been proposed to protect an area around the World Heritage Site that includes the “immediate setting” and the “important view and other areas and attributes”[1] that help make a place a World Heritage Site. The Site’s setting should reflect the Site’s cultural phenomenon meaning that we experience the Site and its setting is part of this equation, and it is not just protection for the inter, evocative and educational value of the Site.[2] Guidance from UNESCO states that “properties must be protected from all threats or inconsistent uses. These developments can often take place beyond the boundaries of a site.”

In general terms, the setting of a historic feature is defined by English Heritage as “the cultural setting in which a place is experienced, in local context, embracing present and past relationships to the adjacent landscape.”[3] English Heritage also indicates that the setting of a site is broader than the property itself and includes the cultural landscape and/ or area of land that is important as a context to the property. In addition, the setting incorporates the immediate surroundings of the property, important views and other areas or attributes that are functionally important as a support to the property and its protection.[4]

The Partnership believes that the implications of this in terms of protection are as follows:

1) Experimental definition:
The setting should be regarded as the surrounding landscape and seascape, and concerns the quality and extent of the service that the coastal and brackish water environment provides to the property. The coastal environment includes the coastal plain, beaches, the sea and the coastlands. The Site’s setting is defined in the terms used by English Heritage, and is consistent with the terms of the 1979 UK National Parks and Access to the Countryside Act. The Site is the “setting” of the Site in that sense. The Site is the “setting” of these coastal and brackish water environments, and is an area that is functionally important to the property.

2) Functional definition:
The setting should also be considered in terms of the DUV and Attributes of the Site. This manifests itself in several ways. First, the setting is important in development and activity within it may sooner or later impact on the World Heritage Site itself. The development of housing, for instance, may lead to a need for future coastal defences. The coastal cliffs will continually evolve and, with climate change, erosion may accelerate. The coastal coastline of the Site is fixed, and so the cliff will need to be developed to make it into a natural setting. Secondly, the Site, most notably the coastal landsform, are defined and explained by past and present geomorphological and hydrogeological processes, on land, or from, or under the sea. That development on these processes might even result in a resulting impact in the Site itself, and so more work is needed to see if this can be developed into a meaningful management tool in terms of the setting.

Further work to develop a shared understanding of how to best articulate and protect the setting of the World Heritage Site is envisaged under Folio 14.

3.2.2 Buffer zone

UNESCO Guidelines state that “for the purposes of effective protection of the nominated property, a buffer zone in an area surrounding the nominated property which has complementary legal effect to that of World Heritage Site inscription, the nomination should include a statement as to why a buffer zone is not proposed, the nomination should include a statement as to why a buffer zone is not proposed, and/or customary restrictions placed on its use and development to give an added layer of protection to the World Heritage Site. The buffer zone forms part of the setting in terms of low water bounds. The buffer zone is defined more below.”

UNESCO Guidelines on nominations of cultural or natural properties on the WH list

For the purposes of effective protection of the nominated property, a buffer zone is an area surrounding the nominated property which has complementary legal effect to that of World Heritage Site inscription, the nomination should include a statement as to why a buffer zone is not proposed, and/or customary restrictions placed on its use and development to give an added layer of protection to the property. This should include the immediate setting of the nominated property, important views and other areas or attributes that are functionally important as a support to the property and its protection...”. UNESCO also add “if no buffer zone is proposed, the nomination should include a statement as to why a buffer zone is not required”[5].

In simple terms, a buffer zone is a line on the map, whereas the setting is not, but the purpose of this line is the same. The nominated property is the Site, and the buffer zone is not a statutory designation, and so brings with it no specific legal protection. Provided that the Site is normally followed through either the use of existing conservation legislation, or the planning system, where they can only be modified, and English planning system through the adoption of appropriate policies in the Local Plan.

Existing protection arrangements for the Site are sufficiently robust, UNESCO considers that a specific buffer zone is unnecessary. In support of this view, UK planning guidance indicates that: “it may be appropriate to protect the setting of World Heritage Sites in other ways, for example by the protection of specific views and viewpoints. Other landscape designations may also prove effective in protecting the setting of a World Heritage Site”. The nomination document and the Management Plans for the East Devon and Dorset Coast WHS made it very clear that the existing conservation protection and planning policies were sufficiently robust to negate the need to add another layer of planning control in the form of a buffer zone. This option has not changed and the back below re-states the Partnerships position. The role of the local planning authorities, their Local Plans and the MPPF is crucial with respect to protection of the setting, something that has recently been flagged up in planning guidance: “However it is intended to protect the setting, it will be essential to explain how this will be done in the Local Plan”.[6]

Guidance: Concerning and establishing the historic environment; 2013. UK Planning portal


[2] UNESCO Guidelines on nominations of cultural or natural properties on the WH list


[5] UNESCO Guidelines on nominations of cultural or natural properties on the WH list

[6] For example, the Planning Policy Guidance 13: Safeguarding and enhancing the historic environment; 2011. UK Planning portal


[8] Developed by the Devon Landscape Policy Group, and the Dorset AONB Team and Dorset CC

[9] Screnconservation is led by the WRESS, with evidence in Devon from the Escape project
The NPPF emphasised that the presumption in favour of sustainable development should apply, unless specific policies in this Framework indicate development should be restricted”. This reference to “those policies relating to sites protected under the Birds and Habitats Directives (see paragraph 128) and/or designated as Site of Special Scientific Interest; land designated as Green Belt, local Green space, an Area of Outstanding Natural Beauty, Heritage Coast or within a National Park (or the Broads Authority); designated heritage assets; and locations at risk of flooding or coastal erosion” is not in the WHS context.

3.3 Protection of the Site and setting

Although the WHS Convention has been ratified by the UK Government, the designation is not recognised in statute. The Site, as well as all the UK sites, is being protected by UK planning and conservation laws and by the planning policies on World Heritage Sites. As identified in Chapter 2, and emphasised in SOLA, a World Heritage Site must have effective protection and management in place in order for it to be inscribed on the World Heritage list. The Site sets the example for all protected areas, but this form of designation is not recognised in statute.

3.3.1 Protection through the planning system

National planning

The National Planning Policy Framework (NPPF), published in March 2012, and the supporting National Planning Practice Guidance (NPPG), provide the key protection for the WHS in the planning system.

It should be noted that para 138 states ‘Not all elements of a World Heritage Site or Conservation Area will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 134 or less than substantial harm under paragraph 134. It is appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole, in such cases where this assessment of significance is required, the Steering Group for the Partnership will need to be responsible for ensuring that accurate information is made available to make that assessment. In support of the NPPF, the National Planning Practice Guidance (NPPG) sets out accompanying guidance. Under the section on ‘Conserving and enhancing the Historic Environment’ and ‘Designated heritage assets’ there are 13 paragraphs of further guidance that specifically relate to World Heritage Sites and setting, and which cover Manmade and Natural World Heritage Sites, Plans, protection, including of the setting, and an explanation of ‘What principles should local planning authorities have in mind when framing policy for the conservation and enjoyment of World Heritage Sites’, which states: ‘When developing Local Plan policies to protect and enhance World Heritage Sites and their Outcomes an intuitive approach, local planning authorities, should aim to satisfy the following principles:

• protecting the World Heritage Site in an outset, including any buffer zone, from inappropriate development
• striking a balance between the needs of conservation, biodiversity, access, the interests of communities and the local economy, and the pressures of regeneration
• ensuring that the appropriate standard of protection for cultural and natural heritage assets inherit in the World Heritage Site is not compromised
• making the World Heritage Site setting and its setting appropriate where appropriate and possible
• ensuring that the World Heritage Site and setting is managed in an environmentally sustainable way
• ensuring that the World Heritage Site is managed appropriately and effectively
• protecting the World Heritage Site from climate change but ensuring that mitigation and adaptation is not at the expense of strategic and environmental planning authorities need to take these principles and the resultant policies into account when making decisions.

The guidance is largely consistent with the former circular 07/2000 (see below), although differences may be seen in respect of whether WHS are treated as material considerations, and in respect of the call in regulations, as set out below. It also reflects the differences between cultural and natural sites better, for example stating that “relevant planning authorities are those identified as the local planning authorities in developing their strategy for the Historic or World Heritage” and in determining relevant planning applications.” In the same vein, under “What consultation is required in respect to proposals that affect a World Heritage Site”, it is recommended to local authorities that National Heritage are consulted at an early stage for natural Sites.

Finally, the Government have recently agreed a coastal covenant which sets out a simplified process for the consenting of coastal developments in England where several bodies have a management interest. This may impact on the regulatory environment for Coastal Sites and this is a new process rather than legislative change, it will be important that the local planning authorities have regard to the covenant once it is in place.

3.3.2 Revocation or retention of previous national guidance, and other Plans

The NPPF replaces the following policy documents, identified in the last revision of the Management Plan as being important to the WHS:

• Planning Policy Statement 1: Delivering Sustainable Development
• Planning Policy Statement 7: Sustainable Development in Rural Areas
• Planning Policy Statement 9: Biological and Geological Conservation
• Coastal Planning Guidance
• Planning Policy Statement 25: Development and Flood Risk Management
• Planning Policy Guidance 15: Planning and the Historic Environment
• Planning Circular 07/2000: Re: World Heritage Site protection and management

Some planning circulars remain relevant, as follows:

- Planning Policy Statement 1: Delivering Sustainable Development
- Planning Policy Statement 7: Sustainable Development in Rural Areas
- Planning Policy Statement 9: Biological and Geological Conservation
- Coastal Planning Guidance
- Planning Policy Statement 25: Development and Flood Risk Management
- Planning Policy Guidance 15: Planning and the Historic Environment
- Planning Circular 07/2000: Re: World Heritage Site protection and management

[https://www.gov.uk/government/publications/coastal-conservation-for-england]
Although the circular has been archived and superseded by the NPPF, it remains accessible and still contains information that is relevant to WHS management. In respect of call-in procedures, the NPPF states that planning authorities are required to consult the Secretary for Communities and Local Government before approving any planning application to which the NPPF relates. The Secretary of State then has the discretion to call in the application for further determination.

3.3.3 Conservation designations

The Site is covered in its entirety by one or more conservation designations, made either for geological, wildlife or landscape value. These include designations set out under international and national legislation, EU Directives, the National Parks and Access to the Rolling Country Act 1949, Areas of Outstanding Natural Beauty (AONB), National Nature Reserves (NNR), Special Areas of Conservation (SAC), Special Protection Areas (SPA), and Sites of Special Scientific Interest (SSSI)

The Protection of Sites and their Settings Guidance provides that where a Site is found to be of international importance, the designating authorities must ensure that the outstanding universal value, integrity, authenticity and significance of a World Heritage Site is safeguarded, including any buffer zone or its equivalent, and has not withdrawn that objection.

Circular 05/08: Biodiversity and Geological Conservation - Statutory Obligations and Their Impact Within The Planning System, which provides administrative guidance on the application of the law relating to the protection of geological and biological diversity.

Circular 05/02, The Town and Country Planning (Consultation) (England) Directive 2009 (DCS), which sets out the call-in regulation for proposed developments that have an adverse impact on World Heritage Sites.

Sub-national planning

The Localism Act 2011 has removed the formal regional tier of England in planning, and in its place introduced a new agreements system. Planning to deliver regional outcomes requires local councils to work together preparing their local plans and policies, to ensure that together they form the planning framework for the region. This is known as Sub-national Planning. For example, Local Plans and Marine Spatial Plans should address WHS issues consistently and without conflict.

Local planning

Close integration within local plans is fundamental to the success of policies to protect the Site from regional and sub-regional development pressures. Local plans include designations in the context of the Site and its setting. Separate policy is provided in minerals and waste local plans.

Call-in regulations

The Heritage Protection white paper (2007) introduced a new proposal to increase the protection of World Heritage Sites and ensure that the OUV for which the Site is inscribed is properly reflected in development proposals.

This was clarified in the planning circular 07/2009, which states: “the direction introduces a new requirement for local planning authorities to refer applications. (To the Secretary of State) where they may be granted in areas where English Heritage has objected on the grounds that a proposed development could have an adverse impact on the outstanding universal value, integrity and authenticity and significance of a World Heritage Site or its setting, including any buffer zone or its equivalent, and has not withdrawn that objection”.

Table 2: Conservation designations

<table>
<thead>
<tr>
<th>Designation</th>
<th>Purpose of protection</th>
<th>Number and list</th>
<th>Legal status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area of Outstanding Natural Beauty (AONB)</td>
<td>To conserve and enhance the natural beauty and diversity of areas of outstanding natural beauty</td>
<td>Areas of Outstanding Natural Beauty (AONB)</td>
<td>Areas of Outstanding Natural Beauty (AONB)</td>
</tr>
<tr>
<td>Area of Special Scientific Interest (SSSI)</td>
<td>To conserve and enhance the natural beauty and diversity of areas of outstanding natural beauty</td>
<td>Special Scientific Interest (SSSI)</td>
<td>Special Area of Conservation (SAC)</td>
</tr>
<tr>
<td>European Special Area of Conservation (E Special Area of Conservation (E SAC))</td>
<td>To conserve and enhance the natural beauty and diversity of areas of outstanding natural beauty</td>
<td>Special Area of Conservation (SAC)</td>
<td>Special Area of Conservation (SAC)</td>
</tr>
<tr>
<td>Site of Special Scientific Interest (SSSI)</td>
<td>To conserve and enhance the natural beauty and diversity of areas of outstanding natural beauty</td>
<td>Special Scientific Interest (SSSI)</td>
<td>Special Area of Conservation (SAC)</td>
</tr>
<tr>
<td>Wetland of International Importance (SIB)</td>
<td>To conserve and enhance the natural beauty and diversity of areas of outstanding natural beauty</td>
<td>Special Area of Conservation (SAC)</td>
<td>Special Area of Conservation (SAC)</td>
</tr>
<tr>
<td>National Nature Reserve (NNR)</td>
<td>To conserve and enhance the natural beauty and diversity of areas of outstanding natural beauty</td>
<td>Special Area of Conservation (SAC)</td>
<td>Special Area of Conservation (SAC)</td>
</tr>
<tr>
<td>Special Protection Area (SPA)</td>
<td>To conserve and enhance the natural beauty and diversity of areas of outstanding natural beauty</td>
<td>Special Protection Area (SPA)</td>
<td>Special Area of Conservation (SAC)</td>
</tr>
<tr>
<td>Special Protection Area (SPA)</td>
<td>To conserve and enhance the natural beauty and diversity of areas of outstanding natural beauty</td>
<td>Special Protection Area (SPA)</td>
<td>Special Protection Area (SPA)</td>
</tr>
<tr>
<td>World Heritage Site (WHS)</td>
<td>To conserve and enhance the natural beauty and diversity of areas of outstanding natural beauty</td>
<td>World Heritage Site (WHS)</td>
<td>World Heritage Site (WHS)</td>
</tr>
<tr>
<td>National Coastal Heritage coast</td>
<td>To conserve and enhance the natural beauty and diversity of areas of outstanding natural beauty</td>
<td>National Coastal Heritage coast</td>
<td>National Coastal Heritage coast</td>
</tr>
<tr>
<td>European Marine Site (EMS)</td>
<td>To conserve and enhance the natural beauty and diversity of areas of outstanding natural beauty</td>
<td>European Marine Site (EMS)</td>
<td>European Marine Site (EMS)</td>
</tr>
</tbody>
</table>
4. ISSUES AND OPPORTUNITIES

The Aims and Policies of the last Management Plan have been reviewed in detail, not just in terms of progress to date and new areas of work, but with reference to external factors. A PESTLE analysis was undertaken to assess the Political, Economic, Social, Technological, Legal, Environmental impacts and to identify areas where change has been fundamental. Ranging in respect of issues facing the Site, to help identify which issues might impact on the Site over the coming five years.

Specifically, this chapter identifies new issues and opportunities, existing issues in which there are ongoing concerns, and areas where changes have happened over the last five years which are altering the way the Site is managed. All of these may have a significant bearing on the management of the Site over the next plan period and have helped to influence the development of this Plan’s Aims, Policies and Actions identified in Chapter 5. It is positive to see that even threats to, and vulnerabilities of, the Site, come with significant opportunities.

4.1 Integration of WHS Management Plan into the planning system

The UK planning system has undergone significant reform during the life of the last Plan. The abolition of Regional Spatial Strategies and Local Development Frameworks (LDF) meant a return to Local Plans and the introduction of neighbourhood planning. Whilst the last Plan period provided the opportunity to feed into Local Plans, the next five years will provide the test of how neighbourhood planning progresses, particularly in terms of implications, positive or negative, for the World Heritage Site.

In addition to the above changes brought about by the Localism Act (2011), the streamlining of guidance into one single National Planning Policy Framework is the most significant change to planning policy in a generation. Chapter 3 presents the changes that have come about as a result of this, and in terms of accompanying guidance, but in very general terms the OUV of the World Heritage Site is no less protected under the new framework, and arguably is more so, given its clear integration within the document, identification as a Designated Heritage Asset and statement that any damage to such assets should be ‘wholly exceptional’.

The recognition of natural Sites, albeit in a minor way, in the NPI is also a welcome step forward.

The impact of the new Framework and Local Plans in terms of planning applications that might impact on the OUV of the World Heritage Site is yet to be tested. The Jurassic Coast World Heritage Town (JCHAT) works closely with partners from local authorities and statutory agencies when a threat is presaged or identified, and to date no developments have been permitted that might impact significantly on the Site’s OUV.

The grey area is more in terms of the setting of the Site. As set out in Chapter 3, the setting is complex and to date intentionally underlaid. Over the period the last Plan’s impacts of development have been largely negative, and the Site has become increasingly protected. Ranging from the small Longboat Café at Roughton Farm to the proposed Naze Bay Wind Farm between Greatstone and the Sea of Ay, the interpretation of the setting of the World Heritage Site in the context of the new planning framework will be one of the increasing challenges for the next five years, and is addressed accordingly in the Policy Framework.

See Chapter 3 and policies: 1.1 – 1.4

4.2 Impacts of national energy policy on the World Heritage Site

The last few years have seen a significant growth in the development of wind farms, and exploration for alternative sources of fossil fuels, such as shale gas. This has come about largely through national level policies and incentives, particularly in terms of meeting carbon reduction targets on the one hand, and improving national fuel security on the other.

The most noticeable of these in respect of the Jurassic Coast is the proposed Naze Bay wind farm, an array of up to 218 turbines up to 200m in height in the sea south of Pakeley Island, and which has already been mentioned above in the context of the Site’s setting. At the time of endorsement this proposal is still in development stage.

In respect of developments of this type, the chance of negative impacts on the OUV of the Site are few, as new developments are unlikely to be proposed within the heavily designated boundary itself. For instance the proposed Naze Bay Wind Farm is approximately 34km offshore at its closest point. However, any development in the area of the WHS could be perceived to have a negative impact on the Site’s setting, particularly in terms of visual impact. Many people believe that the boundary of the Site is more than just the narrow coastal strip, and also that the Site was designated for reasons of landscape and natural beauty rather than its geology and geomorphology. Whilst neither of which is true, the World Heritage status is perceived by some as a means by which developments in the setting can be stopped, even if this is not the case.

This is a complex mix of threats and opportunities depending on perspective and the nature of developments being proposed. On the positive side, some geological exploration could provide new and useful scientific data, and may even prove advantageous for climate change mitigation. However, the impact of the perception, or value to tourists, of these developments could be seen as negative, and the Site has become more protected. Ranging from the small Longboat Café at Roughton Farm to the proposed Naze Bay Wind Farm between Greatstone and the Sea of Ay, the interpretation of the setting of the World Heritage Site in the context of the new planning framework will be one of the increasing challenges for the next five years, and is addressed accordingly in the Policy Framework.

See policies: 1.4, 1.6, 1.8, 1.15
4.3 Conservation designations

As identified in section 3.1, the Site and its setting are heavily protected through a wide range of different international, national and local designations. This complexity itself raises issues, as each designation has different characteristics and is treated differently in the planning system. Of most concern is the consistent coverage of these designations across the Site.

Although all of the Site is covered by one or more designations, there are areas with no specific protection relating to the geology; normally afforded through SSIs designations. They are: Devizes House to bellbird (SIC); Chawton Park to Aldborne Bay (RS); High Peak to Jacobs Ladder (1.5ha); and all of the intertidal area around Portland. Moreover, the boundaries of some SSIs have not migrated with the cliff top surgery as it has eroded, leaving some areas that have moved outside of their static designated protection zone. The latter issue will be addressed in the coming few years as a process called re-numbering, whereby England’s Natural History will redefine the SSSI boundary lines after appropriate consultation and research.

Although none of these anomalies would in themselves call into question the adequacy of protection of the Site, it would be beneficial to map out the areas (on which the designation is based) consistent, and this revision of the Management Plans sets out policies to start this process.

In terms of the setting, the Isle of Portland and its surrounding area are not included in any landscape designation such as AONB or Heritage Coast. This lack of coverage, and lack of any cliff top surgery management in such a unique environment, is of concern, and so protection of the setting here will look to be enhanced through the Local Plans.

See policies: 2.19 – 2.22

4.4 Geoscience research

The issue of geological and geomorphological research was identified in the last Management Plan as an area which needed a more coordinated approach. Despite some excellent small scale projects using innovative technology and a good ongoing relationship with the research community, progress in this area has been limited.

Research provides the foundation of the understanding of natural processes and the information by which the Site can be better managed. UNESCO recognises that all of its assemblages of World Heritage, from nomination through to periodic reporting, and it was in the periodic reporting process completed in 2013 that the weakness in research was highlighted once again. As a result of this process, the JCHE team identified the need to specify clear management research needs as part of this new Plan, to be developed and potentially integrated between 2014 and 2019. This will be led by the Science and Conservation Advisory Group (SCAG), working with University and Museum partners, and amateur researchers, many of whom have extensive experience in their fields.

The difficulty that SCAG will face is not so much the determination of specific research needs, but the securing of resources to deliver them. In many ways this is a research trends within the scientific community, combined with a very funding-driven academic agenda. What might be considered traditional earth sciences, such as stratigraphy and palaeontology, are less favoured by the Research Councils, and so less likely to attract students and other researchers. However, the JCHE team is currently working with PhD students in Eater Geosciences and palaeontology and there is a potential for these to be converted to research projects.

Another area of concern is the financial input; currently the research funding is very low, yet there are significant opportunities to influence and support the research being undertaken.

See policy: 2.26

4.5 Fossil Collecting, and acquisition and display of key scientifically important specimens

In general, the management of fossil collecting within the Site is in line with Natural England’s policies on responsible collecting and with certain landowners’ additional requirements along specific parts of the coast in their ownership.

Collectors continue to make important discoveries, many of which need to be rescued from damage or eventual destruction by the effects of weathering in the cliffs and erosion by the sea, the same processes that expose them in the first place. Collecting has been an integral part of the education and awareness raising process by students and researchers, and also contributes to the monitoring of the site.

Fossils are popular with the general public and collecting is, in reality, the only specific activity that directly engages people of all ages with the Outstanding universal Value of the World Heritage Site. Fossil collecting as a visitor activity has visibly grown over the last 10 years, with no negative impact on the Site and many more people inspired to take an interest in fossils. Collecting is a core part of the visitor experience, and is a central activity in the Heritage Centre.

There is an ambition, shared by some collectors, museums and the Jurassic Coast Partnership, to see the key scientifically important fossils identified through the West Dorset Collecting Code of Conduct to be used in dedicated research and educational projects. This means that the list of specimens for which a Collecting Licence is needed will be expanded to include a wider range of items.

A Collecting Licence is currently available for specific items and is issued by the licence holder, in this case the JCP. There is no formally designated heritage lottery fund scheme called Collecting Cultures was used very successfully during the last planning period, and the funding provided enabled scientists and public education roles (including outstanding new species such as the Weymouth Bay Fish) to be made available for scientific research and display in local museums.

The case for continued acquisition is strong, but the challenges are significant. There is very limited capacity within the existing local museums to display or even store new finds. Fossils often require complex and costly preparation and so can be expensive, but public or charitable funding sources are few and difficult to access, especially repeatedly. Many specimens are prepared privately and then made available for acquisition. Museum preparation, assuming skilled preparators would be available, could cost considerably more or sometimes higher. Costs. There is a considerable backlog of potential specimens for acquisition from the past 20 or more years, many of which local collectors have retained, with an aspiration that they might be displayed locally in a potential new world-class facility.

Three of the projects being supported within this Plan include: an expansion of the Lyme Regis Museum to develop a classroom space and small gallery enhancement; a new Museum in Kimmeridge to house Steve Etches’ internationally important collection of fossils from the Kimmeridge clay; and the appraisal of the Durlston Country Museum to develop a Collectors Discovery Centre. Whilst excellent developments, these offer only part of the solution, and in-turning the next steps to address this wider aspiration will be one of the major challenges for the new Management Plan period.

See policies: 2.6 – 2.11
4.6 Changes in national curriculum

Rising awareness of the Jurassic Coast through education is a fundamental part of the World Heritage Convention and over the last 10 years, the Partnership has delivered this by focusing primarily on the formal education sector by providing high quality training and innovative teaching and learning resources that meet the National Curriculum guidelines, the Partnership has enabled thousands of teachers to bring the Jurassic Coast into the classroom.

However, since the publication of the last Management Plan, there have been significant changes in the political and educational landscape in local government to which were offered to local authority maintained schools such as curriculum support, advisory services and programme development. A number of such programmes are now being offered either on a subscription service or through individual contracts.

The acquisition of A and Free Schools has also begun to create a community of Primary and Secondary schools that are now completely independent of local authority support in England but also over which curriculum is adopted for delivery. For example, the Swanage School is a new Free School catering for secondary aged children and has based its curriculum and ethos entirely on helping children and young people gain a sense of identity and place through their role as stewards in their local environment and community. There are significant opportunities to influence and support curriculum development plans in Adult and Freeschools so that they are more inclusive of the Jurassic Coast.

For schools that are still under local authority control and expected to follow the new National Curriculum from 2014, the Programmes of Study for Science at Key Stage 2 contain significant enhancements relating to the Jurassic Coast, including specific reference to the key role of geology in understanding what and how they can be used to explain evidence. These changes, together with the new national curriculum requirements for geographic content and skills (especially in Geography) could lead to a demand for more training and relevant resources about the Jurassic Coast.

See policies 3.2 – 3.4, 3.7, 5.8

4.7 Learning and understanding outside the classroom

The Jurassic Coast is a world-famous learning resource for the Earth Sciences, and education plays a crucial role in all aspects of Site management. A critical part of increasing awareness and understanding of the values of the World Heritage Site is to highlight and support initiatives that help children and young people to learn outside of the classroom.

There is strong evidence that good quality learning outside of the classroom adds much value to classroom learning, and its importance in improving the lives of children and young people is recognised across all levels of government and the educational establishment.

For many schools, organizing a visit to the Site is one of the best ways of communicating the Jurassic Coast to pupils and programme development. Such visits can encompass a range of experiences from fossil collecting at Charmouth to analyzing rocks and fossils at Lyme Regis, and so on. Over the years, many schools have visited the Site and gained a sense of identity and place through their role as stewards in their local environment and community. There are significant opportunities to influence and support curriculum development plans in Adult and Freeschools so that they are more inclusive of the Jurassic Coast.

For schools that are still under local authority control and expected to follow the new National Curriculum from 2014, the Programmes of Study for Science at Key Stage 2 contain significant enhancements relating to the Jurassic Coast, including specific reference to the key role of geology in understanding these aspects of the curriculum.

In support of this, there are a number of interpretation centres, museums and other facilities located along the coast, each offering tailored programmes suited to their specific location and clientele. These schools have the potential to deliver significant improvement in the facilities available, including redevelopments at Charmouth School for students aged 13-18 years, and its Jurassic Centre, which is a lively and ground-breaking facility.

In respect of interpretation facilities, the challenges for the Partnership now are threefold: firstly to support the completion of the ‘Seaton Jurassic’, the new discovery centre at Seatown, which is next to Police station, and is scheduled to open in Autumn; secondly, to ensure that they have the facilities to support and improve the collection at all of these centres, and the further development of facilities on Portland including the Shell Hall and around Tourquay.

In addition, there are also a number of interpretation facilities, which can be accessed by schools and others. These initiatives are not to be underestimated and are an important part of education and awareness programmes, especially in the minds of young people.

In conclusion, the Partnership has a key role in supporting and enabling the delivery of education and awareness initiatives at all levels, including formal education, but also to a much greater extent, the delivery of education and awareness outside of formal education, whether through educational programmes, educational publications, or other initiatives.

See policies 4.2 – 4.10 and 6.3

4.8 Community engagement and volunteering

Over the last 10 years the Jurassic Coast has become a household name for many of the communities of Dorset and East Devon, and a recognised brand of much of the country. Although many local individuals, businesses, schools and other organizations have linked themselves to the World Heritage Site, either through their actions, marketing or products, it is not yet quite understood by the mainstream in how the brand has been developed, but also to the genuine feeling of pride that many people have for this stretch of coastline.

With the increase in development of the Jurassic Coast offer, expectations have risen on the capacity to deliver and programme development. This visit can encompass a range of experiences from fossil collecting at Charmouth to analyzing rocks and fossils at Lyme Regis, and so on. Over the years, many schools have visited the Site and gained a sense of identity and place through their role as stewards in their local environment and community. There are significant opportunities to influence and support curriculum development plans in Adult and Freeschools so that they are more inclusive of the Jurassic Coast.

For schools that are still under local authority control and expected to follow the new National Curriculum from 2014, the Programmes of Study for Science at Key Stage 2 contain significant enhancements relating to the Jurassic Coast, including specific reference to the key role of geology in understanding these aspects of the curriculum.

In support of this, there are a number of interpretation centres, museums and other facilities located along the coast, each offering tailored programmes suited to their specific location and clientele. These schools have the potential to deliver significant improvement in the facilities available, including redevelopments at Charmouth School for students aged 13-18 years, and its Jurassic Centre, which is a lively and ground-breaking facility.

In respect of interpretation facilities, the challenges for the Partnership now are threefold: firstly to support the completion of the ‘Seaton Jurassic’, the new discovery centre at Seatown, which is next to Police station, and is scheduled to open in Autumn; secondly, to ensure that they have the facilities to support and improve the collection at all of these centres, and the further development of facilities on Portland including the Shell Hall and around Tourquay.

In addition, there are also a number of interpretation facilities, which can be accessed by schools and others. These initiatives are not to be underestimated and are an important part of education and awareness programmes, especially in the minds of young people.

In conclusion, the Partnership has a key role in supporting and enabling the delivery of education and awareness initiatives at all levels, including formal education, but also to a much greater extent, the delivery of education and awareness outside of formal education, whether through educational programmes, educational publications, or other initiatives.

See policies 4.1 – 4.3

4.9 Extreme coastal erosion events and safety

Climate change and rising levels in the sea have caused increased coastal erosion in parts of Dorset and coastal communities are more exposed to coastal flooding. Rising sea levels have damaged infrastructure such as roads, rail and rail lines, and coastal protection. Coastal flooding can also cause damage to properties, businesses and infrastructure.

The Partnership has an ongoing programme to support coastal communities to respond to extreme coastal erosion events. This includes developing and implementing strategies to reduce the impact of coastal flooding and erosion, and improving public awareness of the risks and implications of coastal flooding and erosion.

The Partnership also works closely with the Dorset County Council and the Environment Agency to co-ordinate and deliver a range of projects to reduce the risk of coastal flooding and erosion. These projects include the development of coastal defence schemes, the installation of warning signs and the provision of emergency planning information.

In terms of coastal safety, stories of coastguard rescues were in the local media and local authorities issued press releases for people to be aware of their surroundings and potential dangers, including keeping clear of the base and top of the cliffs. However, the major change in emphasis was brought about as a result of the tragic flooding of a young woman who was walking along the beach between Freshwater Beach and Hive Beach near Burton Bradstock. In contrast to the wild weather conditions, this was a rare fall, and had occurred after a few days of intense hot weather following the long period of rainfall. There was speculation as to whether the beach had been washed down by heavy rainfall after a rare event.

The result of the extreme weather has heightened concerns amongst many involved in the management of the coast, particularly landowners, local authorities, the DCC and those involved in tourism. The one forecast of climatic change is an increase in extreme weather events in the future.

To meet this challenge, a number of initiatives have been developed to address the issue of response to these events, information and signage. The joint Dorset Coastal Fine and Landscaping Protocol has been developed by Dorset County Council Emergency Planning Service, which not only looks at actions in the event of an incident, but also exercises ways of getting prepared for the possible outcomes. This protocol has led to a coordinated approach to landowners which change the physical nature of the coast when they occur.

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4.11 Climate change

The World Heritage Site is one of the best places in the world to easily see and interpret major and sequential changes in global climate and sea levels over a vast span of geological time. In this context it presents an outstanding opportunity as an educational tool for explaining the longer term context of what may be happening to our climate now. However, on a more practical level, the human response to rising sea levels and increasing extreme weather events will almost certainly have an effect on the WHS.

The impact of extreme events was brought home to Dorset and East Devon with the summer of 2012, as outlined in 4.8 above. There is every chance that such events as those which will continue to occur as sea levels rise will result in further impacts on the Site’s coastal features and will require a more robust management and maintenance strategy to respond quickly and appropriately, not just in terms of safety concerns, but also with respect to sustainable tourism and the protection of key coastal habitats and infrastructures, such as the South West Coast Path National Trail or coastal car parks.

A further potential impact of accelerating erosion is the risk to coastal property, and this means that both estate management and estate insurance policies need to be reviewed more frequently than 30 years, and this will give a welcome boost for encouraging people to access the coast through sustainable means.

On a similar note, the development of marine transport is a potential opportunity for the World Heritage Site, offering an innovative approach to tideland congestion; improving access across the coastline and removing some of the environmental constraints which bind the coast. However, just as with the coastal effects of climate change, the risks are high, and these need to be fully assessed before serious funding is injected in a big way.

Building on resources for coastal ranger services could have implications for the management and maintenance of the South West Coast Path National Trail. There is a regular requirement to re-route the path due to erosion, which is a complex and lengthy process, needing positive and ongoing relationships with landowners. However, with the implementation of the Coastal Access Scheme under the Marine and Coastal Access Act 2008, the pathway. Working across sectors, from education and planning to sustainable tourism and transport, the Partnership should be able to take a leadership role in ensuring that extreme weather events will only increase the need to swiftly react to such events and keep the public informed.

See CCT5 in policy B.2: 4.4 – 4.6

4.12 Inclusion and participation of hard to reach audiences

The World Heritage Convention states that a World Heritage Site must have a “function in the life of the community.” Communities along the coast have been involved in many ways from pre-designation through to the present day, and they have played a significant role in Site management.

Community engagement across the Jurassic Coast takes place in a variety of ways. There are large scale events such as the Fossil Festival which can attract over 12,000 visitors over a weekend. The Trust works with schools and other organisations which have an interest in the coastal environment and more focused on either a higher level of delivery (for example specialist talks to local groups in the evening) or the delivery of day visits for schools. Visitors, partners and local residents also have opportunities to explore aspects of the Jurassic Coast through local groups and organisations such as the Dorset Tourist Board. The Charmouth Heritage Centre works in particular have a broad audience appeal attracting thousands of people to walk along the beaches at Charmouth to look for fossils.

However, evidence suggests that many of the communities engaging with these activities predominantly tend to be from families or individuals that are from higher level socio-economic income groups. In addition, the engagement of young people (16–25 years old), people with disabilities, families from Black and Minority Ethnic (BME) groups and disadvantaged sections of the community (the Site remains relatively off the radar for these groups). In 2005, Natural England commissioned research into the explorations and perceptions of children and young people relating to coastal areas and this showed that young people viewed the coast as far removed from their own way of life. Young people also reported that they were becoming less interested in the coast, partly due to a lack of current role models, and that to a small extent this was being more to do with the general lifestyle of our contemporary youth, which is more dependent on spending quality time at home and friends.

There needs to be a deliberate shift in the way such audiences are included and they involve considering their needs and attitudes from the start. This can range from choosing to hold Jurassic Coast events in the heart of communities with high levels of deprivation to incorporating more pictures that represent hard-to-reach audiences in the literature. Inclusion almost as they always have been a significant part of the Site story for this Site. It is only through positive action that such changes can be made.

See CCT5 in policies B.3: 7.2 – 7.4, B.2: 5.5, B.20

4.13 Financial resources for Site management and the macro-economic context

The majority of financial resources to support the Site management function have continued to come over the last few years from Devon and Dorset County Councils, with smaller but critical ongoing contributions from Natural England and the Environment Agency.

In addition to these are the ongoing contributions from many others towards managing the Site, but which do not count under the category of Management Functions. These Come from a variety of sources and include grants from national funds, and contributions to restoration and protection measures from local businesses.

However, the pattern with respect to management income has largely followed that outlined in the last Management Plan: that of decreasing funds from all of the main partners. The impact of this has been significant, but the trend that the delivery of the function have been able to stay largely intact due to careful management and income generation.

The economic context at time of writing, particularly with regards to public sector funding, is still extremely difficult and only likely to get worse over the life of this Plan. Although all four core funders express their commitment to the World Heritage Site, they have come a point where they are simply not able to support it to the degree which they would, so finding alternative models of revenue raising will be an imperative over the next few years.

This could come in the form of governance changes, and in terms of the sources of income, there is a need to develop more core income streams. Although the Trust has strengthened considerably in an organisational sense over the last five years, although the workforce has not grown, the Trust and Site have had to rely on the efforts of their small number of staff.

The Trust has identified significant opportunities here to involve the private sector and develop a more sustainable, commercially based model for ongoing WHS management.

See CCT5 and policies: 4.4 – 4.6

See policy B.5 in Alms B.5.
The introductory part of this chapter identifies factors that have informed the development of the vision, aims and policies, in particular the text of the World Heritage Convention and sustainable development. This is then followed by a brief Vision statement for the Site and the six long-term Aims that have been developed and which spell out clearly the aspirations for the Site, on behalf of "all the peoples of the world".

This is followed by the policy framework, which identifies the Policies and Actions or approaches that are needed to deliver each Aim. These are not time-bound or prioritised as this is not intended to be an exhaustive list, but one that stems implementation yet allows for different actions or approaches to be undertaken in the future. Details of specific actions to be undertaken will be put in annual delivery plans.

Alongside each of these is a column containing a list of the organisations responsible for delivery of the policy. Likewise, this is not intended to be exclusive and identifies the organisations who have a duty or responsibility to lead in that particular aspect of work and others who are likely to be involved by the nature of their operations.

It is not the intention to identify a lead partner, as many organisations will be involved in different ways. A lead partner will be identified in the annual delivery plans once the individual approach or action has been identified. The final column identifies the role of the JuraCoast World Heritage Team, as the body with responsibility for coordination of the delivery of the Plan, in the delivery of each of the actions or approaches.

Against each aim are two indicators, best seen as critical success factors, which try to encapsulate the most important measures, or proxy measures, of progress. These set the benchmarks for success in delivery of the Plan.

5.1 Background to the development of vision, aims and policies

The aims and policies presented here have been developed over a long period and have been informed by the following:

• Lessons learned from delivery of the last version of the Management Plan
• The Site’s State of Conservation (also in Chapter 1)
• The Site’s OUV and attributes (set out in Chapter 2)
• Changes to the protection framework (as set out in Chapter 3)
• Analysis of key issues (as identified in chapter 4)
• The World Heritage Convention and Operational Guidelines
• English heritage and DOCaG guidance
• Sustainability guidelines

World Heritage Convention

Key amongst this is the text of the WH Convention, which effectively defines the mandate for managing World Heritage Sites. Out of the 30 Articles, there are a number that have a direct bearing on the management of an existing World Heritage Site and its setting, those of most importance being 4, 5 and 27 (below). These have a strong influence on the way this plan is written, particularly with regard to the need to ‘protect, conserve and present’ the natural heritage, give it “a function in the life of the community” and integrate it “into comprehensive planning programmes”.

Article 4

Each State Party to this Convention recognises that the duty of ensuring the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage.

Article 5

To ensure that effective and active measures are taken for the protection, conservation and presentation of the cultural and natural heritage, each State Party to this Convention shall endeavour:

1. 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;

Article 27

1. The States Parties to this Convention shall endeavour by all appropriate means, and in particular by educational and information programmes, to strengthen appreciation and respect by their peoples of the cultural and natural heritage.
5.2 Vision, Aims, Cross-Cutting Themes and Policies

A. Vision

A vision for the World Heritage Site is simply a statement of ambition, and one that is based on aspirations set out within the World Heritage Convention. In the Steering Group’s view it must also be realistic, deliverable, concise and widely understood.

B. Aims

The six Aims for the Site set out the Partnership’s intent, and the Policies and Actions over the coming pages provide the means by which the Aims can be achieved.

C. Cross-Cutting Themes

Cross-cutting themes are a range of issues that need to be considered across the Aims of the Plan, and specifically in terms of the Implementation of the Policies or Actions. They are not intended to be given a priority, but instead raise questions to be considered during implementation that will either improve outcomes, or ensure key responsibilities and obligations are not overlooked.

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**Sustainability**

The aims and policies in this plan are also informed by five UK principles of sustainable development: 

- **Using within environmental limits:** Respecting the limits of the planet's environment, resources and biodiversity to improve our environment and ensure that the natural resources needed for life are unimpeded and remain for future generations.
- **Ensuring a strong, healthy and just society:** Meeting the diverse needs of all people in existing and future communities, promoting personal wellbeing, social cohesion and inclusion and creating equal opportunities for all.
- **Achieving a sustainable economy:** Building a strong, stable and sustainable economy which provides prosperity and opportunities for all, and in which environmental and social costs fall on those who impose them (polluter pays) and efficient resource use is incentivised.
- **Using sound science responsibly:** Ensuring policy is developed and implemented on the basis of strong scientific evidence, whilst taking into account scientific uncertainty (through the precautionary principle) as well as public attitudes and values.
- **Promoting good governance:** Actively promoting effective, participative systems of governance in all levels of society, engaging people's creativity, energy and diversity.

Note: The Strategic Environmental Assessment [SEA], Sustainability Appraisal and Habitats regulations appraisal for the last Management Plan were reviewed in the light of changes proposed for this revision. No significant issues arose out of this and the statutory agencies responsible agreed that there was no need to do a new, full SEA.**

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**VISIO**

Our fundamental vision is that World Heritage Status in Dorset and East Devon will inspire people to:

- safeguard the Site for future generations in the best possible condition;
- celebrate, understand and enjoy it, and help World Heritage become a vibrant strand of the life of Dorset and East Devon, benefiting local people, visions and the environment.

**AIMS**

1. To Protect the Site's Outstanding Universal Value and setting.
2. To conserve and enhance the Site and its setting for science, education and public enjoyment.
3. To strengthen understanding and awareness of the Outstanding Universal Value of the Site, and of World Heritage.
4. To support communities in realising the economic, social and cultural opportunities and benefits that World Heritage Status can bring.
5. To improve sustainable access to the Site, and enable visitors to enjoy a welcoming experience and quality facilities.
6. To support and demonstrate exemplary WHM Management.

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**Is assessed is full though the SA, but is a useful reminder."**
1. Economic context

Implementation of policies and actions needs to be considered in the light of the wider economic context, both in terms of the need for austerity and good value, and the potential for growth. Considerations here must be as much about future financial sustainability, value for money and potential for making savings, as the opportunity for economic benefits. These considerations will play a key role in prioritisation.

Required
- Are there opportunities in the implementation of the policy or action to encourage delivery through partnership working, or other means of making savings?
- Will implementation of the policy or action offer value for money?

Important
- Does delivery of the policy or action provide scope for applying for funding from sources external to the local authority framework?
- Does implementation of the policy or action offer opportunities for income generation or wider sustainable economic benefits?

2. Natural processes

Implementation of policies and actions will need to, where applicable, take account of the core values of the Site, and the role of natural processes in defining and maintaining its World Heritage Status. This should refer to safety messages and planning issues as well as benefits and other forms of awareness raising.

Required
- Does implementation of the policy or action effectively communicate that erosion is a positive process that maintains the World Heritage Site status?
- How will messages about safety near cliffs be incorporated, where applicable?
- Will implementation of this policy or action help to raise awareness of how natural processes such as erosion can be affected by coastal defences?
- Does the delivery of the policy or action showcase the diversity of fossils that are found as a result of erosion on the Jurassic Coast?

3. Participation and inclusion

Implementation of policies and actions, or related research and consultations will need to consider their audience carefully, particularly in terms of numbers of minority ethnic communities, disadvantaged people, people with disabilities or other hard to reach groups. This will not only refer to meeting standards at, say visitor facilities, but being proactive amongst under-represented groups, including targeting certain geographical areas.

Required
- Is the implementation of the policy or action compliant with the Equality Act 2010 regulations, or if not applicable, will it have ‘reasonable’ steps to improve accessibility?
- Does or can the policy or action positively discriminate so it targets higher levels of social deprivation?
- Will delivery of the policy action be equal the length of the coast, and give opportunities for linking to other areas?
- Will the policy or action benefit under-represented sectors of the community such as BAME or young audiences?

4. Using an artistic approach

Implementation of policies and actions should draw on the experience on the previous Plan period, where it has been demonstrated that working with artists and creative practitioners can prove to be a very valuable approach for achieving certain outcomes, and can have considerable indirect benefits for communities and individuals. These may include imaginative interpretation, creative events, high-quality designs in public or private spaces, engaging people with the natural environment and exploring complex space in accessible ways.

Required
- Can the outcomes of a policy or action be improved, or widened in scope by the involvement of an artist, artistic approach or an arts organisation?
- Does proposed artists intervention communicate, interpret or reflect the core values or key messages of the World Heritage site, and is it relevant to communities that live and work along the WMS?

Important
- Can the policy or action be used or adapted for use by the Jurassic Coast to support participation and learning events and visitor centres?
- Is the policy or action innovative and effective in how it interprets the key messages of the World Heritage Site?
- Would the policy or action benefit from reference to the Jurassic Coast Public Art Code of Practice?

5. Evidence and evaluation

Implementation of policies and actions must, insofar as it is possible, be evidence-led and include evaluation. Adopting this approach as a cross-policy approach will mean that this is considered for all work areas, where realistic and possible, so that not only is the Plan targeting the right outcomes, but is learning for the future.

Required
- Has a framework been set up to monitor progress, impact and effectiveness of the policy or action during implementation?
- Has time been allocated to review evaluation data and collate learning points which will inform delivery for related future actions and policies?

Important
- Does the implementation of the policy or action offer opportunities to collect baseline data to clearly establish impact?

6. Communication

Implementation of policies and actions must include an explicit element of communications planning, to ensure that appropriate PR and profile-raising opportunities can be developed, any reputation risks are well managed and partners are kept informed. This includes ensuring optimal use of the Jurassic Coast brand.

Required
- Has consideration been given to potential communication opportunities or risks?
- Are all messages in place and will relevant audiences be contacted at the appropriate time and through the appropriate channels?

Important
- How will the delivery of the policy or action build the profile of the Jurassic Coast, including awareness of the brand and understanding of key messages relating to the Site?
AIM ONE

To Protect the Site’s Outstanding Universal Value and setting.

Follows within this section set out the parameters for clear, unambiguous long-term protection for the World Heritage Site and setting through integration in the planning system and based on rigorous scientific evidence. The emphasis is on the prevention of activities that might negatively affect the Outstanding Universal Value (OUV), or integrity of the Site, or the mitigation of the negative impact of activities that are unavoidable. This aim relates not just to the Site itself, but to activities in the setting that might have an impact on the Site’s OUV or integrity, or might damage the setting itself. Follows within this aim focus on the legislation or other instruments that allow the natural processes of erosion to continue, thus maintaining an exposure of 285 million years of the Earth’s history and climatic changes.

No planning applications agreed that negatively impact on the OUV, or integrity of the Site.

Changes made through reforestation process to all SSSI boundaries where erosion has caused the Site to migrate out of the designated area.

TIMESCALE

Ongoing and long-term, minimum 100 years.

1.1.1 Protect the OUV of the Site through prevention of developments that might impede natural processes, or obscure the exposed geology, as set out in the GCR / SSSI details, now and in the future.

Ref | Policy | How policy will be delivered (action / approach) | Organisations responsible for delivery of actions and approaches | Action Start Date
--- | --- | --- | --- | ---
1 | Work with Local Planning authorities to accurately reflect the Statement of Outstanding Universal Value (OUV) and Attributes of the Site in Local Plans. | LAH, EA, NE, EH, JCMHT | Advised and implemented | 2006
2 | Assess the impact of planning applications on the OUV of the Site, its Attributes, its component GCR and SSSI properties and the policies set out in this plan. | LAH, EA, NE, EH, JCMHT | Advised and implemented | 2006
3 | Establish and maintain regular dialogue with District and County planning staff, English Heritage, Natural England and the AONB Teams with respect to planning policy and the World Heritage Site. | JCMHT, EH, AONBs, NE, LAH | Facilitate | 2006
4 | Use the Science and Conservation Advisory Group (SCAG) as an advisory group to help inform decision-making with respect to possible threats to the OUV of the Site and for planning applications. Maintain the Science and Conservation Advisory Network (SCAN) as a source of specialist advice and information as and when required. | JCMHT | Lead | 2006
5 | Maintain ongoing liaison with partners, particularly those within the Coastal Action Groups and landowners, regarding parts of the Site where coastal defences or other developments are a possibility in the timescale of this plan | JCMHT, EH, AONBs, NE, LAH, SEACAG, TICAG, Landowners, CBNRM | Facilitate | 2006
6 | Work closely with the promoters of coastal defence schemes (or other developments that may be permitted) in planning and design stages to ensure potential negative impacts on the Site are identified and negated or reduced to an acceptable level. | JCMHT, NE, EA, NY, LAH, Landowners | Facilitate | 2006
PROTECTION OF THE GIS THROUGH PLANNING

b Promote high quality and appropriate design in developments that do take place in the Site or setting, such as coastal defence schemes.
LA, AONBs, landowners Facilitate

1.3 Oppose developments in the Site’s setting that may warrant a future need for coastal defences, particularly in light of potential near sea level rise and extreme weather events.
a Reflect this Policy in Local Plan development policies and housing allocations.
La A Advisor and liaison

1.4 Protect the landscape character, natural beauty and cultural heritage of the Site and setting from inappropriate development.
a Local Authorities and AONB teams discourage inappropriate development, using as an evidence the setting and buffer zone arrangements in this Management Plan, and Landscape Character Assessments, Local / Seaside assessment, the Historic Environment Record and the Dorset land and seaside assessment (2010).
LA, AONBs (advisory roles), NE, EH, MMD Advisor and liaison

b Review Landscape Character Assessments and land / seaside assessment should take into account the policies of the WHS.
LA, AONBs, MMD Liaison

c Raise awareness of World Heritage Sites and development issues with Development Management and Planning Policy officers, and Planning Committee members.
ICWHT, AONBs, DoFH Lead

d Develop a better shared understanding of the setting of the WHS in the context of the planning system, with greater clarity on the definitions of, and differences between the experimental and functional defensils.
LA, EH, RE, AONBs, ICWHT, DoFH Facilitate

e Liaison between ICWHT, AONB Teams and Natural and Historic Environment Teams of appropriate authorities in respect of planning applications.
ICWHT, AONBs, LA Liaison

OFFSHORE PROTECTION AND DEVELOPMENT

1.5 Ensure that the ‘South Devon and Dorset’, and ‘Two Bays’ Shoreline Management Plans continue to take full account of the OUV of the Site and the specific geological and geomorphological features in the GIS sites when defining defences for coastal defence.
SIDACOL, TESS, EA, ICWHT, RE, NT, Southern and South Western Coastal Groups Advise

1.6 The Statutory Marine Plans relevant to the area of the Site will take full account of the OUV of the Site and this Management Plan.
a MMD will recognise the values of the WHS and its setting, and the buffer zone role played by the AONBs, where appropriate, including via its Seaside Assessment.
MMD Advisor and liaison

b Until the statutory Marine Plans are in place, consideration should be given to the WHS in the context of the Marine Policy Statement.
MMD Advisor and liaison

1.7 Ensure that any proposals for marine aggregate extraction do not have an adverse impact on the OUV of the Site.
a MMD to advise the Partnership of any proposals and give the Group’s response to the application.
MMD Advisor and liaison

b Protect the OUV and seaside setting of the Site from adverse impacts of offshore oil or gas exploration and exploitation, or renewable energy developments, particularly regarding the infrastructure needed to bring oil, gas or power onshore.
x MMD to consider the Statement of Outstanding Universal Value (SOUV) and Attributes of the Site in impact of any relevant proposals, and seek advice from the Partnership.
MMD, Planning Inspectorate Advisor and liaison

c Work with the MMD to ensure that EIA Screening and Scoping Opinions given by them adequately reflect the International importance of the Site and its OUV.
LA, NE, SA, EH, MMD, ICWHT Advisor and liaison

d Work with developers to ensure potential impacts on the Site and setting are fully evaluated as part of their environmental or heritage impact assessments, following SOUV/ICWHT guidance.
Developers, LA, EH, RE, EA, AONBs, ICWHT Advisor and liaison
1.9 Maintain emergency plans to implement the most effective response to any possible oil or other pollution incident at sea that may have an impact on the WHS, and ensure that the response actions themselves do not cause further damage.

<table>
<thead>
<tr>
<th>Ref</th>
<th>Policy</th>
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<tbody>
<tr>
<td></td>
<td>a. Emergency plan to consult the GMOWT and Steering Group when updating plans that relate to coastal issues, and engage directly with the Dorset Standing Environment Group and the Devon Emergency Planning Officers if required.</td>
</tr>
<tr>
<td></td>
<td>GMOWT, MCA, NR, EA advise</td>
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1.10 Prevent ship-to-ship transfer of oil cargoes within Lyme Bay unless unavoidable, in which case the interests of the WHS should be considered in both options appraisal and implementation.

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<th>Ref</th>
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<tbody>
<tr>
<td></td>
<td>a. Maintain a watching brief with the MCA in respect of planned or unplanned transfers, and support the principle of the Cross Channel Declaration on Shipping Incidents.</td>
</tr>
<tr>
<td></td>
<td>MCA, LAs advise</td>
</tr>
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1.11 Reduce the risk of potential negative impacts on the Site and setting from shipping and port or harbour activities.

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<thead>
<tr>
<th>Ref</th>
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<tr>
<td></td>
<td>a. Establish a dialogue with DEFRA to seek a re-assessment of the area covering the Site with respect to the designation of Marine Environment High Risk Areas (MEHRAs), and a heightened reflection of this status in UNHO Annual Notice to Mariners.</td>
</tr>
<tr>
<td></td>
<td>DOE, DEFRA, UNHO, MCA, JCMWT advise and raise</td>
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</table>

1.12 Prevent any adverse impacts on the interests of the Site and its setting by quarrying and respond positively to opportunities presented by quarrying to make gains for ecological conservation.

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<tr>
<td></td>
<td>a. Establish mineral planning actions in Minerals and Waste Local Plans which afford the highest possible level of protection to the Site and its setting from damaging minerals development.</td>
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<tr>
<td></td>
<td>DCC &amp; DCC (MPA), Advice</td>
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</tbody>
</table>

1.13 The statutory Reviews of Old Mineral Permits (RMPPs) on Portland and elsewhere will seek to avoid any adverse impacts on the interests of the Site and its setting.

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1.14 To secure reductions in the extent of quarrying in the direct vicinity of the Site on Portland, there will be a continued presumption in favour of replacing existing permissions for surface quarrying with permissions for underground mining, where this would not result in any other unacceptable impacts.

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1.15 Prevent any adverse impacts from proposed onshore oil and gas exploration and production, including from fracking, on the Site’s OUV and setting.

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</table>
b Partnership to consider potential impacts of tracking on GIS and setting
DeCC & DsCC (MPA) Adviser

1.10 Ensure that military activity avoids or at least mitigates adverse impacts on the GIS of the Site, or the natural beauty of the setting.
a The Moll Lulworth Range Conservation Committee will advise and take account of earth science advice when appropriate management planning is undertaken.
MOD, NE, JICWHT Adviser
b Isle of Purbeck Bridging Camp and Straight Point Isle Ranges will continue to ensure that changes to their current operations do not lead to negative impacts on the Site.
NCC, Sheriff Estates, NE, JICWHT, CBMR Adviser
c Manage Cliff Climbing in sensitive areas that might have a negative impact on the quality of the Geological exposures of the Site or its conservation values.
Support the voluntary climbing codes at Durdle Door, Portland, Lulworth and elsewhere as appropriate, and provide advice to the lead organisations as needed.
DeCC (DCS), Lulworth Estate, BMC Adviser if needed

OTHER LAND-USE ISSUES

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DeCC (DCS), Lulworth Estate, BMC Adviser if needed

BOUNDARIES AND CONSERVATION DESIGNATIONS

1.19 Principles behind definition of Site boundaries will remain defined as set out in the nomination document for UNESCO and IUCN evaluation and described in section 3.2.
a Steering Group-Sub-Group to meet as part of next Management Plan review process to review boundaries and boundary policy.
Steering Group Facilitate

Ref. Policy Ref. How policy will be delivered (action / approach) Organisation responsible for delivery of actions and approaches JICWHT Role
b Partnership to consider potential impacts of tracking on GIS and setting DeCC & DsCC (MPA) Adviser

Ref. Policy Ref. How policy will be delivered (action / approach) Organisation responsible for delivery of actions and approaches JICWHT Role
b Submit a new map of the WHS boundary when agreed with the UK Joint Fiscal Point for World Heritage and DCMC Steering Group, DH, DCMC Lead

Ref. Policy Ref. How policy will be delivered (action / approach) Organisation responsible for delivery of actions and approaches JICWHT Role
b Review potential for inclusion of Hearn Beach on the Portland Harbour Shore in the WHS. SCAG Facilitate
c Undertake initial evaluation as to feasibility, validity and desirability of extending the Site boundary, or creating a buffer zone, to include the related seabed geomorphological features adjacent to the Site. SCAG Facilitate
d Review status of SSHS boundaries and prepare options paper, action plan, priorities and schedule for SSHS needing reconfiguration (isolated parts of South Domes Coast SSiS, West Domes Coast SSiS, Sidmouth to Beer SSiS, Isle of Portland SSiS). NE, JICWHT, Landowners Partner

Ref. Policy Ref. How policy will be delivered (action / approach) Organisation responsible for delivery of actions and approaches JICWHT Role
b Explore the potential for SSHS, GCR or LGS / GSS notification of parts of the Site not currently protected by this designation, including marine areas, to improve overall legal protection of the WHS. Prepare an options paper for potential actions and priorities regarding those areas of the coast that are not SSHS or SSS / SAS / PR (Straight Point, High Peak to Jacob’s Ladder, east of Sidmouth to Branscombe). NE, JICWHT, Landowners Partner
b Undertake a feasibility assessment and formulation of the existing buffer zone arrangements in respect of planning applications that may impact on the WHS and its setting. Steering Group sub-group Lead
c Consider the effect of the existing buffer zone arrangements for the WHS in Local Plans, addressing the lack of any statutory landscape protection on Portland. EDCD, Wddc, WPRC, FDC Adviser

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AIM TWO

To Conserve and enhance the Site and its setting for science, education and public enjoyment.

This aim relates to positive actions for improvements in terms of the Site’s SCV integrity and condition, and the ‘preservation’ of both Site and setting. Policies within this aim will cover a range of areas relating to conserving the natural assets, including geological conservation and enhancement, and improvements to presentation within the site. It also touches on broader landscape and nature conservation and enhancements within the setting. Conservation actions need to be supported through appropriate scientific research, which is also highlighted here.

To conserve and enhance the site and its setting for science, education and public enjoyment.

Timescale: Ongoing and long-term, minimum 100 years.

Ref. Policy
4.1 Improve conditions of GCR sites and SSGs in ways that are consistent with or build on natural processes and do not conflict with other conservation objectives.

2.1 Respond to opportunities to improve SSG condition as they arise.
NE, JCWW, NT, Landowners

2.2 The GCR sites and SSSs that make up the WHS will be monitored in line with NE methodology and timescales in terms of their defined geological and geomorphological value. Intensive monitoring of specific features under threat will be undertaken and substantive events that affect the site will also be recorded where possible and practicable.

b A State of Conservation report will be published annually, or at the request of the Steering Group, DOMs or UNESCO.
JCWW

Continuous to use, develop and apply new and novel monitoring techniques as appropriate and where opportunities arise.
JCWW, NE, Ambassadors

Monitor the condition of GCRs, SSSs and specific events on a timescale set by NE, following their guidelines and using a dedicated database.
JCWW

a Respond to acts of vandalism or fly-tipping on the Site and immediate setting as and when needed.
LAI, NE, ADIB, JCWW, Landowners

Ref. How policy will be delivered (action/approach) Organisation responsible for delivery of actions and approaches

Enhancements to Presentation of Site and Setting

2.3 Conserve and enhance the presentation of the Site and setting.

a Local authorities and landowners will be encouraged to develop plans to identify then remove redundant coastal defence structures, other structures, or contact highly invasive alien vegetation species from the Site and immediate setting where this can be achieved without adverse effects on sites designated for their nature conservation or historic value.
LAI, Landowners, NE, ADIB, JCWW, EH

b Responder to acts of vandalism or fly-tipping on the Site and immediate setting as and when needed.
LAI, NE, ADIB, JCWW, Landowners

Lobby, advise and facilitate

Categorization and Monitoring of Geodiversity

Ref. Policy
2.1 Respond to opportunities to improve SSG condition as they arise.
NE, JCWW, NT, Landowners

Advisory

2.2 Monitor the condition of GCRs, SSSs and specific events on a timescale set by NE, following their guidelines and using a dedicated database.
JCWW

Lead

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Partners

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<td>Support priorities for landscape enhancements in the setting of the WSH identified by the Dorset and East Devon KORB Partnership.</td>
</tr>
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<td>2.4</td>
<td>Support conservation volunteering programmes that may have a beneficial effect on the WSH and its setting.</td>
</tr>
<tr>
<td>b</td>
<td>Support volunteering in other coastal programmes where appropriate and provide training and information about the ICWHT to other groups on an individual basis.</td>
</tr>
<tr>
<td>2.5</td>
<td>Address both the causes and consequences of marine and land-sourced litter to reduce negative impacts on the WSH.</td>
</tr>
<tr>
<td>c</td>
<td>Lobbs at a national and international level to seek better enforcement of the MARPOL Convention, and the UK Government for clearer guidance on responsibility for marine-sourced litter removal.</td>
</tr>
<tr>
<td>d</td>
<td>Further develops the Litter Free Coast and Sea campaign, through Keep Britain Tidy’s Beachcare project and other initiatives, which focus on behavioural change.</td>
</tr>
<tr>
<td>e</td>
<td>Local Authorities and other organisations will continue to clear the beaches for which they have responsibility.</td>
</tr>
<tr>
<td>f</td>
<td>Landowners to take a proactive role in the reduction of beach litter through events like the Great Dorset Beach Clean.</td>
</tr>
</tbody>
</table>

### 2.6 Food collecting within the Site will follow, in general, the principles of Natural England’s national approach based on the concept of responsible collecting. If additional management of food collecting is needed outside the West Dorset coast, arrangements should be made between Natural England, landowners, accredited museums, the academic community and collectors (amateur and professional). |

- **a.** Maintain an open and supportive approach to collectors along the coast. If problems arise over collecting, first seek to resolve these in discussion with key parties before considering other possible courses of action, but if necessary, and where appropriate, support action to be taken by relevant landowners or other stakeholders. |
- **b.** Extend the West Dorset Fossil Collecting Code to the Undercliffs National Nature Reserve, taking account of the specific requirements of that designated area. |
- **c.** Explore approaches to working more closely with food collectors at other key locations, particularly Palaeontological GCR sites such as Chapman’s Pool to Kimmeridge, and Durlston Bay. |
- **d.** Seek to further strengthen relationships between collectors and the academic community. |
- **e.** The West Dorset Fossil Collecting Code for Lyme Regis to Burton Bradstock will continue to be implemented by all involved parties. Any change to the Code will be made only with the agreement of all collaborating parties. |

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#### 2.7 The West Dorset Fossil Collecting Code for Lyme Regis to Burton Bradstock will continue to be implemented by all involved parties. Any change to the Code will be made only with the agreement of all collaborating parties. |

- **a.** Maintain the West Dorset Fossil collecting code through dialogue with all parties as soon as necessary, and monitor its adoption in order to highlight issues to landowners and NE. |
- **b.** Continue to maintain and publish online a register of scientifically important fossils collected from within the Code area, to be integrated into Site monitoring. |
- **c.** Hold meetings of the Fossil Code Group when necessary. |
- **d.** Take enforcement action against any collector operating outside of the Code. |

### Table 2: Food Collecting Code (WHT) to GCR Sites in the Undercliffs of the West Dorset Coast |

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2.8 Actively promote the acquisition, curation and local display of scientifically important, and other key fossil specimens in museums.

a. Develop a Jurassic Coast fossils acquisitions strategy, building on the UK-funded Jurassic Life project, and work with Accredited Museums along the Jurassic Coast to increase and identify collections.

ICMP, DCC (Museums service), JCOMHT, Fossil collectors

JCOMHT role: Partner

b. Work with the Jurassic Coast Museums Partnership to deliver the ACE-funded public programme for the partnership and seek further funding for facilitating the work.

ICMP, JCOMHT

JCOMHT role: Partner
c. Explore the potential of loans across the Museums Partnership, with national museums and JV interpretation centres.

ICMP, JCOMHT

JCOMHT role: Partner
d. Maintain contacts with private collectors with a view to promoting public access to their collections, and discussing their long-term future.

JCOMHT, selected Museums, fossil collectors

Lead

e. Grow the Mary Arning Fund as a resource for acquiring key fossils.

JTC, JCOMHT

Partner

2.9 Educational and public information about fossil collecting in the Site will be based on principles of responsible collecting at locations where it is appropriate.

a. Continue to provide information about safe and responsible collecting through official leaflets, websites, signage, partner publications and through information at TICs, museums and visitor centres.

JCOMHT, JTC, TIC, FCA, Museums, TICs

Lead

b. Support Charmouth Heritage Coast Centre and Lyme Regis Museum to promote responsible fossil collecting.

DCIC, LRM, JCOMHT

Partner
c. Continue to employ a seasonal fossil worker in the Lyme Regis, Charmouth and Seatown areas, and investigate whether a similar arrangement is necessary at other locations, notably Lyme Regis.

DCIC (DCC), NT, DCPC, LRM, JCOMHT

Lead

2.10 Develop the long-term potential for the Jurassic Coast to be a global centre of excellence for fossil curation, research and exhibition.

a. Support the development and ongoing operation of the Kimmeridge Museum, to hold the Etches Fossil Collection.

Kimmeridge Trust

Advisor where needed

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Partner
c. Explore the potential of loans across the Museums Partnership, with national museums and JC interpretation centres.

ICMP, JCOMHT

Partner
d. Maintain contacts with private collectors with a view to promoting public access to their collections, and discussing their long-term future.

JCOMHT, selected Museums, fossil collectors

Lead

e. Grow the Mary Arning Fund as a resource for acquiring key fossils.

JTC, JCOMHT

Partner

2.9 Educational and public information about fossil collecting in the Site will be based on principles of responsible collecting at locations where it is appropriate.

a. Continue to provide information about safe and responsible collecting through official leaflets, websites, signage, partner publications and through information at TICs, museums and visitor centres.

JCOMHT, JTC, TIC, FCA, Museums, TICs

Lead

b. Support Charmouth Heritage Coast Centre and Lyme Regis Museum to promote responsible fossil collecting.

DCIC, LRM, JCOMHT

Partner
c. Continue to employ a seasonal fossil worker in the Lyme Regis, Charmouth and Seatown areas, and investigate whether a similar arrangement is necessary at other locations, notably Lyme Regis.

DCIC (DCC), NT, DCPC, LRM, JCOMHT

Lead

2.10 Develop the long-term potential for the Jurassic Coast to be a global centre of excellence for fossil curation, research and exhibition.

a. Support the development and ongoing operation of the Kimmeridge Museum, to hold the Etches Fossil Collection.

Kimmeridge Trust

Advisor where needed
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<tr>
<td>d</td>
<td>Interpret broader landscape scale features, where appropriate and possible, that help to further illuminate the geomorphology of the WHS and its setting.</td>
<td>ICMNTR, NT, DGSS and Devon RIGS, ACNIB Teams, DLTR, DCWRT</td>
<td>Partner</td>
<td></td>
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2.13 Support the conservation and enhancement of biodiversity and landscape character in the Site and setting, in ways that are complementary with its OUV:

| a   | Management Plans for designated sites (for example ANRhs, SSSs, SACs and MNRs) will continue to support this policy, and geological advice will be provided to landowners and managers as needed and appropriate. | NE, ACNIB, Landowners, LAs | Advise as needed |

**RESEARCH**

2.14 Promote research that informs conservation and sustainable management of the Site and furthers the advancement of science that underpins its OUV:

| a   | Identify prioritised lists of research questions that further understanding of the Site’s geology and geomorphology, and / or address specific issues of Site management. | ICMNTR, SCAL with NE, EA | Lead |
| b   | Work with academic networks, the Channel Coast Observatory and other specialists to identify collaborations or resources for addressing these questions. | ICMNTR, SCAL, CCO, Universities | Partner |
| c   | Enage and develop ‘citizen science’ projects where feasible, both for increased research and encouraging wider interest and understanding. | ICMNTR, SCAL, NE, EA, NRM, Universities | Partner |

**ECOSYSTEMS SERVICES**

2.15 Identify the assets and opportunities associated with the WHS using the ecosystem services approach so that future planning for conservation of the natural environment within the Site and setting fully recognises geology and geomorphology.

| a   | Develop a report outlining the ecosystem services that the WHS provides, or contributes to, making clear links between these and the geodiversity of the site and its setting, the natural processes of erosion and the cultural value of the site. | ICMNTR, NE | Lead |

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* For more information about this, go to [www.gov.uk/ecosystems-servicess](http://www.gov.uk/ecosystems-services)
AIM THREE

To strengthen understanding and awareness of the Outstanding Universal Value of the Site, and of World Heritage.

Timescale
Ongoing, but requiring detailed reassessment in 5-10 years.

This aim sets out a long term aspiration to significantly strengthen the understanding of the World Heritage Site, and to make it widely available and accessible to a wide range of people as possible. It is based on the premise that an increase in understanding will lead to appreciation, voicing, ownership and long-term conservation of the natural world, particularly amongst the coastal communities and the young people who are facing the future custodians of the Site. Policies within this section focus on formal education and learning, learning outside the classroom, interpretation and events. This aim also includes the support for and development of interpretation centres, whether new or enhanced existing facilities, as these are often the main points of exposure to interpretation of the World Heritage Site.

The number of schools actively engaging with the Jurassic Coast increases significantly.

Completion (or confirmation of) the following facilities: Jurassic Coast Studies Centre ( Lyme Regis), Seaton Jurassic, Kimmeridge Fossil Museum.

3.1 Stimulate a positive contribution to the lives of children and young people in Dorset and Devon through their engagement with the Site.

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<tbody>
<tr>
<td>a</td>
<td>Create opportunities for all children and young people in Dorset (including Bournemouth and Poole) and Devon (East and West Devon, and Exeter) to visit the Jurassic Coast and learn about the Site.</td>
<td>JOWHT, IC Trust, Schools, young people’s organisations</td>
<td>Lead and facilitate</td>
<td></td>
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<tr>
<td>b</td>
<td>Ensure links are made to Children’s and Young People Plans (or equivalent) for Dorset and Devon.</td>
<td>JOWHT</td>
<td>Lead</td>
<td></td>
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<tr>
<td>c</td>
<td>Provide opportunities for young people to develop careers in the Earth Sciences and nature conservation more widely through internships and the Jurassic Coast Ambassadors scheme.</td>
<td>JOWHT, IC Trust, local partners</td>
<td>Lead</td>
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3.2 Embed the core values of the World Heritage Site into schools through training teachers about the Site and its values.

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<tr>
<td>d</td>
<td>Deliver INSET and other related training for teachers and other educational practitioners.</td>
<td>JOWHT, Pitt</td>
<td>Lead</td>
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<tr>
<td>e</td>
<td>Become a national exemplar for creative Earth Science education through creating innovative Continuing Professional Development opportunities and its Science and Heritage topics for teachers.</td>
<td>JOWHT, Pitt</td>
<td>Partner</td>
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<td>f</td>
<td>Explore partnerships with establishments offering initial Teacher Training courses.</td>
<td>JOWHT, Schools, TT Colleges</td>
<td>Partner</td>
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<td>g</td>
<td>Develop and disseminate resources for teachers and educational practitioners to use as learning tools about World Heritage and the Jurassic Coast.</td>
<td>JOWHT, Visitor Centres</td>
<td>Lead and facilitate</td>
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3.3 Facilitate meaningful and sustainable relationships between formal education establishments and the Site.

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<tr>
<td>h</td>
<td>Maintain regular contact and updates with key staff in schools in Dorset (including Bournemouth and Poole), and Devon (including Exeter), and colleges where appropriate.</td>
<td>JOWHT, Schools</td>
<td>Lead</td>
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<tr>
<td>i</td>
<td>Maintain existing and establish new relationships with Universities to develop mutually beneficial research, teaching and other projects.</td>
<td>Exeter / Bournemouth / Bath Spa / Portsmouth / Southampton / Plymouth Universities</td>
<td>Partner</td>
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3.4 Provide opportunities for senior leaders to visit the Jurassic Coast, and for school leaders and volunteers to experience learning at the Site.

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<tr>
<td>j</td>
<td>Create an annual programme of visits for professionals in education, and for volunteers.</td>
<td>JOWHT, Pitt</td>
<td>Lead</td>
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<td>k</td>
<td>Ensure there are opportunities for teachers to engage with the Site and its content.</td>
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<td>l</td>
<td>Develop and disseminate resources for teachers and educational practitioners to use as learning tools about World Heritage and the Jurassic Coast.</td>
<td>JOWHT, Visitor Centres</td>
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3.5 Develop and disseminate resources for teachers and educational practitioners to use as learning tools about World Heritage and the Jurassic Coast.

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<td>Develop and disseminate resources for teachers and educational practitioners to use as learning tools about World Heritage and the Jurassic Coast.</td>
<td>JOWHT, Visitor Centres</td>
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3.6 Ensure that all schools in Dorset and Devon are fully aware of the Site and its significance.

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3.7 Ensure that all schools in Dorset and Devon are fully aware of the Site and its significance.

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<td>3.5</td>
<td>Support outdoor learning in relation to the WHS.</td>
<td>a</td>
<td>Undertake advocacy work and when resources are available.</td>
<td>ICWHT, JICWHT, DCMS</td>
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<td></td>
<td></td>
<td>b</td>
<td>Work with Leeson House Field Studies Centre as a key external voice for outdoor learning about the WHS.</td>
<td>ICWHT, DKKC</td>
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<td></td>
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<td>c</td>
<td>Provide expertise and advice about the WHS to other residential study centres and accommodation providers where appropriate.</td>
<td>ICWHT, YHA</td>
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<td>d</td>
<td>Work with Visitor Centres, museums and other similar facilities (for example Tint Quary Sculpture Park) where appropriate to promote and support the development and delivery of their outdoor learning provision.</td>
<td>ICWHT, VCL; ICMP; DWHT; DWHT; Other organisations</td>
</tr>
<tr>
<td>3.6</td>
<td>Support lifelong learning opportunities for all members of the community to engage with the Jurassic Coast.</td>
<td>a</td>
<td>Undertake activities such as talks, walks, travelling exhibitions and other creative activities, and provide advice and expertise as requested and when capacity allows.</td>
<td>ICWHT, JICWHT, Ambassadors, JIC (DCS)</td>
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<td>b</td>
<td>Continue to support partners, for example University of the Third Age (U3A), museums groups or Adult Education Providers to deliver lifelong learning programmes to members of the community with expertise as requested and when capacity allows.</td>
<td>ICWHT, JICWHT, Education providers, Ambassadors</td>
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<tr>
<td>a</td>
<td>Provide ongoing operational and financial support where existing arrangements apply, and where resources allow.</td>
<td>NDCC, DIIC, ICWM, DuIC, EDC, OWhT, DWhT and others</td>
<td>Central specific</td>
<td></td>
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<td>b</td>
<td>Clarify the wider role of the WHS Partnership in respect of these facilities and provide appropriate support based on mutually agreed objectives, including technical advice and strategic funding support when needed.</td>
<td>ICWM, VLA</td>
<td>Lead</td>
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<tr>
<td>c</td>
<td>Support the development and delivery of specific new or improved visitor facilities to interpret, understand and celebrate the WHS, in locations where there is a gap in provision and an identified need.</td>
<td>Note</td>
<td></td>
<td></td>
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<tr>
<td>d</td>
<td>Ensure that these projects are complementary and work together as part of an effective network, both in context and market positioning.</td>
<td>Project partners, ICWM</td>
<td>Facilitate</td>
<td></td>
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<tr>
<td>e</td>
<td>Clearly the wider role of the WHS Partnership in respect of these proposed projects and provide appropriate support based on mutually agreed objectives, including technical advice and strategic funding support when needed.</td>
<td>ICWM, Project partners</td>
<td>Lead</td>
<td></td>
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<tr>
<td>f</td>
<td>Encourage and support new facilities to meet high standards of quality, sustainability, design (in keeping with the Site and setting) and accessibility in architecture, landscaping, construction, and delivery of interpretation messages.</td>
<td>Project partners, LAs, ICWM</td>
<td>Facilitate</td>
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2.20 Establish effective mechanisms for linking together existing and planned visitor interpretation centres, museums and other infrastructure, as a ‘ring of pearls’ supporting collaborative working, sharing good practice and developing a cohesive offer.

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<tr>
<td>a</td>
<td>Encourage interpretation initiatives to incorporate the ‘ring of pearls’ principle so that visitors can experience how local stories fit together into the wider WHS story.</td>
<td>ICWM, Coastline, ICMF</td>
<td>Lead</td>
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<td>b</td>
<td>Continue to facilitate and provide a secretariat for the Coastlink network of visitor interpretation centres, to support the sharing of good practice and linking of facilities, and including new facilities when appropriate.</td>
<td>Coastlink, ICWM</td>
<td>Facilitate</td>
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<tr>
<td>c</td>
<td>Support collaboration, networking and linking between coastal museums through the IC Museum Partnership.</td>
<td>ICME, ICWM</td>
<td>Support as needed</td>
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<td>d</td>
<td>Residents and visitors should be helped to understand how they can enjoy the coast safely, while increasing their understanding and awareness of the Site – through on-site physical information as well as printed and virtual information.</td>
<td>ICNNS, LAs, DIIC (DCS), AONBL, NE, EA, EH, Landowners</td>
<td>Lead</td>
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<tr>
<td>e</td>
<td>Work with partners to make sure that signage and information panels are in appropriate pathways and access points to the Site, rather than within the landscape itself.</td>
<td>LAs, ICWM, DIIC (DCS), AONBL, NE, EA, EH, Landowners</td>
<td>Partner</td>
<td></td>
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<tr>
<td>f</td>
<td>Maintain and further develop the whis.org website as an informative and engaging tool for interpreting the WHS.</td>
<td>ICWM</td>
<td>Lead</td>
<td></td>
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<tr>
<td>g</td>
<td>The series of high quality, official Jurassic Coast publications, will continue to be developed, produced and marketed.</td>
<td>IC Trust, ICWM</td>
<td>Partner</td>
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<tr>
<td>Ref</td>
<td>Policy</td>
<td>How policy will be delivered (action / approach)</td>
<td>Organisations responsible for delivery of actions and Support</td>
<td>ICWHT Role</td>
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<td></td>
<td></td>
<td>Commercial publishers providing information about the Site will be encouraged to check accuracy and consistency.</td>
<td>ICWHT</td>
<td>Lead</td>
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<tr>
<td>5</td>
<td>EVENTS</td>
<td>A Jurassic Coast events programme will be delivered primarily through collaborating with existing visitor centres, museums and festivals, or other activities along the coast and in East, Bournemouth and Poole.</td>
<td></td>
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<tr>
<td>a</td>
<td>Clarify target audiences for Jurassic Coast-related events, including new audiences and hard to reach groups, and use this to develop a varied, accessible and realistic events programme.</td>
<td>ICWHT, community groups and partnerships (e.g. FMEP), VoCs, Museums, Arts / Cultural organisations, IC Trust</td>
<td>Partner and coordinate</td>
<td></td>
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<tr>
<td>b</td>
<td>Support the Lyme Regis Fossil Festival as the flagship event for the Jurassic Coast WHS.</td>
<td>LRDT, NHM, ICWHT, IC Trust, local and national societies, Universities, scientific organisations</td>
<td>Partner</td>
<td></td>
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<tr>
<td>c</td>
<td>Develop hands-on and creative activities that offer the potential for education using non-collecting based activity (e.g. fossil dig trips).</td>
<td>ICWHT, IC Trust</td>
<td>Lead</td>
<td></td>
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<tr>
<td>d</td>
<td>Facilitate partner organisations in delivering activities at events on behalf of the Partnership.</td>
<td>ICWHT, NT, TNA</td>
<td>Partner</td>
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</tr>
</tbody>
</table>
To support communities in realising the economic, social and cultural opportunities and benefits that World Heritage Status can bring.

**Timescale**
Ongoing, but requiring regular review and detailed reassessment in 10-15 years.

**AIM FOUR**

<table>
<thead>
<tr>
<th>Description</th>
<th>Indicators / critical success factors</th>
</tr>
</thead>
</table>

The Convention states that World Heritage should become a **function in the life of the community**, and ultimately, if communities value it, their members will look to protect and conserve it. It has been shown that the Jurassic Coast designation as a World Heritage Site has brought a new identity to the area. This has stimulated some economic growth and been a catalyst for educational and cultural development, civic pride and social enterprise. Policies within this section will look to build on this progress, and work with (and take the lead from) communities, local authorities and businesses to explore existing and new areas in which they can benefit in creative, innovative and sustainable ways. It also recognises the value and importance of those who volunteer their support for the World Heritage Site, and looks to support them further. The actions and approaches will also respect the differences between communities along the coast and will adopt an approach that is sensitive to each community’s aspirations and concerns.

Community organisations recognise and can evidence the benefits that they have seen from designation of the WHS. Significantly more active and well-supported volunteers than at the start of the Plan period are helping to deliver the Management Plan Area along the length of the coast.

**4.2 Volunteering along the Jurassic Coast will be promoted both to support the aims of the Partnership and its constituent organisations.**

<table>
<thead>
<tr>
<th>Ref</th>
<th>Policy</th>
<th>Ref</th>
<th>How new policy will be delivered (action/approach)</th>
<th>Organisations responsible for delivery of actions and approaches</th>
<th>JWHT Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Maintain and support an active Jurassic Coast Communities Forum as the main mechanism for communication with local community organisations about management of the site, and for encouraging collaboration between towns.</td>
<td>JWHT, LCAs</td>
<td>Coordinate</td>
<td></td>
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<tr>
<td>b</td>
<td>Provide strategic-level support to help communities to realise their aspirations in relation to Jurassic Coast initiatives.</td>
<td>JWHT, Partners</td>
<td>Facilitate</td>
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</tr>
<tr>
<td>c</td>
<td>Identify individuals in key organisations to represent Jurassic Coast initiatives in their communities, and to be a point of contact for the Partnership.</td>
<td>JWHT, Partners</td>
<td>Facilitate</td>
<td></td>
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<tr>
<td>d</td>
<td>Build capacity in communities and with individuals where appropriate through training, information, resources and advice about the WHS, and links to other support programmes.</td>
<td>JWHT, JT, Trust, Ambassadors</td>
<td>Lead</td>
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<tr>
<td>Ref.</td>
<td>Policy</td>
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<tr>
<td>6.3</td>
<td>Increase the profile of the Jurassic Coast in its communities.</td>
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<tr>
<td>a</td>
<td>Engage people through public and group society talks, lectures and walks that explore the Jurassic Coast World Heritage Site. JCWW, JC Trust, Ambassadors, Rotary clubs Partner</td>
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<tr>
<td>b</td>
<td>Locate closely with the local media where appropriate. JCWW, JC Trust Partner</td>
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<tr>
<td>6.4</td>
<td>Encourage local entrepreneurs and businesses to develop sustainable products and services that link to the Site's values or directly address policies set out in this Management Plan.</td>
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<tr>
<td>a</td>
<td>Highlight the opportunities and benefits of linking to the Site and working with the coastal visitor centres and their markets. JCWW, LAL, JC Trust Facilitate and inspire</td>
<td></td>
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<tr>
<td>b</td>
<td>Work with businesses to develop new, innovative, engaging and successful products and/or services that link directly or are inspired by the WHS, and explore the possibility to link these together into a new Jurassic Coast brand. JCWW, JC Trust, Businesses, AONBs Facilitate and/or lead</td>
<td></td>
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</tr>
<tr>
<td>c</td>
<td>Engage local businesses to join the Jurassic Coast Business Scheme to increase their connections with the WHS. JCWW, JC Trust, Ambassadors Partner</td>
<td></td>
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<tr>
<td>6.5</td>
<td>Promote the Site’s high quality environment and World Heritage Status as economic, social and cultural drivers for Dorset and East Devon, and the wider sub-region.</td>
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<tr>
<td>a</td>
<td>Demonstrate through examples and other evidence the value and potential of the environment as a driver for sustainable development and the benefits of the Ecosystem Services approach to the Dorset and Heart of the South West LEPs, and through working with the Dorset and Devon Local Nature Partnerships. Dorset and Devon LEPs, LDC, Dorset LEP, Heart of the South West LEP, JCWW, DC \ Promote</td>
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<tr>
<td>b</td>
<td>Undertake research and monitoring where appropriate, using the 2008 Economic Social and Cultural Impact study as baseline information, and developing appropriate quantitative indicators. LAL, LEPs, JCWW Lead</td>
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</tbody>
</table>

**CULTURAL DEVELOPMENT**

<table>
<thead>
<tr>
<th>Ref.</th>
<th>Policy</th>
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</thead>
<tbody>
<tr>
<td>6.6</td>
<td>Contribute to cultural development in Dorset and East Devon communities through supporting cultural bodies in linking to the values of the WHS.</td>
</tr>
<tr>
<td>a</td>
<td>Continue partnership working with the Dorset Cultural Sector through Dorset Loven Arts. Explore mechanisms to do the same in East Devon. ESA, JCWT, EDC, JCMP, DCC Cultural organisations Facilitate</td>
</tr>
<tr>
<td>b</td>
<td>Work in partnership with libraries, arts centres and other cultural organisations as potential venue for events. JCWW, DCC, DCC Cultural organisations Partner</td>
</tr>
<tr>
<td>c</td>
<td>Promote best practice with respect to involvement of culture and creativity in World Heritage Site management. JCWW, DAT Lead</td>
</tr>
<tr>
<td>d</td>
<td>Highlight the opportunities presented by the WHS to local groups and organisations across sectors, and support where appropriate and possible. JCWW, JCCF Lead</td>
</tr>
<tr>
<td>6.7</td>
<td>Use the World Heritage Site designation to promote appropriate health and well-being initiatives.</td>
</tr>
<tr>
<td>a</td>
<td>Explore opportunities with key local stakeholders, and develop and deliver at least one significant event or programme in the life of this Plan. County Councils\ Health and Well-Being Boards, Dorset and Devon LEPs, other partners Partner</td>
</tr>
<tr>
<td>b</td>
<td>Continue partnership working with the Dorset Cultural Sector through Dorset Loven Arts. Explore mechanisms to do the same in East Devon. ESA, JCWT, EDC, JCMP, DCC Cultural organisations Facilitate</td>
</tr>
</tbody>
</table>

*Note: The references (Ref.) listed in the table correspond to the specific policies outlined in the text.*
AIM FIVE

To improve sustainable access to the Site, and enable visitors to enjoy a welcoming experience and high quality facilities.

Timescale
Ongoing, but requiring regular review and detailed reassessment in five years.

Access and welcome to a destination are critical to people’s appreciation and enjoyment, and are intrinsically linked. Access in the context set out here is in terms of improving physical access to the Site and its setting where appropriate and necessary, and where it can be done sustainably. Policies within this aim are focused on improving quality and choice of access, and accompanying information, enabling people to make the best choices about how to enjoy the coast, given their own abilities and circumstances, other than encouraging more access at any cost. Improving the welcoming experience is more complicated as it is often subjective and even dependent on weather or traffic. However the policies within this Aim focus on the way that the destination is promoted, on visitor safety and on the maintenance or improvement of those facilities that are crucial for visitors, including public facilities and tourist information.

Choice, frequency and information about public transport access to the Site is maintained or enhanced, and waiting routes accessing the Site continue to be developed and managed to a high standard.

The level of enjoyment of the visitors’ Jurassic Coast experience is maintained or enhanced.

<table>
<thead>
<tr>
<th>Ref.</th>
<th>Policy</th>
<th>How policy will be delivered (action/approach)</th>
<th>Organisation responsible for delivery of actions and approaches</th>
<th>Aims, Policies and Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Visitor will be encouraged to make informed decisions about how they access the coast through the provision of physical and virtual information at key gateways to the Site.</td>
<td>a) Identify physical gateways and access points to the Site, their functions and roles, and use this information to guide visitor management strategies.</td>
<td>ICWMT with AADNs, DC, NE, SW, OS, SWPA, NT, EDCC, DCC and DCC (DC), district and parish councils</td>
<td>Lead</td>
</tr>
<tr>
<td></td>
<td>b) Ensure that jurassiccoast.org acts as an effective gateway for visitors to the Site, providing information and links in respect of transport, accommodation, events, access and safety.</td>
<td>ICWMT</td>
<td>Lead</td>
<td></td>
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<tr>
<td></td>
<td>c) Explore the potential for an Explore the Jurassic Coast multi-platform app.</td>
<td>ICWMT</td>
<td>Lead</td>
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<tr>
<td></td>
<td>d) Audit and review locations and condition of Gateway Town signs, and signage to visitor centres, museums and other facilities, and implement recommendations.</td>
<td>ICWMT with town and parish councils, and LAS</td>
<td>Lead</td>
<td></td>
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<tr>
<td></td>
<td>e) A collaborative coastal corridor approach will be used to target infrastructure and access improvements in the Site and its setting.</td>
<td>ICWMT with AADNs, DC, NE, SW, OS, SWPA, NT, LAS, DCC (DC), landowners, parish and town councils</td>
<td>Partner</td>
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<tr>
<td></td>
<td>f) River Coastal Car Park Guidelines and develop a collaborative approach to simplifying and improving signage at coastal car parks and other key gateways in ways that are sensitive to the local landscape.</td>
<td>LAS, CBRE, AADNs, DC, landowners</td>
<td>Partner</td>
<td></td>
</tr>
<tr>
<td>1.2</td>
<td>Where possible, maintain existing public access to beaches within the Site, taking into account safety issues and referring where necessary to the Dorset Coastal CRF and Landable Protocol.</td>
<td>a) Develop a collaborative approach with landowners and managers including through the approaches set out in the Dorset Coastal CRF and Landable Protocol, and its equivalent in Devon.</td>
<td>Steering Group, landowners, DCC (DC), LAS.</td>
<td>Lead</td>
</tr>
<tr>
<td>Ref.</td>
<td>Policy</td>
<td>Ref.</td>
<td>How policy will be delivered (action / approach)</td>
<td>Organisations responsible for delivery of actions and support</td>
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<tr>
<td>1.3</td>
<td>Maintain and improve an effective network of Rights of Way and permissive Paths for providing access to the Site and setting from key access and local transport points.</td>
<td>a</td>
<td>Maintain the South West Coast Path National Trail, England Coast Path and linking routes to the relevant national and local standards.</td>
<td>SWCP, SWC, DCC, DCS, RE, DMC, EDC, Landowners</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b</td>
<td>Provide geological advice and support when needed to help maintain and improve an effective rights of way network.</td>
<td>JCWH IT, NE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>c</td>
<td>Provide clear links to information about diversions and make changes to the National Trail on <a href="http://environment.gov.uk">environment.gov.uk</a>, and encourage people to report problems.</td>
<td>JCWH IT, SWC, DCC, DCS, EDC, Landowners</td>
</tr>
<tr>
<td></td>
<td></td>
<td>d</td>
<td>Take account of the policies in this Plan when developing stages of the England Coast Path.</td>
<td>NE, DCC, DCC, DMC, EDC, JCWH IT</td>
</tr>
<tr>
<td>1.4</td>
<td>Public access to military areas maintained, as for military requirements and the protection of the environment allow.</td>
<td>a</td>
<td>Maximum possible public access consistent with military use to be considered as part of MoD planning for the Lulworth Ranges.</td>
<td>MoD</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b</td>
<td>The MoD will advise Natural England over any changes to the current access arrangement on Ched beach; increased public access is not sought.</td>
<td>MoD, NE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>c</td>
<td>Publish details of Lulworth Ranges opening times on <a href="http://environment.gov.uk">environment.gov.uk</a></td>
<td>JCWH IT</td>
</tr>
<tr>
<td>1.5</td>
<td>Access to beaches and viewpoints at specific locations is accessible for disabled people, people with mobility and sensory impairment or families with pushchairs, where compatible with statutory conservation objectives.</td>
<td>a</td>
<td>Identify barriers to access at key locations, and work collaboratively to find solutions.</td>
<td>DCC (DCC), NT, Landowners, SWCP, SWYDN</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b</td>
<td>Maintain up to date access information on <a href="http://environment.gov.uk">environment.gov.uk</a></td>
<td>JCWH IT</td>
</tr>
</tbody>
</table>

**MOONSHORES AND CYCLE ACCESS**

1.6 Improve access to coastal gateways by cycling, particularly through National Cycle Network routes.

- Support the development of the Stop Line Way, Tour de Manche, DcE-EcUary Trail and other cycling routes that link to the coast, and accompanying infrastructure. | SWCW, DCC, Swydn, DEDC, | Encourage |

**MARINE ACCESS**

1.7 Promote the development of an integrated scheduled marine transport service as an alternative means of accessing the WHS and Gateway Towns.

- Secure resources and progress the Jurassic Coast Marine Links Project, including: | JCWH IT, ACBNs, DCC, DMC, district and town councils, operators | Lead |
  - Infrastructure improvements
  - Private sector involvement
  - Promotion and marketing
  - Community engagement
  - Smart ticketing

1.8 Promote tourist boat trips as the best way to view and better understand the WHS.

- Encourage boat operators to become Jurassic Coast Business Partners and undertake the WaLS accreditation scheme. Provide geological advice, training and interpretation materials where appropriate. | JCWH IT, JC Trust | Lead and advise |

1.9 Commercial boat operators will be advised against landing in sensitive parts of the Site without permission.

- MoA guidelines will restrict access to the Undercliffs, NNR. | NCA, NE | Advertise |

1.10 Support the sustainable growth of the cruise industry along the Jurassic Coast, encouraging benefits of staying local.

- Work with Portland Port to develop Jurassic Coast strategies, and information. | Portland Port | Advertise |
RAIL AND RAIL INFRASTRUCTURE ACCESS

5.12 Maintain and improve existing bus services serving the coast, including associated infrastructure such as bus stops and shelters, and information provision.

- Work closely with bus operators to encourage service improvements, maintain brand and information provision.
  - Bus operators, JCBWT, DCC, DuCC, JCWHT
  - Partner

- Encourage the possibility of extending real-time information systems for public transport beyond the Weymouth and Dorchester area.
  - DCC, DuCC
  - Encourage

- Work with operators to maintain or improve existing services that link the coast to the SH: 31, 43, 102 (Dorset), and 157, 899 (Dorset), and encourage adoption of Jurassic Coast branding.
  - Bus operators, DCC, DuCC, JCWHT
  - Encourage

- Where resources allow, improve the quality and accessibility of bus stops with increased information about the coast and how to access it on foot.
  - Bus operators, JCBWT, DCC, DuCC, JCWHT, SWRP
  - Partner

- Encourage good practice with public sector and commercial operators in provision of accessible public transport information and consistency in branding.
  - JCBWT
  - Advice

5.13 Maintain a collaborative and strategic approach to Jurassic Coast Sustainable Transport Improvements.

- Maintain the Jurassic Coast Sustainable Transport Improvements Action Plan and implement, where appropriate and possible, key recommendations.
  - JCBWT, AONBs, DCC, DuCE
  - Lead

- Maintain the Jurassic Coast Transport Working Group as the key mechanism for collaborative working.
  - JCBWT
  - Lead

5.14 Support improved rail connections to the coast, either through routes or improved frequency.

- Work with the Severn Railway Company to re-establish the link between Severnage and the main line at Wareham as a viable and regular service.
  - DCC, Severn Railway
  - Information

- Support the development of more effective transport interchanges and encourage joint ticketing operations.
  -  
  - JCWHT

5.15 Information for the general public about transport services will be as an attractive to use, and will be consistent, particularly across county boundaries, accuracy, high-quality, up-to-date, accessible and widely promoted.

- Support local and national efforts to encourage and promote the benefits of rail travel to the Jurassic Coast.
  - JCBWT
  - Lead

- Continue to provide official free printed and web-based information about sustainable access to the coast.
  - JCBWT, SWRP
  - Lead

5.16 Seek to maintain high levels of tranquility along the undeveloped areas along the coastal corridor.

- Encourage fast motivated craft from remote or tranquil beaches within the Site.
  - LC, harbour masters, DCC, EDF, NHH, CE
  - Advice

- Encourage excessive levels of Jurassic Coast tourism-related air traffic over the WHS.
  - Flying clubs, JCBWT
  - Advice

- Support and promote initiatives for the understanding and protection of tranquility, remoteness and wildness.
  - Dl AONB, Academic bodies, JCBWT
  - Partner

- Support efforts to de-clutter coastal access routes, following DCC’s Coastal Access Protocols and the Highway Code for Protected Landscapes in Devon.
  - DCC, SWCC, AONB
  - Advice
5.18 Support, maintain and improve physical visitor infrastructure in Gateway Towns and other access points on a year-round basis, including car parks, public toilets, transport interchanges, tourist information centres (TICs) or equivalents, visitor centres, viewpoints and seafar public spaces.

a. Maintain acceptable year-round provision, including of information, and improve facilities and green infrastructure where necessary and possible.

LAL, DCH (DCS), parish councils, landowners, Partners

b. Better understand the role visitor centres and facilities can play in visitor management and provide appropriate support to improve joint working; create an effective linked network of visitor facilities.

EWH, VCQ, museums

Lead

c. Promote high-quality and appropriate landscape design in public realm and green infrastructure developments.

Location dependent

Lead and promote

d. Support park and ride schemes where they provide effective access to the coast or coastal communities or facilities, take pressure off roads and link to public transport.

EWH, GCC, DCC, art organisations

Advisory

5.19 Promotion of the Jurassic Coast will be sensitive to the needs of the local community and Polities of this area, and will support aspirations for a year-round tourism economy.

a. Highlight the benefits of visiting in the ‘visitable’ 12 months of the year, and encourage local businesses to develop the opportunities of the off-peak season.

EWH, AONB, LAL, VCQ, TICQ, SWaT, DoEDM

Partner and advice

b. Ensure that promotional activity focuses on those areas that can best support larger numbers of visitors, and avoids promotion of areas facing visitor management problems.

LAL, SWaT, NT, landowners, EDC (DCC, DCC), DCC (DCC)

Lead and advice

c. The promotion of fossil collecting along the WSH will only be in sites that are considered suitable (including sustainable) for public and educational use. Where restrictions are applied by some landowners, they should be clearly set out. Common sense messages should be promoted to deter inappropriate collecting that might impact on sensitive sites and also to discourage unsafe behaviour.

EWH, CHCC, VCQ, TICQ, NT

Lead and advice

5.20 Official visitor-focused information about the Site and setting will aim to be of the highest quality, communicating key messages about the Site, the WHG Convention and UNESCO in ways that are appropriate, accessible, and sensitive to the different communities along the WSH.

a. Publish an inspirational, high-quality booklet which explains the key attributes of the WHS and encourages sustainable exploration.

EWH, JC, Trust

Lead

b. Other leaflets and foreign language versions of the main leaflet will be produced as and when resources can be found to allow demand to be met.

EWH, JC, Trust

Lead

5.21 Official interpretation and educational materials produced about the Site will, where appropriate, provide clear safety messages to visitors.

a. Ensure that all official WHG printed and online material produced through the Steering Group or Jurassic Coast Trust contains consistent and up-to-date safety messages, agreed with the relevant authorities, where appropriate.

EWH, JC, Trust, DCC and DoEDM (Emergency Planning and Coordination)

Lead

b. Work with partners to improve safety information on appropriate physical signage, including interpretation panels, and including gaining a better understanding of the public’s attitude to safety signage.

EWH, DCC (DCC), LAL, ACBN Team, NT Landowners

Lead and advise
Ref Policy | Ref | How policy will be delivered (action / approach) | Organisations responsible for delivery of actions and supporting role | ICWHT role
--- | --- | --- | --- | ---
1 | c | Geological and geomorphological advice will be made available in relation to coastal issues, in accordance with guidelines set out in the Dorset Coastal Rock Fall and Landslide Protocol. | ICWHT, LA, DfT, private sector, TDC and VCI | Lead
2 | d | Extend the Dorset Coastal CFR Fall and Landslide Protocol to East Devon. | DCC, EDDC | Advisor
3 | 5.23 | Coastal visitor and tourist information centres, accommodation providers and the media will provide safety information to the public. | ICWHT, LA, DfT, private sector, TDC and VCI | Lead
4 | a | Safety information will be made readily available to these facilities and to the media, according to guidelines set out in a joint landslide and CFR safety protocol. | ICWHT, LA, DfT, private sector, TDC and VCI | Lead
5 | b | TDCs (or equivalent), coastal visitor centres will be encouraged to provide information about tide times and www.dorsetwaves.org will feature links to tide time information. | ICWHT, TDCs, VCs | Lead
6 | 5.24 | Maintain or create emergency plans to implement the most effective response for visitors and communities to major incidents such as landslide or rockfall, disease or pollution. | LA Emergency Planning Team, SWC (HSE), SWCR, ICT | Advisor
7 | 5.25 | Jurassic Coast partners will be aware of UNESCO's approach to managing Tourism at World Heritage Sites. | ICWHT, LA, DfT, EHNC, private sector tourism organisations | Lead
8 | a | Encourage public and private sector tourism organisations to integrate elements of UNESCO's key sustainable principles into business planning policies, strategies and information provided to the wider general public. | ICWHT, LA, DfT, EHNC, private sector tourism organisations | Lead
9 | b | Close working relationships with tourism industry, both public and private sector; will be maintained and strengthened. | ICWHT | Lead
10 | 5.26 | Support initiatives to improve the quality and sustainability of tourism businesses, and their understanding and sense of ownership of the WSC. | IC Trust, ICWHT | Lead
11 | a | Encourage businesses to become Jurassic Coast Partners, to improve their knowledge of the coast and the offer for visitors. | IC Trust, ICWHT | Lead
### AIM SIX

#### To support and demonstrate exemplary WHS Management.

**Underpinning effective management of the site is a need for effective processes and principles, and policies for this are outlined under this aim. Partnership is a fundamental consideration of UNESCO in managing WHS sites, and, although always a challenge, the maintenance and development of partnerships that will enable the plans to be achieved in reality. Amongst this, there is a need for strong, accountable and transparent governance for decision-making, a secure, long-term resource base and effective back-office and administrative support. Policies relating to monitoring and evaluation, and communication are also identified here in order that lessons are learnt from past work, and disseminate good practice.**

<table>
<thead>
<tr>
<th>Am Six</th>
<th>Description</th>
<th>Indicators / critical success factors</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
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<td></td>
<td>Ongoing, with regular review.</td>
</tr>
</tbody>
</table>

#### Timescale

Ongoing, with regular review.

---

### Ref. Policy

<table>
<thead>
<tr>
<th>Ref.</th>
<th>How policy will be delivered (action / approach)</th>
<th>Organization responsible for delivery of actions and approaches</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Manage the Site by means of a formal Partnership, following the terms as set out in a Partnership Agreement, and led by Dorset and Devon County Councils.</td>
<td>ICWHT, Management Group, Steering Group, DCC, DvCC</td>
</tr>
<tr>
<td>1.2</td>
<td>An Annual Group for the Partnership will meet at least three times a year, and host an annual event for wider stakeholders.</td>
<td>Steering Group, ICWHT</td>
</tr>
<tr>
<td>1.3</td>
<td>Review the Partnership agreement at the start of the Management Plan period, and governance arrangements as and when needed.</td>
<td>Steering Group, ICWHT</td>
</tr>
<tr>
<td>1.4</td>
<td>Produce and deliver Management Plan for 2019-24, commencing in 2018.</td>
<td>Steering Group, Coordinate</td>
</tr>
<tr>
<td>2.1</td>
<td>In response to UNESCO requirements for Periodic Reporting and State of Conservation Reports as necessary.</td>
<td>Steering Group</td>
</tr>
<tr>
<td>2.2</td>
<td>Develop annual costed delivery plan for implementation of Management Plan Aims, and report progress against this.</td>
<td>ICWHT, Management Group</td>
</tr>
<tr>
<td>2.3</td>
<td>Publish Steering Group papers and minutes on unescowhit.org</td>
<td>ICWHT</td>
</tr>
<tr>
<td>2.4</td>
<td>Respond promptly to complaints policy based on the complaints procedure of the host authority.</td>
<td>ICWHT</td>
</tr>
<tr>
<td>3.1</td>
<td>Maintain the Jurassic Coast World Heritage Team as the key implementation body for the WHS Management Plan.</td>
<td>Dorset County Council continue to host the ICWHT Team.</td>
</tr>
</tbody>
</table>
b. Council County Council continue to be accountable body for funding applications and agreements relating to the core work of the team in delivering this plan unless otherwise agreed by the Partnership.

DCCCC: Site DCC necessary information

RESOURCES

6.4 Ensure sufficient resources to enable effective delivery of the Management Plan.

a. Dorset and Devon ICS and statutory agencies with responsibility for different aspects of Site management (currently NE, EA, DHS) provide appropriate funding to ensure the core Site management functions are able to be undertaken as set out in this Plan; through Funding Agreements, or Service Level Agreements (SLAs).

DCC, DVCC, NE, EA Facilitate

b. Seek to broaden the resource base for core funding and delivery of the specific elements of the Plan, including through sponsorship, membership, merchandise and charging, and through an increased involvement of the Jurassic Coast Trust.

JCWMT, JC Trust Partner

c. Explore alternative arrangements and models for reducing the impacts of public sector funding cuts.

DCC, DVCC, Steering Group Lead

d. Demonstrate the value of collaboration at a strategic level to the Local Economic Partnerships, and seek ESP links and support for appropriate initiatives.

JCWMT, Steering Group Lead

e. Develop a funding strategy to resource this Plan and co-ordinate applications so as to avoid multiple approaches to the same donor.

JCWMT, JC Trust, Management Group Lead

f. The Jurassic Coast Trust will play an increased role in supporting the delivery of Management Plan objectives with support of the wider Partnership.

JCWMT, JC Trust Partner

6.5. The Jurassic Coast Trust will play an increased role in supporting the delivery of Management Plan objectives with support of the wider Partnership.

JCWMT, JC Trust Partner

Ref. Policy

Ref. How policy will be delivered (action / approach)

Organisation responsible for delivery of actions and necessary information

JCWMT Role

6.6 Support volunteers as an increasingly important resource for undertaking delivery of the Aims and Policies in this Plan.

a. Maintain volunteer management in accordance with best practice.

JC Trust, JCWMT Lead

WEIDER PARTNERSHIPS AND REPRESENTATION

6.7 Maintain clear relationships with central government departments and agencies with respect to management of the Site.

a. Communication as needed with and between DCMS and DENTRA, Natural England and English Heritage.

DCMS, DENTRA, NE, EH Liaise and facilitate where possible

b. Maintain or develop regional, national or international partnerships that are beneficial for the WH Site, and for Dorset, East Devon and the wider South West.

Stirling Group, JCWMT Lead

c. Maintain a formal agreement with the NNI and identify other key national or international partnerships as appropriate, including with the Field Studies Council and WRA.

Stirling Group, JCWMT Lead

d. Provide support to management practice that, or share good practice with other World Heritage Sites at their request, and where resources and capacity allow.

JCWMT Lead

8.9 Help the UK Government meet the wider obligations of the WH Convention.

a. Provide support to management practice that, or share good practice with other World Heritage Sites at their request, and where resources and capacity allow.

JCWMT Lead

Ref. Policy

Ref. How policy will be delivered (action / approach)

Organisation responsible for delivery of actions and necessary information

JCWMT Role
<table>
<thead>
<tr>
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<th>Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.10</td>
<td>Maintain and further develop relationships with other UK and international WH and a UNESCO Site to raise awareness of World Heritage and other UNESCO designations.</td>
</tr>
<tr>
<td>a</td>
<td>Collaborate with other UK WHS via LWAIE, DCMS, EH and the APWGIES, and through direct project collaboration where appropriate.</td>
</tr>
<tr>
<td>b</td>
<td>Continue a collaboration with the three South West WHS, the English Rivers UNESCO Geopark and heritage Devon’s UNESCO Biosphere Partnership.</td>
</tr>
<tr>
<td>6.11</td>
<td>Represent the Site’s interests with appropriate national World Heritage Site bodies.</td>
</tr>
<tr>
<td>a</td>
<td>Maintain membership of the LocalAuthorities World Heritage Forum [LAWH] or successor body, as resources allow.</td>
</tr>
<tr>
<td>b</td>
<td>Continue to play an active role in other UK WHS-related fora and bodies [UNESCO, ILUC, ICOM].</td>
</tr>
<tr>
<td>6.12</td>
<td>Ensure management function is well supported, but still value for money to funding agencies.</td>
</tr>
<tr>
<td>a</td>
<td>Maintain administration costs at ≤5% of total core budget.</td>
</tr>
<tr>
<td>b</td>
<td>Appropriate administrative support provided by host authority.</td>
</tr>
<tr>
<td>6.13</td>
<td>Undertake ongoing monitoring and periodic evaluation of progress against the Management Plan areas.</td>
</tr>
<tr>
<td>a</td>
<td>Maintain a monitoring framework for this Management Plan and produce an Annual Monitoring Report.</td>
</tr>
<tr>
<td>b</td>
<td>Develop a simple evaluation plan prior to the commencement of individual projects.</td>
</tr>
</tbody>
</table>

**ASSISTANCE AND SUPPORT**

<table>
<thead>
<tr>
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</tr>
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<tbody>
<tr>
<td>6.14</td>
<td>The World Heritage and UNESCO Emblems will be used to raise awareness about the Site in line with UNESCO guidelines.</td>
</tr>
<tr>
<td>a</td>
<td>JCWHNT will ensure appropriate use of the UNESCO emblems as per guidelines following guidance from DCMS and UNESCO.</td>
</tr>
<tr>
<td>6.15</td>
<td>The Jurassic Coast logo and branding will be used in accordance with the Brand Guidelines.</td>
</tr>
<tr>
<td>b</td>
<td>Guidance for use of the JCHS brand will be produced, revised and made available from the JCWHNT Team and IC Trust.</td>
</tr>
</tbody>
</table>

**COMMUNICATIONS**

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>6.16</td>
<td>Enable Steering Group partners, parish and town councils, landowners, the general public, business groups and other stakeholders to be kept up to date with news about the WHS through a variety of means.</td>
</tr>
<tr>
<td>a</td>
<td>Publish the Jurassic Coast regularly and integrate communications with the Friends of the Jurassic Coast.</td>
</tr>
<tr>
<td>b</td>
<td>Communicate how the Site is managed to the wider public and maintain a clear mechanism for feedback, questions and requests for support.</td>
</tr>
<tr>
<td>c</td>
<td>Frequent meetings about the WHS for the public and elected members where appropriate, and respond to requests for talks as resources allow.</td>
</tr>
</tbody>
</table>

**WEBSITE AND INFORMATION**

<table>
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<tr>
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<tr>
<td>6.17</td>
<td>Information for landowners about their role in respect of the WHS will be made available online.</td>
</tr>
<tr>
<td>Ref</td>
<td>Policy</td>
</tr>
<tr>
<td>-----</td>
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</tr>
<tr>
<td>0.17</td>
<td>Deep wider audiences informed of any significant developments in relation to the Site, and work with the media so that key messages are accurately presented.</td>
</tr>
<tr>
<td>a</td>
<td>Build relationships with key-local media organisations, and lobby national and international media to positively promote the WHS when appropriate.</td>
</tr>
<tr>
<td></td>
<td>JCWHFT, JC Trust</td>
</tr>
<tr>
<td>b</td>
<td>Issue press releases, through and in collaboration with Dorset and Devon County Councils or the Jurassic Coast Trust, whenever is appropriate and respond quickly to major events.</td>
</tr>
<tr>
<td></td>
<td>JC Trust, JCWHFT, DUCC and DUCC Comm</td>
</tr>
<tr>
<td>c</td>
<td>Utilise social media channels to promote awareness of the WHS, visitor opportunities and events.</td>
</tr>
<tr>
<td></td>
<td>JC Trust, JCWHFT</td>
</tr>
<tr>
<td>0.18</td>
<td>All Steering Group partners will raise awareness of the WHS (and their role in its management) within their organisations, partners and clients, where relevant.</td>
</tr>
<tr>
<td>a</td>
<td>Steering Group partners raise the profile of the WHS and their role in its management where appropriate.</td>
</tr>
<tr>
<td></td>
<td>Steering Group</td>
</tr>
<tr>
<td>b</td>
<td>JCWHFT provide information, resources and presentations in support of this policy.</td>
</tr>
<tr>
<td></td>
<td>JCWHFT</td>
</tr>
</tbody>
</table>
This Plan identifies a great many actions that need to be undertaken in order to deliver the policies. It also acknowledges that these actions are indicative and others may be needed as the Plan moves forward.

6. IMPLEMENTATION

Delivery will not be the preserve of one organisation, but through individual or combinations of Steering Group partners, the Jurassic Coast World Heritage Team, Jurassic Coast Trust and other organisations. Some of the actions will be delivered as part of an organisation’s core function, and may well have been undertaken irrespective of World Heritage Site status.

Others will have been inspired by the WHS and would not have come about without the designation. Many of the actions will bring wider benefits to Dorset and East Devon, and not just meet the obligations of the WH Convention.

To see the details of how the Aims will be achieved, please refer to the accompanying Jurassic Coast Delivery Plan 2014–2019: This document sets out which work is ongoing and considered part of the day-to-day responsibilities of managing the WHS, and which projects will be the priorities for the Plan period. This document will be sufficiently flexible to adapt to changing circumstances over the Plan period, but in line with the policies set out here. Each year of the Plan period will have a very clear set of priorities, identified by the Partnership at the start of each financial year.

The rest of this chapter summarises the management principles and structure for the delivery of this Plan. The existing consensus-based partnership approach has been scrutinised through a review of governance arrangements in 2008 and has been agreed as fit for purpose, subject to some relatively minor changes. Any changes to Governance will be in line with the Policies set out in this Plan and reported through Steering Group minutes.

6.1 Management principles

The future of the Dorset and East Devon Coast relies on the achievement of sustainable development, integrating long-term conservation and sustainable use of coastal resources with the promotion of quality of life and prosperity. With this and the obligations to the World Heritage Convention in mind, the management of the Site will adhere to the following principles:

Principle 1

The World Heritage Site Management Plan will address issues directly related to or arising from World Heritage Site status, in the context of the Site or its setting.

Principle 2

Actions undertaken as part of the management of the Site will respect the obligations to the World Heritage Convention, particularly to ensure that the natural heritage is protected, conserved and presented, and given a function in the life of the community.

Principle 3

Actions undertaken as part of the management of the Site will consider impact on the core values and integrity of the Site at all times.

Principle 4

World Heritage Site management will be delivered through a partnership approach and whenever possible through established existing initiatives and mechanisms. Key stakeholders will be accountable for policies identified as their responsibility within this plan.

Principle 5

Management of the World Heritage Site will be locally driven, in a regional, national and international context, with an aim to achieve effective community involvement in decision-making.

Principle 6

Recognising that the Site is set within a well visited coast where people will continue to live, work and visit, the Management Plan will support the basic premise of sustainable development, seeking to integrate conservation with responsible use within acceptable limits, to allow economic development and improved quality of life.

Principle 7

World Heritage Site Management will expand to the needs and the aspirations of the community where there is a relevance to the World Heritage Convention and the vision and objectives of this plan, and where the managing partnership is legitimately able to play an influencing or enabling role.

See minutes of WH Steering Group 15/01/09 for recommendations from review of governance arrangements.
Jurassic Coast World Heritage Team

The Jurassic Coast World Heritage Team's role in implementation of the Plan is as an advisor, supporter, coordinator, facilitator, and deliverer, and it will play a greater or lesser part in most, but not all, of the initiatives undertaken. The Team is a small unit based at Dorset County Council comprising technical specialists in the areas of work covered by this Management Plan. The list of staff roles are set out on the Delivery Plan (2014: 2018), any significant changes to the Team role and governance will be set out in that document. The work programme also benefits from the contributions of an extended team of officers from both Councils. The Team works the length of the coast, depending on where the activity is focused at any one time.

Jurassic Coast Trust

The Jurassic Coast Trust is an independent registered charity governed by a board of trustees, which was established in 2002. Its primary function is to support education and conservation initiatives along the World Heritage Site through a variety of fundraising activities. The JCT Trustees work jointly with Team members and partners on a range of different initiatives.

Partnership Steering Group

As stated in Chapter 1, the responsibility for management of the Dorset and East Devon Coast World Heritage Site lies with a Steering Group whose primary remit is the development of the Management Plan and setting the policy framework for the Site. This group is made up of representatives of organisations that have a key role to play in the delivery of the aims and policies in this Management Plan, as well as individuals with relevant expertise, and is bound together with a Partnership Agreement (Appendix 4).

Partnership Management Group

A Management Group exists to support both the Steering Group and Team, focused on the detail of implementation, including finding resources, monitoring progress against business plans, overseeing the Team and forward planning for the Steering Group.

Working advisory, or consultative groups

Since before designation, the Steering Group has relied upon advisory or working groups to play a key role in the delivery of the Management Plan. Such groups enable a much wider group of people, including experts and frontline delivery staff, to be involved in the process of management, and they can be very effective at helping many partners to work towards a mutually beneficial common aim. Working groups and their function change over time. This Plan establishes the principle of these groups as being a key part of the Management structures.

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