Jurassic Coast Partnership Plan 2020-2025

Management Framework for the Dorset and East Devon Coast World Heritage Site

DRAFT

Joint forward by Chair of the Jurassic Coast Trust and Chair of the Partnership Advisory Committee will be included after final revisions.
1) Introduction

1.1 World Heritage

“What makes the concept of World Heritage exceptional is its universal application. World Heritage Sites belong to all the peoples of the world, irrespective of the territory on which they are located.”

In 2001, the Dorset and East Devon Coast, more commonly known as the Jurassic Coast, became a World Heritage Site (WHS), joining a global family of unique and exceptional places that illuminate humanity’s collective history, identity, and relationship with nature.

The purpose of the World Heritage List is to identify properties that 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”

Those responsible for managing World Heritage properties 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.

The Convention concerning the Protection of the World Cultural and Natural Heritage, commonly referred to as the World Heritage Convention, defines the mandate for managing World Heritage Sites. This document was agreed in 1972 and ratified by the UK Government in 1984. It is a political commitment supporting the mission of the United Nations Educational, Scientific and Cultural Organisation (UNESCO) to promote peace “built upon the intellectual and moral solidarity of humanity”.

A wide partnership of stakeholders works collectively to manage the Jurassic Coast WHS. This Plan sets out how that partnership aspires to safeguard its future and deliver the vision of UNESCO, taking particular inspiration from articles 4, 5 and 27 of the World Heritage Convention, paraphrased below:

Recognise the duty of ensuring the protection, conservation, presentation and transmission to future generations of the natural heritage of this World Heritage Site.

Endeavour to give World Heritage a function in the life of the community and to integrate the protection of that heritage into comprehensive planning programmes.

Endeavour by all appropriate means, and in particular by educational and information programmes, to strengthen the appreciation and respect people have towards the natural heritage of this World Heritage Site.

1 whc.unesco.org
2 Operational Guidelines for the World Heritage Convention 2013, Para 49
1.2 The Jurassic Coast Partnership

Our vision for the Jurassic Coast World Heritage Site

World Heritage Status in Dorset and East Devon will inspire people to understand, celebrate and safeguard the Jurassic Coast for future generations.

Our Strategic Aims

Aim 1) Protect the Site’s Outstanding Universal Value and World Heritage Status
Aim 2) Conserve and enhance the Site, its presentation, setting and its attributes
Aim 3) Inspire and engage people with the Site and deepen their understanding of its values
Aim 4) Maintain and improve access to and experience of the Site
Aim 5) Enable the World Heritage Status to be of benefit to people and communities

Our Partnership

The World Heritage Site is 155km long (95 miles), with many communities, landowners and conservation designations, so the most effective means of delivery is through a partnership approach. It is the enduring principle for the management of this Site.

The Jurassic Coast Trust is the body with the delegated authority for the day to day management of the Site and its World Heritage Status. The Jurassic Coast’s stakeholder body is the Partnership Advisory Committee (PAC), which is a designated committee of the Jurassic Coast Trust. The PAC comprises of representatives from key organisations, as well as advisors from specialist areas. NB Details of partner roles will be included in an appendix once the public consultation is complete.

<table>
<thead>
<tr>
<th>Organizations</th>
<th>Specialists</th>
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<tbody>
<tr>
<td>Jurassic Coast Trust</td>
<td>An expert in fossil collecting</td>
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<tr>
<td>Dorset Council</td>
<td>A senior earth science specialist</td>
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<tr>
<td>Devon County Council</td>
<td>A Representative for the Jurassic Coast Ambassadors (volunteers)</td>
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<tr>
<td>Natural England</td>
<td>Representative for the coastal Visitor Centres</td>
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<td>Environment Agency</td>
<td>Representative for the Jurassic Coast Museums</td>
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<tr>
<td>Historic England</td>
<td>Representative for Town and Parish Councils</td>
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<tr>
<td>Dorset AONB</td>
<td>Representative for the Business community that serves the World Heritage Site area</td>
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<td>East Devon AONB</td>
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<td>National Trust</td>
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<td>Country Landowners and Business Association</td>
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<tr>
<td>DCMS (observer role)</td>
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<td>Defra (observer role)</td>
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</table>
**Wider Partners**

Management of the Site is dependent not just on these core organisations, but on a huge number of other individuals and bodies. This wider partnership includes individual businesses, museums, community groups, visitor centres, attractions, arts bodies, development trusts, Town and Parish councils, and others.

We will be looking for as many as possible of these organisations to endorse the plan to show:

- that through their interest/activity they too are custodians of the World Heritage Site
- they recognise the value of, and contents within this Partnership Plan
- they wish to be listed, as having endorsed the plan on Jurassiccoast.org

**Our Partnership Values**

The ‘Partnership Values’ set out an agreed approach to working in partnership to safeguard the World Heritage Site. They were agreed at a PAC meeting of February 2019, and apply to the core Partners set out above. These values will also form a part of the Partnership Endorsement for Wider Partners.

“Our organisations seek to work together in partnership to protect, conserve, present, and transmit the Dorset and East Devon Coast (Jurassic Coast) World Heritage Site to future generations. We each have a role and function within the Management of the Site, and will seek to embed Jurassic Coast partnership values within our organisations’ culture, namely to:

- **advocate** the global significance of the Jurassic Coast, England’s only natural World Heritage Site and most important geological site;
- **protect** and promote the unique geology, landscapes, and flora and fauna associated with the Jurassic Coast World Heritage Site, and do our best to ensure that any development or changes to the WHS support net environmental gain;
- **collaborate** in the development and delivery of projects and programmes to support the policies in the Partnership Plan;
- **develop** and share research into issues about or affecting the Jurassic Coast, in particular, the earth sciences;
- **deliver** specific actions relating to Aims and Policies in the Partnership Plan, either individually or in collaboration;
- **communicate** with other stakeholders to keep all parties abreast of relevant work areas and priorities in order to seek collaborative opportunities;
- **celebrate** and share the achievements and successes of the Jurassic Coast partners in delivering our shared goals for the WHS.”
1.3 The Purpose of this Plan

What is this plan for?
This plan is a formal requirement of both UNESCO and the UK Government for managing the World Heritage Site. It is a public document which outlines the aims and policies for managing the Site over the coming years and indicates a range of activities for achieving them. It also explains the reasons for the Site’s World Heritage designation and how it is protected and managed.

This plan is a tangible expression of the partnership that looks after the Jurassic Coast, and its vision for the Site. It promotes and helps facilitate collaboration and provides a strategic context for investment and action.

Who is it for?
This plan relates primarily to the Outstanding Universal Value of the Jurassic Coast World Heritage Site. It is a framework to help guide activities that might affect the World Heritage Site and so has relevance to local communities, businesses, landowners, authorities, utilities and other organisations and groups operating within or with an interest in the area. In the context of World Heritage Convention, this plan is also created on behalf of the all the peoples of the world.

What have previous plans helped to achieve?
Previous plans for the Jurassic Coast have underpinned many of the partnership’s achievements. World Heritage Status itself is thought to influence around £100 million a year of economic activity in the local area, evidencing the value of ongoing Site protection and management. Policy frameworks have helped draw in funding for strategic projects and inspired action from national partners. Examples are summarised below.

- The information and policy frameworks within Site management plans has helped prevent damage to the Site’s OUV and steered in the creation of strategic documents including Shoreline Management Plans and Local Plans. Key examples include the design and implementation of phase IV of the Lyme Regis Coastal Defence works at East cliff, the design and implementation of improvements to the West Bay flood defences at East Beach, and the creation of the Sidmouth Beach Management Plan.

- Over twenty million pounds of investment has been acquired by accredited museums in Dorset in support of different projects to improve the curation and display of their collections, with a portion of the money spent on Jurassic Coast fossils of international significance. Bridport Museum and Lyme Regis museum have new displays of local specimens with engaging and hands on interpretation. The Etches Collection in Kimmeridge is a brand-new facility housing a unique and globally important collection of fossils from the Kimmeridge Clay with associated learning and research programmes. At the time of writing, Dorset County Museum is undergoing a complete transformation of its building and galleries, including the re-display of some of its key Jurassic Coast fossils and the creation of a new storage and research space.

- In 2018, a Coastal Communities grant of over £250,000 was awarded to the Jurassic Coast Trust to create a joined-up network of volunteers and businesses along the Jurassic Coast, working with local
The grant will be used over three years to develop a programme of training, accreditation and recruitment along the full length of the World Heritage Site, supported by an interactive online platform, creating pathways to employment, particularly within the industry that supports the Jurassic Coast.

- The Natural History Museum in London collaborated with the Jurassic Coast Trust and the Dorset County Museum in order to bring the tour of ‘Dippy’, the 21-meter-long diplodocus skeleton to Dorset in 2018. Hosted by the Dorset County Museum, ‘Dippy’ attracted over 150,000 visitors during its 12-week stay and contributed an estimated £2,250,000 to the local economy. A further 20,000 people were engaged through a public programme of outreach across Dorset and East Devon that used Dippy as a catalyst to inspire people’s curiosity about nature. The exhibition of Dippy in Dorset won several awards, including Outstanding Contribution to Dorset Tourism 2018.

- In October 2016, the Geologists’ Association, in collaboration with the Jurassic Coast World Heritage Team, hosted its sixth annual conference: ‘The Jurassic Coast: geoscience and education’. Over 100 delegates met at the Portland Heights Hotel on the Isle of Portland to discuss the role of geoscience and education on the Jurassic Coast. A Special Issue of the Proceedings of the Geologists’ Association (PGA) was subsequently produced and includes the presentations from the 2016 meeting and a number of additional papers building on and developing this topic. This special volume provides an opportunity to reflect on and celebrate fifteen years of research and investigation since the inscription of the Jurassic Coast in 2001, bringing together different disciplines in geoscience, education and interpretation to share knowledge and consider the importance and opportunities of cross-discipline collaboration.

- Meaningful and wide-reaching public engagement with the geological heritage of Jurassic Coast has been achieved through formal learning programmes and interpretation projects. The refurbishment of existing visitor centres and the creation of new facilities has provided a series of hubs for engagement. The Jurassic Coast Story Book, the new interpretation framework for the World Heritage Site, continues to guide the development of geoheritage interpretation across the length of the Site, whilst over half a million pounds has been invested in the design and delivery of new physical interpretation, access and public realm improvements. The Big Jurassic Classroom has successfully demonstrated how the Jurassic Coast can influence and impact classroom teaching about rocks and fossils on a local and national level. After 5 years of funding the programme, the Primary Science Teaching Trust are now taking full control of the BJC to ensure that it continues to have national reach and impact on Primary schools.

**Important changes since the last plan**

From the time of inscription, the management and oversight of the World Heritage Site was carried out by a Steering Group of stakeholders and delivered by a team hosted by Dorset County Council. In 2017 that authority was delegated to an independent Charity, the Jurassic Coast Trust (JCT). The function of the Steering Group was replaced by the Partnership Advisory Committee (see section 1.2). In terms of delivery there is a greater emphasis now on partnership and collaboration. As a charity, the JCT will have its own operational and delivery plan in line with the priorities and actions within the Partnership Plan, as well as providing strategic co-ordination and facilitation of the partnership.

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2) Our World Heritage

On the 13th of December 2001, the undeveloped cliffs and beaches between Orcombe Point near Exmouth in East Devon and Studland Bay near Poole in Dorset were inscribed on the World Heritage List by UNESCO. The Site was granted World Heritage status under UNESCO’s criteria viii - Earth’s history and geological features - which indicated that its geology, palaeontology and geomorphology are of Outstanding Universal Value.

The value of the Site’s geology has been summarised in the concept of the ‘Walk through Time’, derived from the way the geology is exposed. A gently eastward tilt in the rocks has created a progressive exposure of younger and younger layers working west to east (see Figure 1). The walk along the cliffs from Exmouth to Studland becomes a walk forward through roughly 185 million years of Earth’s history, recorded in Triassic, Jurassic and Cretaceous geology. Imprinted and inscribed into the ‘Walk Through Time’ are more recent geological features, including Eocene gravels, Alpine tectonic structures and interglacial raised beaches. The environmental and biological changes through time can clearly be seen in the exposed rocks of the cliffs and in the outstanding fossil record found along the length of the Site. The varied geology is further expressed through the tremendous diversity of the coastal landscape and a series of iconic coastal landforms and ongoing coastal processes.

The technical evaluation by IUCN on the nature of the values for which the Site was inscribed and can be found at the end of appendix 1.

![Figure 1: Simplified map showing the geology of the Jurassic Coast.](image)

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*The formal recognition of becoming a WHS is to be inscribed on the World Heritage ‘List’*
The Importance of Erosion

The coast is where land, sea and sky meet. It is a dynamic landscape where drama is found both in its nature and in how we as human beings interact with it.

Conservation of the Jurassic Coast starts with the rock exposures, fossils and natural landforms that form the basis of its World Heritage Status. One thing underpins all of these – erosion. Erosion is the natural process of the land being worn away, from the action of a single wave to the spectacular impact of an enormous landslide or raging winter storm. The coastline only exists because of erosion and over time it has exposed world-class geology and palaeontology and created the iconic landforms that so many people know and love, such as Chesil beach, Durdle Door, Lulworth Cove and Ladram Bay.

Whilst ‘Protection’ along any coastline is often understood to mean reducing or preventing erosion, that is not the case here. Ongoing natural erosion is fundamental to the Outstanding Universal Value of the Jurassic Coast. In order to protect World Heritage status, it must be allowed to continue.
2.1 The Outstanding Universal Value of the Dorset and East Devon Coast

Statement of Outstanding Universal Value (SOUV)

UNESCO requires that the reasons for inscription onto the World Heritage List are presented in the form of a Statement of Outstanding Universal Value (SOUV) which “…will be the key reference for the future effective protection and management of the property”\(^5\).

The SOUV for this Site was finalised in June 2010 and agreed at the World Heritage Committee Meeting of the same year. It is key to the Management of the Site and reflects the operating basis at the time of inscription.

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**Statement of Outstanding Universal Value (SOUV)\(^6\)**

*Dorset and East Devon Coast United Kingdom of Great Britain and Northern Ireland*

*Id. N° 1029 Date of inscription 2001*

**Brief synthesis**

The Dorset and East Devon Coast has an outstanding combination of globally significant geological and geomorphological features. The property comprises eight sections along 155 km of largely undeveloped coast. The property’s geology displays approximately 185 million years of the Earth’s history, including a number of internationally important fossil localities. The property also contains a range of outstanding examples of coastal geomorphological features, landforms and processes, and is renowned for its contribution to earth science investigations for over 300 years, helping to foster major contributions to many aspects of geology, palaeontology and geomorphology. This coast is considered by geologists and geomorphologists to be one of the most significant teaching and research sites in the world.

**Criterion (viii):** The coastal exposures along the Dorset and East Devon coast provide an almost continuous sequence of Triassic, Jurassic and Cretaceous rock formations spanning the Mesozoic Era and document approximately 185 million years of Earth’s history. The property includes a range of globally significant fossil localities – both vertebrate and invertebrate, marine and terrestrial – which have produced well preserved and diverse evidence of life during Mesozoic times. It also contains textbook exemplars of coastal geomorphological features, landforms and processes. Renowned for its contribution to Earth science investigations for over 300 years, the Dorset and East Devon coast has helped foster major contributions to many aspects of geology, palaeontology and geomorphology and has continuing significance as a high quality teaching, training and research resource for the Earth sciences.

**Integrity**

The property contains all the key, interdependent elements of geological succession exposed on the coastline. It includes a series of coastal landforms whose processes and evolutionary conditions are little impacted by human activity, and the high rate of erosion and mass movement in the area creates a very

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\(^5\) Operational Guidelines for the Implementation of the World Heritage Convention

\(^6\) A full description of the significance of the Site can be found in appendix 1. Details of the protection and management arrangements for the Site can be found in Chapter 3.2.

\(^7\) SOUV agreed by UNESCO WH Committee meeting 2012
dynamic coastline which maintains both rock exposures and geomorphological features, and also the productivity of the coastline for fossil discoveries. The property comprises eight sections in a near-continuous 155 km of coastline with its boundaries defined by natural phenomena: on the seaward side the property extends to the mean low water mark and on the landward side to the cliff top or back of the beach. This is also in general consistent with the boundaries of the nationally and internationally designated areas that protect the property and much of its setting. Due to the high rate of erosion and mass movement, it is important to periodically monitor the boundaries of the properties to ensure that significant changes to the shoreline are registered.

**Protection and management requirements**

The property has strong legal protection, a clear management framework and the strong involvement of all stakeholders with responsibilities for the property and its setting. A single management plan has been prepared and is coordinated by the Dorset and Devon County Councils. There is no defined buffer zone as the wider setting of the property is well protected through the existing designations and national and local planning policies. In addition to its geological, paleontological and geomorphological significance, the property includes areas of European importance for their habitats and species which are an additional priority for protection and management. The main management issues with respect to the property include: coastal protection schemes and inappropriate management of visitors to an area that has a long history of tourism; and the management of ongoing fossil collection, research, acquisition and conservation. The key requirement for the management of this property lies in continued strong and adequately resourced coordination and partnership arrangements focused on the World Heritage property.

**Attributes**

Further to the SOUV, a set of Attributes are defined for the Site that help in understanding its Integrity and management requirements. Attributes are aspects of a property which are associated with or express the Outstanding Universal Value (OUV) and can be tangible or intangible.

**Attributes for the Dorset and East Devon Coast World Heritage Site**

**Introduction**

The Earth science interests of the Dorset and East Devon Coast World Heritage Site are recognised within the Geological Conservation Review (GCR): a UK-wide audit of the best sites of their type in Great Britain. The GCR supports the Sites of Special Scientific Interest (SSSI) that provide the legal framework to protect the coast. The Site is currently monitored through the SSSI’s but by looking at the GCR sites within them uses a set of **very detailed attributes** for the Site. Furthermore, the GCR sites on this coast lie within four categories; stratigraphy, palaeontology, geomorphology and structure, and are available on request.

**Attributes**

1) **Stratigraphy (the rock record) and structure**

The property includes a near-continuous sequence of Triassic, Jurassic and Cretaceous rock exposures, representing almost the entire Mesozoic Era (between 251 and 66 million years ago), or approximately 185 million years of Earth history. Because the overall tilt or ‘dip’ of the rocks is gently to the east, each
section of coast contains its own unique part of the story that add up to the whole; a globally significant site.

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, fish and insects. These chart virtually one third of the entire evolution of complex life forms. The ammonite zonation is also important as these animals changed rapidly through time and can therefore be used to date the relative ages of the rocks and place them in a time context with other sites.

3) Geomorphological features and processes

A wide range of significant geomorphological features and processes are also represented within the property. It is renowned for its demonstration of landsliding, and of beach formation and evolution in relation to changing sea level, including raised beaches and offshore peat deposits. The coast demonstrates spectacularly how geological structure controls the evolution of bays and headlands and how erosion on a discordant and concordant coastline creates these features. There are also superb examples of the formation of caves, arches and sea stacks.

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

The coast played a key role in the development of the Earth sciences over the last two centuries and continues to provide an outdoor classroom for teaching, and an unparalleled resource for ongoing research. The continuous rock sequence contained in the naturally eroding cliffs allows scientists to test existing theories and generate new ones. Fossils new to science continue to be found through responsible collecting efforts, and thus contribute to maintaining the OUV of this Site. The ability to study erosional processes is also important, and is also now benefiting from the application of new monitoring techniques.

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 geology and the geomorphological processes acting on it. Much of the landscape is dominated by relic features and dates back to a time of active processes under very different climatic conditions from today. The long-term preservation of the Site’s OUV depends on the maintenance of dynamic natural processes in the setting, and the awareness that processes acting in the land or sea setting may impact on the Site itself.
2.2 Protecting the World Heritage Site

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<thead>
<tr>
<th>Acronym</th>
<th>Full Form</th>
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<tbody>
<tr>
<td>AONB</td>
<td>Area of Outstanding Natural Beauty</td>
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<td>GCR</td>
<td>Geological Conservation Review</td>
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<tr>
<td>NPPF</td>
<td>National Planning Policy Framework</td>
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<td>NPPG</td>
<td>National Planning Practice Guidance</td>
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<tr>
<td>OUV</td>
<td>Outstanding Universal Value</td>
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<tr>
<td>SMP</td>
<td>Shoreline Management Plan</td>
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<tr>
<td>SSSI</td>
<td>Site of Special Scientific Interest</td>
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<tr>
<td>UNESCO</td>
<td>United Nations Educational, Scientific and Cultural Organisation</td>
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<tr>
<td>WHS</td>
<td>World Heritage Site</td>
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</table>

2.2.1 Pillars of OUV

All Site protection and management efforts should be seen through the lens of OUV. The World Heritage Committee describe OUV as having three supporting pillars (see figure 2 below). This simple visual aid helps to explain how criteria, integrity and protection and management are all required to underpin and safeguard OUV.

Criteria: ‘Why is this place important?’ To be included on the World Heritage List, sites must be of Outstanding Universal Value (OUV) and meet at least one out of ten selection criteria. The Dorset and East Devon Coast World Heritage Site is inscribed under criteria viii.

Integrity: ‘Does it tell the whole story? Is it truthful?’ Integrity is about ensuring a Site has the complete representation of the features and processes which convey the property’s significance. It is “a measure of the wholeness and intactness of the natural and/or cultural heritage and its attributes.” and a question of whether a Site “contains all or most of the key interrelated and interdependent elements in their natural relationships.”

Protection and Management: ‘What is needed to assure its future?’ UNESCO state that “outstanding universal value, the conditions of integrity and/or authenticity at the time of inscription are sustained or enhanced over time.” and that “properties must be protected from all threats or inconsistent uses. These developments can often take place beyond the boundaries of a property.”

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8 Para 93, Operational Guidelines for the Implementation of the World Heritage Convention
9 Para 96, Operational Guidelines for the Implementation of the World Heritage Convention
10 UNESCO Guidelines on nominations of cultural or natural properties on the WH List
Figure 2: Illustration of the three pillars of Outstanding Universal Value. All three must be in place for a property to meet the requirements of the World Heritage List. Note: Authenticity is not applicable to natural World Heritage Sites.

2.2.2 Boundaries of the Site

The boundaries of the Site were drawn and agreed at the time of nomination to ensure the “full expression of the outstanding universal value and the integrity and/or authenticity of the property”\(^\text{11}\) and remain unchanged. They are based on 66 Geological Conservation Review (GCR) sites and exclude the commercial port area at Portland and the man-made frontages of Sidmouth, Seaton, Lyme Regis, West Bay, Weymouth and Swanage.

In recognition of ongoing natural change along this dynamic World Heritage Site, UNESCO recognise a moving boundary that keeps pace with erosion. Therefore, a written definition for its boundary is used, rather than a line on the map. There are some exceptions however and detailed descriptions and reference maps of the Site boundaries can be found in appendix 2.

**General written description for the boundary of the Dorset and East Devon Coast World Heritage Site**

<table>
<thead>
<tr>
<th>landward</th>
<th>Seaward</th>
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<tbody>
<tr>
<td>• On cliff coastline, the boundary is taken at the break in slope at the top of the most landward cliff-scarp</td>
<td>• Mean Low Water Mark, as defined by the UK Ordnance Survey</td>
</tr>
<tr>
<td>• On coastline with no cliffs, the boundary is taken at the back of the beach</td>
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</tr>
<tr>
<td>• 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</td>
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\(^\text{11}\) Para 99, Operational Guidelines for the Implementation of the World Heritage Convention
2.2.3 The Setting of the Site and buffer zones

Setting

Guidance from UNESCO describes the need to protect an area around the World Heritage Site, generally referred to as its setting. In an applied sense, the setting of the Jurassic Coast provides the functional and experiential context for the Site’s attributes and should therefore be sensitively managed as part of the protection of OUV.

The Partnership has agreed the definitions for setting below.

1) Experiential setting: The setting should be regarded as the surrounding landscape and seascape, and concerns the quality of the cultural and sensory experience surrounding the exposed coasts and beaches. Although the Coast was not inscribed on the World Heritage list for its natural beauty, UNESCO recognised its value with respect to this criterion as ‘nationally important’12, justified further by the UK Government’s decades-long designation of the East Devon and Dorset Areas of Outstanding Natural Beauty (AONB), which cover more than 80% of the WHS area. An assessment of landscape13 and seascape14 character provides a starting point for evaluation of the impact of change in the setting. The special qualities of the AONBs, such as tranquillity and undeveloped character of coast and seascapes, are important for helping to determine how people experience and enjoy the setting of the WHS.

2) Functional setting: In the context of a moving boundary that keeps pace with erosion, the setting is important because 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. In order to maintain OUV, the cliffs need to be allowed to erode into a natural setting. Secondly, the Site, most notably the coastal landforms and processes, are defined and explained by past and present geomorphological and hydrological systems that extend landward and seaward. Developments that impact on these systems may well have a resulting impact within the Site itself.

In addition to the experiential and functional setting of the WHS there is an important contextual role played by geodiversity outside of the Site boundaries. For example, recent surveys of the bathymetry adjacent to the Jurassic Coast have revealed a spectacular seabedscape that contains a wealth of information that supports and grows our understanding of the Site’s OUV. Landwards of the WHS a host of mostly small rock exposures in quarries, cuttings and stream banks offer similar insights, sometimes providing unique opportunities to experience details of the ‘Walk Through Time’ that are present but inaccessible on the coast itself. It is becoming increasingly straightforward to identify these submarine and terrestrial features and describe the particular contribution they make in support of the WHS, but more work is required to understand how to include them as part of the Site’s setting.

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12 See IUCN Technical evaluation in appendix 1
13 Developed by the Devon Landscape Policy Group, and the Dorset AONB Team and Dorset CC.
14 Seascape assessment is led by the MMO, with evidence in Dorset from the CScope project
Buffer zone

A buffer zone is an area that surrounds a WH property that has complementary legal restrictions placed on its use and development to give an added layer of protection to the property. If existing protection arrangements for the setting are sufficiently robust, UNESCO considers that a specific buffer zone is unnecessary.

The nomination document and first Management Plan for the Dorset and East Devon Coast WHS established 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 opinion has not changed and the Partnership’s position is stated in appendix 2.

2.2.4 Legal framework for the Protection of the Site and Setting

Although the WH Convention has been ratified by the UK Government, the designation is not recognised in statute. The Site, as with all others in the UK, is protected by existing UK planning and conservation laws and by specific planning guidance on World Heritage Sites.

This section outlines the extent of this protection for the Dorset and East Devon Coast, through international and national statute, and through non-statutory plans, policies and designations.

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 within the planning system.

The NPPF emphasises that the presumption in favour of sustainable development should apply, ‘unless specific policies in this Framework indicate development should be restricted’ 15. These ‘specific policies’ include those that refer to designated heritage assets. World Heritage Sites are defined as designated heritage assets in the National Planning Policy Framework and are therefore exempt from the presumption in favour of sustainable development.

Detail in respect of the protection of heritage assets can be seen in paragraphs 55, 65, 126, 128 (including reference to their setting) to 141, 144 and 169. Although most of these references are in the context of a historic environment, they apply equally to World Heritage Sites and are relevant here.

Specific reference to the protection of World Heritage Sites is made in paragraphs 132, 137, 138, 144. Notably, 132 states: “When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. As heritage assets are irreplaceable, any harm or loss should require clear and convincing justification... Substantial harm to or loss of designated heritage assets of the highest significance, notably scheduled monuments, protected wreck sites, battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional”.

In support of the NPPF, the National Planning Practice Guidance (NPPG) includes several paragraphs that specifically relate to World Heritage Sites, found under the section on ‘Conserving and enhancing the

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15 Paragraph 14, National Planning Policy Framework
historic environment’ and ‘Designated heritage assets’. These cover a range of issues including setting, local plans and what consultation is required for proposals that may affect a WHS.

In addition to the NPPF the following planning circulars remain relevant:

- **Circular 06/05: 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 planning and nature conservation as it applies in England.
- **Circular 02/2009, The Town and Country Planning (Consultation) (England) Direction 2009 (DCLG)**, which sets out the call-in regulation for proposed developments that have an adverse impact on World Heritage Sites.

Finally, the UK Government’s Coastal Concordat for England sets out a simplified process for consenting to coastal developments in England where several bodies have a regulatory function\(^{16}\). This is relevant to regulatory processes rather than legislation, particularly for Coastal Defences.

**Sub-national planning**

The Localism Act 2011 introduced the Duty to Cooperate to deliver regional outcomes. This requires local councils to work together when preparing their local policies and plans, to ensure that ‘bigger than local’ issues which cross local boundaries are dealt with properly. Therefore, Local Plans should address WHS issues consistently the length of the Site.

An overlap in jurisdiction between Local Planning Authorities and the Marine Management Organisation arises due to the mean low water mark boundary of the Site. It is therefore important that, throughout any process of review and revision, the South Marine Plan continues to be consistent with Local Plans in respect to World Heritage and also consistent with the policies in this plan.

**Local planning**

Close integration within local plans is fundamental to the success of Site management. Local Plans, along with any Neighbourhood Plans (introduced under the Localism Act 2011), provide the basis for determining all non-minerals or waste planning applications and future development within the Site and its setting. Separate policy is provided in Minerals and Waste Local Plans. To ensure the WHS’s long term protection, local plans must be consistent with the NPPF regarding World Heritage and in line with the polices of this plan.

**AONB plans**

Of particular significance to this Plan, and the conservation of the Site and setting, are the statutory Management Plans for the Dorset and East Devon Areas of Outstanding Natural Beauty (AONB). Not only are the special qualities of each AONB important in understanding the setting of the WHS, the policies in their respective management plans provide some of the protection that negates the need for a buffer zone for the WHS. In addition, there is a great deal of synergy between those plans and this plan in terms of sustainable landscape management.

\(^{16}\) [https://www.gov.uk/government/publications/a-coastal-concordat-for-england](https://www.gov.uk/government/publications/a-coastal-concordat-for-england)
Non-statutory plans

Statutory planning policies at local and national level are supplemented by a great many other non-statutory plans and policy documents. Shoreline Management Plans (SMPs) are the most significant strategic plans for the World Heritage Site. Any updates or revisions to relevant SMPs need to take account of the policies in this plan and accurately reflect the values and interests of the WHS.

Other non-statutory plans that have a significant bearing on the Management of the Site include the Dorset Coast Strategy and local site management plans e.g. for the National Trust properties, Local Nature Reserves and so on.

Protection from threats from the marine environment

The principal threat to the Site from the marine environment is posed by heavy crude or fuel oil from the many cargo vessels that use the English Channel. In terms of the OUV of the Site, this oil would significantly change the behaviour of shingle beaches, particularly Chesil Bank. This could have enormous implications for shingle landforms and their associated areas such as the Fleet lagoon, also part of the Site. Provisions for reducing risks of this type are put in place by the Government through the powers of the Maritime and Coastguard Agency and the Department of Transport and through the identification of Marine Environmental High Risk Areas.

Call-in regulation

The NPPG states “Planning authorities are required to consult the Secretary of State for Communities and Local Government before approving any planning application to which Historic England maintains an objection and which would have an adverse impact on the Outstanding Universal Value, integrity, authenticity and significance of a World Heritage Site or its setting, including any buffer zone or its equivalent. The Secretary of State then has the discretion as to whether to call-in the application for his/her own determination.”17

The Jurassic Coast is currently in a unique position as the only natural World Heritage Site in England. Historic England will not necessarily have the relevant expertise available internally to determine the impacts on this World Heritage Site from a given development proposal and, if needed, raise objections. However, NPPG indicates that Natural England should be consulted on proposals that might affect natural WHSs, and in the context of call-in regulation their views should be taken into account in combination with those of Historic England.

2.2.5 Conservation designations

The Site is covered in its entirety by at least one or more conservation designations, made either for geological, wildlife or landscape value. There are designations set out under international and UK law as well others that have no legal status, but carry varying degrees of weight in the planning system. These are summarised in Table 1 and in the accompanying maps (appendix 2M). Even though some of these designations are not protected for their geology, they depend upon a naturally eroding coastline and so are consistent with the needs of the WHS.

17 National Planning Practice Guidance
This complex blend of designations affords a high level of protection which, combined with planning policy, should provide long term security for the natural values of the World Heritage Site. However, remaining gaps in coverage is an ongoing issue.

Finally, the marine environment adjacent to the World Heritage Site has recently been afforded better protection through the designation of the Studland to Portland, and Lyme Bay to Torbay marine Special Areas of Conservation (SACs)\(^\text{18}\). The provisions in the Marine and Coastal Access Act 2009, and the marine spatial planning and Marine Conservation Zones (MCZ) processes established therein may well also provide stronger statutory protection for the future. In addition, the International Maritime Organisation (IMO) have also a series of measures, including the International Convention for the Prevention of Pollution from Ships (MARPOL), and Particularly Sensitive Sea Areas (PSSAs).

\(\text{18}\)Currently still candidate SACs, but all provisions in place
Table 1: Conservation designations. For more information about these designations go to the following websites: A – I: [www.naturalengland.org.uk](http://www.naturalengland.org.uk), C, E, F & J: [www.jncc.gov.uk](http://www.jncc.gov.uk) K: [www.devon.gov.uk](http://www.devon.gov.uk)

<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>A. Site of Special Scientific Interest (SSSI)</td>
<td>Geology and biodiversity</td>
<td>13: covering all of the Site except for c. 10.5km in East Devon. Full list available in appendix 2</td>
<td>Statutory UK</td>
</tr>
<tr>
<td>B. Area of Outstanding Natural Beauty (AONB)</td>
<td>Landscape</td>
<td>2: East Devon, Dorset, covering all of the Site and setting except East Devon inter-tidal areas, small areas around Sidmouth, Seaton, Beer, Weymouth and all of Portland</td>
<td>Statutory UK</td>
</tr>
<tr>
<td>C. European Special Area of Conservation (SAC)</td>
<td>Wildlife</td>
<td>4: Sidmouth-West Bay, Chesil and the Fleet, Isle of Portland to Studland Cliffs, St Alban’s Head to Durlston Head: approx 75% of the Site</td>
<td>Statutory European Habitats Directive</td>
</tr>
<tr>
<td>E. Special Protection Area (SPA)</td>
<td>Bird</td>
<td>2: Chesil beach and the Fleet Lagoon, Exe Estuary</td>
<td>Statutory, European Birds Directive</td>
</tr>
<tr>
<td>F. RAMSAR Site for wetlands conservation</td>
<td>Wetlands</td>
<td>2: Chesil beach and the Fleet lagoon, Exe Estuary</td>
<td>Statutory, International convention</td>
</tr>
<tr>
<td>G. Local Geological Sites</td>
<td>Regionally important geology</td>
<td>Many, including much of Portland</td>
<td>Non-statutory.</td>
</tr>
<tr>
<td>H. Site of Nature Conservation Importance (SNCI) / County Wildlife Sites</td>
<td>County level site of biodiversity value</td>
<td>Some within the setting of the Site</td>
<td>Non-statutory. Planning system embedded</td>
</tr>
<tr>
<td>I. Heritage Coast (HC)</td>
<td>Landscape</td>
<td>3: East Devon, West Dorset and Purbeck. Covers most of the WHS and setting except Portland</td>
<td>Non-statutory planning designation</td>
</tr>
<tr>
<td>J. Geological Conservation Review (GCR) sites</td>
<td>Nationally important geology</td>
<td>66: full list available in appendix 2.</td>
<td>Non-statutory</td>
</tr>
<tr>
<td>K. Coastal Preservation Area (CPA)</td>
<td>Protective planning policy.</td>
<td>1: East Devon coastal area</td>
<td>Planning designation</td>
</tr>
<tr>
<td>L. European Marine Sites</td>
<td>To protect seabed properties and specific species</td>
<td>Lyme Bay and Torbay cSAC, Studland to Portland cSAC Chesil beach and Stennis ledge MCZ, South Dorset MCZ</td>
<td>Statutory, European Habitats Directive, Marine Act 2009</td>
</tr>
</tbody>
</table>
3) Issues and Opportunities

This chapter looks at some of the key issues and opportunities in managing the World Heritage, meeting the Convention and working towards international Sustainable Development Goals. They inform the policies and actions within this plan, support future priorities and identify aspirations which may take longer to achieve but are nevertheless important. The items are not included in any priority order.

Political

Brexit
The development of this plan was carried out while the UK’s withdrawal from the European Union was still being negotiated. The changes to environmental legislation, trade and international cooperation that will come with Brexit are uncertain at the time of writing, but they are likely to have implications for the management of this WHS. However, the Partnership is in a strong position to be able to respond constructively.

Austerity
There have been eight years of consistent funding reductions to large parts of the public sector. Investment in heritage is, in general, much reduced, leading to increased competition for charitable grants and other funding sources. Diminishing investment presents a considerable risk for the management of the WHS and its supporting infrastructure of coastal amenities, landscape conservation, visitor centres and museums. There is risk too in providing the day-to-day management and partnership coordination for the Site through an independent charity – the Jurassic Coast Trust. However, the Partnership itself is a crucial means to respond to these issues, providing a platform for strategic planning, joint funding bids and co-ordinated heritage and conservation initiatives.

Environmental Policy
National Environmental Policy direction is being framed within the Government’s 25-year environment plan “A Green Future: Our 25 Year Plan to Improve the Environment”. The general trend within the plan towards landscape scale environmental conservation is a huge opportunity for the WHS, particularly in areas such as enhancing beauty, heritage and engagement with the natural environment, and adapting to climate change. A specific issue for this WHS arises from the fact that, at the high level, World Heritage is covered by DCMS and Historic England. This is further expressed in National Planning Policy for England where World Heritage is included as a part of the Historic environment. This has resulted in some procedural uncertainty and confusion when responding to developments along this natural WHS. Continued collaboration between Natural England, Historic England and DCMS is helping to resolve the issue.

Other opportunities include:
- The proposal to create a Dorset National Park, although the position of the WHS and its management in this proposal remains unclear at this time and must be carefully considered
- The Government review of designated landscapes
- The implications for Site access and management from the implementation of the England Coast Path
Coastal Communities
A recent report from the House of Lords’ Regenerating Seaside Towns and Communities Select Committee identified the key issues facing seaside towns and made a series of recommendations for their regeneration. Significantly for the WHS, the recommendations emphasised that investment in heritage assets is of paramount importance in supporting the wider economy of seaside towns. Growth in affordable housing in seaside towns is also recommended by the report, an ambition already supported nationally by Government. The WHS has the potential to be a key driver in the regeneration of seaside towns, but in order to provide that benefit the Site’s OUV must be protected by a sustainable approach to development. In particular, this will require coastal communities to adapt to sea level rise and climate change.

Socio-economic

Inspiration and wellbeing
The ideas behind World Heritage are profound and inspirational. The OUV of the Jurassic Coast provides astonishing insight into the history of our planet and its geodiversity underpins the biodiversity and cultural life of the area. It is a powerful, place-making story that continues to seep into the identity of Dorset and East Devon. The health benefits of spending time in natural environments and near ‘blue spaces’ (lakes, rivers and the sea) are becoming increasingly clear. Encouraging people to explore beauty and diversity of the Jurassic Coast offers tremendous opportunities to promote active and healthy lifestyles. People’s outdoor experiences are bolstered by a rich provision of learning and interpretation materials that create emotional and intellectual access routes into the landscape. The Partnership is committed to helping people connect with and value the WHS. Volunteers are a fundamental part of that endeavour, providing essential support to heritage and conservation organisations and freely sharing their passion for this special place with others.

Life on a WHS
The World Heritage programme supports UNESCO’s global ambition to promote peace through ‘the intellectual and moral solidarity of humanity’. The challenge for the Partnership is to develop working practices that strive for that ideal. On the Jurassic Coast, the ‘String of Pearls’ is a concept that encapsulates the principles of co-operation, mutual benefit, accessibility, inclusion and sustainability, enabling every part of the Site to make an important contribution to the whole. It is central to the process of creating experiences for visitors and residents that are distinctive, complementary and responsive to the Jurassic Coast’s overarching identity as a WHS. The ‘pearls’ have traditionally included the visitors’ centres and museums, but in reality, could extend to cover the additional facilities and amenities that together inform the way people experience the Site.

Particular issues and opportunities for the String of Pearls and the wider Partnership include:
- Data collection and sharing to help with visitor management, targeted marketing, and easing pressure points along the coast
- Understanding changing tourism demands, such as cruise ship visits and the benefits they might bring to the local economy
- The need to deal with influxes of visitor numbers and over-tourism in certain areas
- Promotion of sustainable transport options and collaboration around routing and smart ticketing
- Promoting the use of local service providers by visitors and by the Partnership – e.g. expert guides, unique activities such as Coasteering, specialist skills such as fossil preparation
Understanding the value of OUV

Through the concept of OUV, the geodiversity of the Jurassic Coast is identified as having a global natural capital value. Research is key to understanding the economic, social and environmental benefits it offers to local communities and people around the World. Research across multiple disciplines, and in particular collaborative research, can create new ways to communicate the benefits of WH status and engage people with the Site. At the time of writing, the Proceedings of the Geologists Association has published a special volume titled ‘Jurassic Coast: geoscience and education’. It contains a series of papers covering earth science, interpretation and learning and represents an important moment of reflection on the value of this WHS. Research also has an intrinsic value for the Jurassic Coast because the early career scientists that come here to train and develop their skills will be the next generation of experts that will be called on to help understand and defend the OUV of Site. The importance of engaging with them positively in order to develop their relationship with the WHS should not be underestimated.

International connections

There is an important opportunity to build better connections with the international community of UNESCO sites and other protected landscapes. There would be particular value in developing relationships with other geological WHSs in order that the Sites communities might learn from one another but also to better understand the Jurassic Coast’s place amongst the assets that protect global geodiversity. More generally, World Heritage Status provides a platform to reach out to a global audience, particularly by utilising new technologies. UNESCO also expect all WHSs to respond to the UN Sustainable Development Goals. The Jurassic Coast’s contribution towards these is set out in appendix 4.

Fossil collecting, acquisition and display

In general, the management of collecting within the site continues to be in line with Natural England’s policies on responsible collecting, together with certain landowners’ additional requirements along specific parts of the coast in their ownership. The fossil collecting code for West Dorset continues in operation, and a similar code has recently been introduced for the nearby Axmouth to Lyme Regis Undercliffs National Nature Reserve.

Collectors have been finding and rescuing the great majority of important fossils from the cliffs and beaches of Dorset and East Devon for over 200 years, and continue to play this essential role in the management of the WHS. Without their intervention, most fossils, once exposed by the effects of weathering in the cliffs and erosion by the sea, would inevitably be damaged or destroyed sooner or later by those same processes.

For some time, there has been an aim within the Jurassic Coast Partnership that scientifically important and display quality fossils from the WHS should be acquired by local accredited museums for research and display and thus remain close to the site. It is considered that this would be preferred by collectors and so help with acquisition. It would also ultimately lead to local employment opportunities, economic benefits and significant social and cultural benefits through associated learning and engagement programmes.

Towards this aim, during the past 5 years there have been several developments and projects that have expanded or otherwise improved the storage, research possibilities and display of important fossils, most notably the Etches Collection at Kimmeridge, that houses an internationally important collection of fossils from the Kimmeridge Clay. However, there remains a considerable backlog of fossils from the WHS that would be suitable candidates for acquisition, but for which there is little or no display space (and uncertain storage space), and the backlog continues to grow. The possibilities to further expand existing local museums appear to be very limited, although there is great potential to improve support for the curation, conservation, documentation and display of their existing collections.
Nearly 20 years after the grant of World Heritage status, it is time to progress the creation of a world class facility incorporating a centre for study and research, together with a magnificent display of Jurassic Coast fossils to complement the Etches Collection, and illustrate the outstanding quality of preservation, scientific importance, variety and in many cases the aesthetic appeal of the fossils to be found along the rest of the WHS. Overall, it would represent a crucial improvement to the conservation of the palaeontology that supports the Site’s OUV. The need is clear and will be the major challenge of the new Management Plan period.

Environmental

Climate change and sea level rise
The Jurassic Coast is an excellent teaching tool to help people understand the patterns and consequences of past climate change. It can be used to illustrate actual impacts through the evidence of extinction events and environmental change, adding context and substance to the implications of current climate change. Perhaps the most significant impact of current climate change will be the predicted increases in the frequency of extreme weather events (storms, rainfall etc). In order to effectively protect the Site’s OUV there is a need for the Partnership to emphasise the benefits of sustainable coastal management, adaptation and working with natural processes.

The most Recent UK Climate Projects indicate that sea levels along the Jurassic Coast could rise by around 1m in the next 100 years. This will have significant implications for the World Heritage Site. The seaward boundary of the WHS will move landward, access to parts of the Site may be reduced or lost altogether, the condition of some areas may be improved with the increased erosion rates but for the same reason there is likely to be an increased pressure to build new coastal defences. This is the single biggest threat to OUV and it is imperative that the Partnership works towards a collective response that safeguards the Site. Coastal zone management will be an important tool, including Shoreline Management Plans and the emerging Coastal Change Management Areas.

More widely, as part of measures to combat climate change, the pressure to create more green energy developments such as wind farms may increase. Such developments would be in line with certain UN Sustainable Development Goals i.e. 7. Affordable and Clean Energy and 13. Climate Action. Previous green energy development has been resisted along the WHS due to potential negative impacts on OUV, so it is important that the Partnership takes a view of how to balance the need to protect the Site’s OUV with our commitment to the UN Sustainability Goals.

Promoting geodiversity
There is a significant opportunity to use the WHS to promote the role of geodiversity within our landscapes. The concept of OUV challenges us to carefully consider the tangible and intangible benefits provided by geodiversity. In doing so it highlights the importance of the resources directed in support of geoheritage and becomes a driver for further investment. There is tremendous value in the collective experience of the Partnership in managing this Site over the past eighteen years, and the lessons we have learned could help others nationally and internationally who are working to parallel objectives. Similarly, there are likely to be valuable lessons that we could learn from others. Perhaps the best opportunity lies in building closer relationships between the Jurassic Coast and other UNESCO sites in the UK, particularly Geoparks. Closer involvement with the network of protected landscapes would also be of value as they too are working to make the most of their geodiversity and geoheritage assets. Organisations such as the National Trust, Geologist’s Association and Association of Heritage Interpretation are often sources of best practice and
innovation in engaging people with geodiversity. The Jurassic Coast Partnership certainly has an important contribution to make to this wider community and may be able to draw considerable benefit from growing our connections to it.

**Technological**

**Data**
There is a huge variety of data relating to the WHS, from statistics about visitor behaviour to the boundary co-ordinates for SSSIs. There is an opportunity to work towards better data sharing, where appropriate, especially in support of conservation, research, marketing, communications and visitor management. There would be great benefit in creating a standardised format for certain data sets and perhaps even in creating a dedicated and publicly accessible GIS platform for the WHS.

**Social media**
The increasing importance of social media is a significant issue and one that there may be considerable risk in neglecting. There is already evidence to suggest that information shared via social media is driving an increase of interest in the WHS. For example, in the last five years several informal fossil hunting or fossil-related face book pages have been set up for Dorset and different parts of the Jurassic Coast. These have proved to be very popular and their appearance has been accompanied by a marked rise in the number of people engaged in fossil collecting, although the connection is unproved. This has caused concern in some cases where parts of the coast not normally promoted as suitable for fossil collecting are receiving increased attention. Another example is people putting themselves in danger on cliff edges or accessing restricted parts of the coast in order to take ‘selfies’ and other photographs. This has been prevalent around Lulworth and also West Bay. However, there is an important opportunity, especially for the ‘String of Pearls’, to create a strong social media presence that carries an authentic voice on behalf of the WHS and its needs. Platforms such as Instagram and YouTube in particular can be powerful tools to showcase the Jurassic Coast whilst promoting responsible behaviour.

**New technologies**
Technologies such as detailed bathymetric surveys, photogrammetry and LiDAR are creating ever richer sources of material that can be used to engage people with the WHS. Outputs from these kinds of investigations can be varied and far wider than was originally intended. For example, the Dorset Integrated Seabed Study (DORIS) was intended to identify important seabed habitats but has led to a new geological map for Weymouth Bay to Durlston Bay, a fresh interpretation of the quaternary history of Dorset and a major increase in the understanding of the geology of the WHS. The potential for these technologies for conservation and engagement is huge as they provide brand new ways to record, research, visualise and present the geoheritage value of the Site.
4) Policies, Actions and Aspirations

This framework sets out the principles, aims, policies and priority actions for the management of the World Heritage Site. As a partnership we recognise that the Aims and policies are, to some extent, cross-cutting but in general are laid out here to reflect the World Heritage Convention, aligning this plan to the aspirations of UNESCO. Critical success factors provide the basis for a top-line measure of the success of the plan overall whilst the principles are ways of working that should be considered at every level of delivery.

4.1 Principles

**Working from Evidence**

One of UNESCOs strategic aims is that World Heritage Sites should be credible. Therefore, Site management will be based on evidence, sound science and our best knowledge and understanding of the coastline.

**Aspiring to World Heritage Values**

The ‘Jurassic Coast’ is the name of an authentic and unique heritage asset. It brings many benefits to the area, binds our community together and connects us to wider, global values. As the custodians of this World Heritage Site we are challenged to create an inclusive and sustainable way of life that celebrates Outstanding Universal Value and helps our community to thrive.

**Collaboration and cooperation**

The protection and presentation of this World Heritage Site requires people to come together in support of a common cause. In order to safeguard the quality of this landscape and create inspiring experiences for visitors and residents that embody the Site’s OUV, collaboration and cooperation are essential.
### Policy framework

#### Protecting Outstanding Universal Value

The World Heritage Convention states that each State Party recognises the duty of ensuring the identification and protection of natural heritage that possess Outstanding Universal Value (OUV) and to integrate the protection of that heritage into comprehensive planning programmes.

**Strategic Aim 1:**  
*Protect the Site’s Outstanding Universal Value and World Heritage Status*

Policies 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 OUV of the Site, or on the mitigation of the negative impact of activities that are unavoidable. There is a focus on allowing the natural processes of erosion to continue; thus maintaining the coastal processes, landforms and exposures that underpin the Site’s OUV. 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 might damage the setting itself.

**Critical Success factors**

- Developments do not cause negative impact on Site’s OUV
- Responsible fossil collecting continues to be widely adopted as a management approach across the World Heritage Site

**Regulation**

<table>
<thead>
<tr>
<th>Policies</th>
<th>Priority actions and /or aspirations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>R1</strong></td>
<td>Support the development and adoption of Supplementary Planning Guidance that improves the shared understanding of how impacts on OUV should be assessed. By 2022</td>
</tr>
<tr>
<td><strong>R2</strong></td>
<td>Seek to ensure OUV and Site protection policies are accurately reflected and taken into account in Local Plans, Shoreline Management Plans, Marine Plans, the Management Plans for the Dorset AONB and East Devon AONB as well as any revisions to relevant Landscape or Seascape Character assessments. Ongoing</td>
</tr>
<tr>
<td><strong>R3</strong></td>
<td>Create a comprehensive, standardised and publicly accessible data package for Site boundaries and regulatory information with the option to use it to create a dedicated GIS platform for the Jurassic Coast. By 2023</td>
</tr>
<tr>
<td><strong>R4</strong></td>
<td>Undertake an audit of and develop an action plan for parts of the Site that would benefit from increased protection, including areas no longer within the SSSI boundaries due to natural erosion, areas of GCRs that are not included within SSSIs and areas that are not within an AONB or Heritage Coast. By 2021</td>
</tr>
</tbody>
</table>
Emergency plans will be maintained in order to respond effectively to major incidents* that might have significant consequences for the condition and presentation of the Site. Emergency plans will also ensure that the response actions themselves do not cause further damage.

* Such as landslide or rockfalls, disease or oil spills

R6
The regulatory protection of the WHS will continue to be improved in places where there is vulnerability.

### Industry and Military

#### Policies

**IM1**
Port or harbour managers minimise the risk of potential negative impacts on the Site and setting from shipping activity through sensitive management.

**IM2**
Aggregate or mineral extraction, oil or gas exploration and exploitation, and renewable energy developments within the Site boundaries are prevented.

**IM3**
Adverse impacts from proposals for aggregate or mineral extraction, oil or gas exploration and exploitation, and renewable energy developments within the setting are minimised and mitigated.

**IM4**
Military activity avoids adverse impacts on the Site or setting.

### Priority actions and /or aspirations

- Explore the potential for extending the geographical parameters of the Site offshore, to include geomorphological features that form part of the OUV story, but are not within the Site boundary. By 2024

- Agree a stand-alone policy to make provision for recycling of sediment within a sediment cell in relation to necessary flood and coastal risk management activities. By 2020

- Continue to support the implementation of the statutory Reviews of Old Mineral Permissions (ROMPs) on Portland and elsewhere in a manner that will avoid any adverse impacts on the interests of the Site and its setting. Ongoing

- Continue presumption in favour of replacing existing minerals permissions for surface quarrying on Portland with permissions for underground mining, where this would not result in any other unacceptable impacts on the Site. Ongoing

### Codes of conduct and site management provisions

#### Policies

**CC1**
Fossil collecting within the Site will follow, in general, the principles of Natural England’s national approach based on the concept of responsible collecting (see appendix 3).

**CC2**

### Priority actions and /or aspirations

- Continue to support and seek to expand the Fossil Warden service for West Dorset. Ongoing.

- Charmouth Heritage Coast Centre and Natural England, with strategic support, successfully administer the West Dorset and Undercliffs fossil codes and fossil recording scheme. Records are integrated to the GIS system by 2023
for these two areas and will continue to be implemented by all involved parties. (see appendix 3)

CC3
Rock samples collected from anywhere within the Site will be taken in line with Geologists’ Association Code of Conduct for Geological Fieldwork.

CC4
Cliff climbing in sensitive areas will be continue to be managed by landowners in order to avoid negative impacts on the quality of the Geological exposures of the Site or its wildlife.

- Review the Undercliffs code within the lifetime of this plan and ensure that, as in the case of the West Dorset Fossil Collecting Code, any changes are made only with the agreement of all collaborating parties. By 2024
- A campaign to promote responsible fossil collecting (and the two fossil codes) will be developed and delivered collaboratively by all relevant partners, using a variety of channels including online.

Conserving natural heritage
The Convention recognises the duty of ensuring that natural heritage is conserved and transmitted to future generations

Strategic Aim 2:
To conserve and enhance the Site, its presentation, setting and its attributes

This aim relates to positive and forward-thinking actions for improvements to the Site’s OUV and condition. Policies within this aim will cover a range of areas relating to conserving the geo-heritage assets, 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. Fossils and other geological specimens have a set of dedicated policies that indicate the resources needed to support their conservation, from being collected from the Site to becoming part of a public collection.

Critical Success factors
- All SSSIs and GCR sites are in the same or better condition than at the start of this Plan period.
- Diverse research continues to be carried out along the WHS.
- An increase in the number of scientifically important fossils found along the Site that are acquired by, or loaned back to, local accredited museums.

Conservation of Site and setting

Policies

CSS1
The conditions of GCR sites and SSSIs will be maintained and / or improved, when appropriate and possible, in ways that are consistent with or build on natural processes, taking account of other conservation objectives.

CSS2
The ongoing condition of the Jurassic Coast will be monitored with a particular focus on identifying the potential impacts of climate change on the attributes of the Site.

Priority actions and /or aspirations
- The GCR sites and SSSIs that make up the WHS will be monitored in line with NE methodology and timescales in terms of their defined geological and geomorphological value. Ongoing
- 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. Ongoing
Collaborate to identify inland sites and seafloor features that are priorities for incorporation into the story of the WHS, and plan for their conservation. By 2022

Review needs and desirability for new bespoke fossil codes along the Site and, if any, prepare a prioritised development plan. By 2022

**CSS3**
Initiatives that seek to address the causes and consequences of marine and land-sourced litter will be supported in order to reduce negative impacts on the Site’s condition and presentation.

**CSS4**
Features and sites inland and seawards from the coast that help to illustrate the OUV* will be highlighted or improved, especially aspects of the WHS story that are hard to access on the coast itself.

*E.g. submerged river channels near Portland and the Keates Quarry dinosaur tracks

**CSS5**
The conservation and enhancement of biodiversity and landscape character in the Site and setting will be supported in ways that are complementary with its OUV.

**CSS6**
Along parts of the Site where a new, bespoke approach for managing fossil collecting is needed, collaborative arrangements will be made*.

* Partners will include Natural England, landowners, accredited museums, the academic community and collectors (amateur and professional)

**CSS7**
Opportunities to make gains for geological conservation should be responded to positively.

### Research

**Policies**

| Re1 | Research under a wide range of disciplines will be encouraged in order to expand our understanding of the WHS and the benefits of World Heritage Status. |
| Re2 | Research on the World Heritage Site will adhere to relevant codes of conduct, site management provisions, conservation designations and legal requirements. |

**Priority actions and /or aspirations**

- Use coastal monitoring data and current research trends to help identify what research is a priority for WHS protection and conservation, especially in the context of predicted sea level rise and climate change. Ongoing

- Establish a set of shared values and a set of guidelines that can encourage responsible research and guide science, arts, geography, economic and social researchers and practitioners to engage with the Jurassic Coast and its partnership of stakeholders. By end 2020
Geological material collected from the WHS for research, especially specimens described or figured in published research, should be deposited in a publicly accessible collection.

**Re4**

Partners will share data (e.g. scientific, economic demographic) relating to the Jurassic Coast and World Heritage Status wherever possible, and work together to identify key research needs.

**Fossils and other geological specimens**

<table>
<thead>
<tr>
<th>Policies</th>
<th>Priority actions and /or aspirations</th>
</tr>
</thead>
<tbody>
<tr>
<td>F1</td>
<td>The discovery, rescue and preparation of significant fossils by responsible collectors is actively recognised by the partnership as an essential contribution to Site management.</td>
</tr>
<tr>
<td></td>
<td>• Establish an information sharing platform for researchers and the Jurassic Coast partnership with the aim of facilitating access, fostering co-ordination, collaboration and new research opportunities. By 2022</td>
</tr>
<tr>
<td></td>
<td>• Collaborate to create opportunities for ‘citizen science’ projects and the dissemination of research through public engagement programmes. Ongoing</td>
</tr>
<tr>
<td>F2</td>
<td>Building and maintaining strong relationships between collectors, academics and museums is encouraged and supported in order to help facilitate palaeontological research and the acquisition of important specimens by public institutions.</td>
</tr>
<tr>
<td></td>
<td>• Create a list of key privately owned specimens and collections that are priorities for acquisition. By end 2020</td>
</tr>
<tr>
<td></td>
<td>• Mobilise stored museum specimens and collections for the purposes of community benefit and public engagement. Ongoing.</td>
</tr>
<tr>
<td></td>
<td>• Linking to other actions, undertake a gap and needs analysis in respect of provision for acquisition, research, curation, storage and display of important fossils from the World Heritage Site. By end 2021</td>
</tr>
<tr>
<td></td>
<td>• Explore ways of helping museums improve their documentation practices, existing records and other skills development e.g. fossil curation. Ongoing.</td>
</tr>
<tr>
<td></td>
<td>• Continue to maintain and seek to expand the Fossil Finder Database. Ongoing.</td>
</tr>
<tr>
<td>F3</td>
<td>Where possible, important fossils and geological specimens from the Jurassic Coast are acquired and/or displayed by local accredited museums for the direct benefit of Jurassic Coast communities.</td>
</tr>
<tr>
<td></td>
<td>• Create an audit of public and privately held fossils that support the OUV of the WHS and that can be shared publicly, with all necessary measures in place to protect sensitive information. By end 2020</td>
</tr>
<tr>
<td>F4</td>
<td>Museums will maintain ethical collecting practices that are responsive to relevant codes of conduct, Site management provisions, conservation designations and legal requirements when acquiring geological specimens from the World Heritage Site.</td>
</tr>
<tr>
<td></td>
<td>• Linking to other actions, undertake a gap and needs analysis in respect of provision for acquisition, research, curation, storage and display of important fossils from the World Heritage Site. By end 2021</td>
</tr>
<tr>
<td>F5</td>
<td>Support is given to developments that improve the acquisition, curation, research, and exhibition of Jurassic Coast fossils where there is a recognised gap in provision and an identified need.</td>
</tr>
<tr>
<td>F6</td>
<td>Documentation of important geological collections from the Jurassic Coast is improved.</td>
</tr>
<tr>
<td>F7</td>
<td></td>
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</tbody>
</table>
Accredited museums local to the Jurassic Coast are supported to enable them to maintain important geological collections and public engagement programmes.

Presenting the World Heritage Site

The Convention states that effective and active measures are taken for the presentation of natural heritage and that appreciation and respect of that heritage should be strengthened through educational programmes.

Strategic Aims:

3. Inspire and engage people with the Site and deepen their understanding of its values
4. Maintain and improve access to and experience of the Site

Welcome, access, understanding and enjoyment are intrinsically linked on the World Heritage Site. Policies within this aim are focused on making appropriate, realistic and sustainable improvements that enable people to enjoy the coast responsibly and encourage them to become invested in its ongoing protection. There is an emphasis 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 interpretation provision that celebrates the unique and global heritage value of the Site.

Critical Success factors

◦ Sustainable and appropriate access to the Site is maintained or enhanced in line with capacity.
◦ Tranquillity and sense of place are maintained or enhanced.
◦ Walking and cycling routes accessing the Site continue to be improved and managed to a high standard.
◦ Visitors’ enjoyment of the Jurassic Coast is maintained or enhanced.

Destination marketing

<table>
<thead>
<tr>
<th>Policies</th>
<th>Priority actions and /or aspirations</th>
</tr>
</thead>
<tbody>
<tr>
<td>DM1</td>
<td>Promotion of the Jurassic Coast is sensitive to the needs of, and issues faced by, local communities and the World Heritage Site.</td>
</tr>
<tr>
<td>DM2</td>
<td>Information about events, promotions and campaigns relating to the Jurassic Coast is shared between Partners and destination marketing agencies.</td>
</tr>
<tr>
<td>DM3</td>
<td>Collaborative working is actively encouraged to promote public behaviour change, particularly in the following areas: Safety and selfies; Littering and other fouling; Fossil collecting; Sporting or similar events; Marine behaviour – e.g. tranquillity or landing in sensitive areas.</td>
</tr>
<tr>
<td></td>
<td>- Audit, analyse and understand the issues and opportunities for local communities in respect of recreation and tourism along the Jurassic Coast. By 2021</td>
</tr>
<tr>
<td></td>
<td>- Create clearer guidance on responsible fossil collecting for tourists on the WHS, emphasising those areas of the coast where fossil hunting is appropriate and permitted, and those where it is discouraged or restricted and why. This will be done in consultation with collectors and in response to actual visitor behaviours and pressures to avoid inadvertently promoting sensitive areas by telling people not to go there. Reactive action, to be completed as required.</td>
</tr>
<tr>
<td></td>
<td>- Develop a ‘code’ for promoting responsible recreation and tourism on the WHS, based on research and to include guidance on the nature of the coast as a natural</td>
</tr>
</tbody>
</table>
DM4

Relevant partners will continue to collaborate as much as possible in order to provide consistent messages about responsible fossil collecting and safety.

<table>
<thead>
<tr>
<th>People’s experience of the Site</th>
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</thead>
<tbody>
<tr>
<td><strong>Policies</strong></td>
</tr>
<tr>
<td><strong>ES1</strong></td>
</tr>
<tr>
<td>Signage at access points to the coast is coordinated, consistent and sensitive to the location and visitor needs. Permanent installations along undeveloped parts of the coast are kept to a minimum.</td>
</tr>
<tr>
<td><strong>ES2</strong></td>
</tr>
<tr>
<td>Partners with a responsibility for Jurassic Coast visitor infrastructure will maintain and improve these taking account of demand, quality guidelines, site sensitivity and expectations. These might include paths, interpretation and signage, toilets, car parks, viewpoints, piers, seafronts, amenity beaches, TICs and other visitor facilities.</td>
</tr>
<tr>
<td><strong>ES3</strong></td>
</tr>
<tr>
<td>Public access to beaches within the Site is maintained, but with sensitivity to wildlife and safety considerations.</td>
</tr>
<tr>
<td><strong>ES4</strong></td>
</tr>
<tr>
<td>Place-based interpretation and information about the Jurassic Coast emphasises locally distinctive needs and stories that are linked to the wider narratives of the Walk Through Time and the value of geodiversity</td>
</tr>
<tr>
<td><strong>ES5</strong></td>
</tr>
</tbody>
</table>
When implementing emergency plans partners carefully manage any impacts on public access to and perception of the Jurassic Coast.

### Interpretation and learning

<table>
<thead>
<tr>
<th>Policies</th>
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</thead>
</table>
| **IL1** | Development of Jurassic Coast interpretation, learning and outreach is embedded in existing engagement programmes whenever possible.  
For consistency and quality control, when planning or developing interpretation or learning projects about the Jurassic Coast, partners will seek specialist advice from the Jurassic Coast Trust and additional professional input when necessary. Partners can initially refer to the Jurassic Coast Interpretation Toolkit for basic best practice advice. Ongoing.  
Interpretation about the Jurassic Coast should be created in collaboration with local communities and other stakeholders. Ongoing.  
Partners will communicate their interpretation development plans to the wider Jurassic Coast partnership and, where possible, collaborate to create an agreed pipeline of funding bids to support projects. Ongoing.  
Where possible, the data and findings from the evaluation of interpretation and engagement programmes is shared amongst partners. Ongoing.  
Jurassic Coast content aimed at primary or secondary schools should respond to relevant elements of the National Curriculum. Jurassic Coast content aimed at further or higher education should be accurate and aspire to be based on current research and technologies. Ongoing. |
| **IL2** | The approach to interpretation, learning and outreach programmes about the Jurassic Coast follows industry best practice. |
| **IL3** | Interpretation content about the Jurassic Coast is high quality and guided by the Jurassic Coast Story Book. |
| **IL4** | Opportunities for improving interpretation and learning through remote and global access will be developed where possible within partnership initiatives. |

### Involving Communities

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 seek to protect and conserve it.

**Strategic Aim 5:**  
*Enable the World Heritage Status to be of benefit to people and communities*

It has been shown that the Jurassic Coast’s designation as a World Heritage Site has brought a strong sense of identity to the area. This has stimulated the local economy and been a catalyst for civic pride and social enterprise. Policies within this section will look to build on this progress in sustainable ways and emphasises how sense of place, local business, well-being, and access and inspiration are integrated aspects of this protected landscape.

**Critical Success factors**
The Jurassic Coast continues to be seen as a positive asset for the local communities (measured through council surveys)
- Economic benefit of Status grows past 2015 level
- Community assets along the coast are improved
- Use and promotion of sustainable transport increases

### Well-being

<table>
<thead>
<tr>
<th>Policies</th>
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</thead>
<tbody>
<tr>
<td><strong>W1</strong></td>
</tr>
<tr>
<td>Growth in more sustainable means of accessing the coast is encouraged and supported, in line with the Environmental values of the Site.</td>
</tr>
<tr>
<td><strong>W2</strong></td>
</tr>
<tr>
<td>Initiatives to promote the Jurassic Coast as an area supportive to well-being and/or health are strongly encouraged, as long as they are within agreed environmental tolerances.</td>
</tr>
<tr>
<td><strong>W3</strong></td>
</tr>
<tr>
<td>Volunteering programmes contributing to management and sustainability of the World Heritage Site are encouraged and supported.</td>
</tr>
<tr>
<td><strong>W4</strong></td>
</tr>
<tr>
<td>Accessibility and inclusivity are strongly supported as a means to build a cohesive community, locally and internationally, that is invested in the future of the Site.</td>
</tr>
</tbody>
</table>

### Priority actions and/or aspirations

- Develop and implement a pilot integrated, joint or smart transport ticketing along the Jurassic Coast, and link to Visitor Centres, Museums and other attractions. By 2024
- Develop and roll out an agreed and joint responsible use policy, Code of Conduct and portal for group or commercial users of the Coast Path (or linked paths) along the Jurassic Coast. By 2021
- Undertake an accessibility audit of the Jurassic Coast and use the evidence to promote and improve access to those with specific needs. By 2021
- Grow, and join-up appropriate volunteering programmes as a means of skills and confidence development, well-being and as a support to management of the WHS. Ongoing

### Economy

<table>
<thead>
<tr>
<th>Policies</th>
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<tbody>
<tr>
<td><strong>E1</strong></td>
</tr>
<tr>
<td>The economic value of the designation is evaluated, promoted and demonstrated, particularly to encourage sensitive business growth and encourage a greater year-round economy.</td>
</tr>
<tr>
<td><strong>E2</strong></td>
</tr>
<tr>
<td>Visitor Centres and Museums are a key asset for tourism and the communities of the World Heritage Site and their long-term sustainability will continue to be supported.</td>
</tr>
<tr>
<td><strong>E3</strong></td>
</tr>
<tr>
<td>Local producers and service providers are used and advocated for where possible in respect of activity relating to the management of the World Heritage Site.</td>
</tr>
</tbody>
</table>

### Priority actions and/or aspirations

- Demonstrate the continued and growing economic value of the designation through a repeat of the 2015 study, and develop a case study of the combined economic value of the String of Pearls. By 2021
- Develop joint funding initiatives between organisations in the String of Pearls, to allow them to develop as organisations and work more effectively on collaborative projects. Ongoing
- Advocate existing and potential funding partners to play a long-term supportive role for Visitor Centres and Museums that support World Heritage Status. Ongoing
- Produce guidelines for responsible Tourism in line with UNESCO and World Heritage Values. By end 2020
<table>
<thead>
<tr>
<th>Policies</th>
<th>Priority actions and /or aspirations</th>
</tr>
</thead>
<tbody>
<tr>
<td>CP1</td>
<td>Produce new guidelines for use of the name ‘Jurassic Coast’, logos, and other branding tools amongst all stakeholders, particularly businesses and the String of Pearls. By end 2020</td>
</tr>
<tr>
<td>CP2</td>
<td>Establish an effective mechanism for communicating and interacting with all towns and parishes along the World Heritage Site, and raising the profile of the Site within their communities. By 2021 and ongoing</td>
</tr>
</tbody>
</table>

- Develop joined up itineraries for visitors in partnership with local businesses, museums, visitor centres and other attractions. Ongoing

**Civic Pride**

**Policies**

**CP1**

The profile of the Jurassic Coast, World Heritage Status and its significance is increased within towns and parishes close to the Site.

**CP2**

The use of the Jurassic Coast and UNESCO brands should be nurtured in order to strengthen the integrity of the designation.
5) Delivery

Delivering the policies, actions and aspirations of this Plan will require the combined effort and resources of a wide range of partners. The Jurassic Coast Partnership acknowledge that it is not the central remit of many of these partners, but assert that investment in delivery will benefit the environment, communities and a sustainable local economy.

The Partnership Advisory Committee will agree an annual delivery plan for the next five years that will seek to identify the collaborations and resources needed in order to commit to priority actions and opportunities identified by the Plan.

The Jurassic Coast Trust

The Jurassic Coast Trust (JCT) can play a unique, strategic role on behalf of the Partnership by focusing on the needs of the WHS in ways other partners are not free to. In summary, the JCT will aim to add strategic value in the following ways:

- Providing leadership on what is best for the WHS by understanding its OUV and promoting its identity, heritage values and the need to protect it
- Fostering the partnership that collectively protects the site by understanding the environmental, economic and social/cultural benefits of WH status and working to make sure Partners and communities have a share of those benefits

Whilst the JCT will have its own business plan, the work programming that it undertakes will be in response to the strategic opportunities within the Partnership Plan and priorities within the delivery plan agreed by PAC.

As an independent charity, fundraising will be a central concern for the JCT in order to sustain its operation and strategic value.

Collaboration

Specific projects or areas of work will naturally require the collaboration between certain partners, but not necessarily all. The working relationships and collaborations needed in order to achieve particular outcomes will be identified and advocated by PAC during the process of creating the delivery plan.

In order to maintain the close partnerships required to manage the WHS, communication between partners will be key. The JCT can play a role to facilitate ongoing communications, but there will also be a need for partners to report to PAC for monitoring purposes and to aid the measurement of progress.

Resources

There is no central government funding available to WHSs. Dorset Council and Devon County Council provide a grant to the JCT in support of its strategic role, but this only covers around 30% of operating costs.

Investment in the WHS from grants and other funding sources will be crucial to achieving delivery against the Partnership Plan. In this context, it is desirable for Partners to identify what resources of their own they can allocate towards delivery and, crucially, to co-ordinate and collaborate in relation to funding bids.
wherever possible. This has been done in the past with considerable success, particularly amongst museums who sought to ‘pipeline’ their applications to the Heritage Lottery Fund.

This Partnership Plan plays a central role in all resourcing efforts by providing the context and framework that demonstrates how obligations to the World Heritage Convention are being met, and the importance and benefit of investment to the WHS itself and to the wider community.

**Reporting**

The reporting of progress against the Partnership Plan will be co-ordinated by the PAC. Reports will be made available to Dorset Council and Devon County Council along with the operational and conservation reports from the JCT. Relevant aspects will be shared with DCMS and the wider partnership via JCT channels.

The JCT will continue to liaise directly with DCMS on behalf of the Partnership in order to respond to issues affecting the WHS. It will also submit State of Conservation reports about the Site to UNESCO as and when required.

### 6) List of Appendices

**APPENDIX 1:** Significance and description of the Site and Setting  
**APPENDIX 2:** Statement on the boundaries of the Site, and the World Heritage interests within them  
**APPENDIX 2M:** Maps  
**APPENDIX 3:** Fossil Collecting  
**APPENDIX 4:** Integration with UN Sustainable Development Goals  
**APPENDIX 5:** Jurassic Coast Partnership roles – to be finalised once public consultation is complete