Wednesday 27 January 2021

JURASSIC JANUARY
Virtual Zoom Conference

RECOVERY ON THE COAST

REGISTER HERE
Welcome to Jurassic January 2021. At this year's event, we'll be looking at how the tourism, heritage and cultural sectors can recover from the events of 2020, and begin to plan the way ahead for 2021 and beyond.

We'll be featuring a range of speakers who can provide insights into where these sectors are headed and what it might mean for your business or organisation. The Jurassic Coast Trust will also be talking about some of our plans for the year and how we can help give you a boost after the difficulties of the last 12 months.

There'll be ample time throughout the day for questions, discussion and networking. Please use the Chat function in Zoom to ask questions of our speakers during their talks. You can also use this function to speak privately to other participants during the event.

Thank you and we look forward to welcoming you to Jurassic January 2021.

Thank you and enjoy the day
The Jurassic Coast Trust Team
Lucy Culkin  
*CEO, Jurassic Coast Trust*

Lucy will introduce the day and talk about the Jurassic Coast Trust’s plans for the year, and how we can help give our partner organisations and businesses a boost after the difficulties of the last 12 months.

Alistair Handyside  
*Chair of South West Tourism Alliance*

Alistair will talk about the tourism sector’s plans for recovery, offering insights from his campaigning and lobbying work with the SWTA, and his experiences as owner-operator of Higher Wiscombe luxury holiday cottages in East Devon.

Martin Cox  
*Managing Director, West Dorset Leisure Holidays*

Martin will discuss the impacts of 2020 on his business and on the wider tourism sector, and offer some insights on the road to recovery for the sector in 2021 and beyond.
Mairi Lock
World Heritage Site Coordinator for the Lake District National Park Authority
Mairi will provide a brief background on the Lake District World Heritage Site and its visitors, look at the changes and challenges experienced since March 2020, how the National Park Authority and partners responded, and the Site's plans for 2021 and beyond.

Alison Smith
Poole Museum
Alison will be speaking about the development phase project currently underway at Poole Museum, and how the team at the museum have managed and adapted during lockdown.

SCHEDULE FOR THE DAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>10:00</td>
<td>Lucy Culkin</td>
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<tr>
<td>10:15</td>
<td>Alistair Handyside</td>
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<td>10:35</td>
<td>Martin Cox</td>
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<tr>
<td>10:50</td>
<td>Coffee break</td>
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<tr>
<td>11:00</td>
<td>Mairi Lock</td>
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<td>11:25</td>
<td>Alison Smith</td>
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<tr>
<td>11:45</td>
<td>Lucy Culkin</td>
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A huge thank you for attending Jurassic January. If you’ve enjoyed today, here’s some options for how you can get involved with the Jurassic Coast Trust.

**Become a Business Partner**
Join over 70 other local businesses as a Jurassic Coast Trust Business Partner. Help to look after our spectacular coastline, get a branding boost, and get your business seen by more potential customers.

For more info and to join, please email: guy.kerr@jurassiccoast.org

**#MyJurassicCoast**
This new campaign celebrates everything that’s great about the Jurassic Coast, with a focus on how it has helped individuals and groups to make it through this recent difficult period.

If you have a story to tell about how the coast has helped you make it through lockdown, we would love to feature it, with a link to your business’ Instagram page.

To get involved, send text and images to: caroline.pearce@jurassiccoast.org

For inspiration, head to our Instagram to see some of the stories we’ve featured so far.

**Volunteer Network**
Could you offer a volunteer placement at your business to an enthusiastic young person looking to take the first step in their career? Home-based digital roles are very much encouraged so please contact us to see how you could take part.

Email caroline.pearce@jurassiccoast.org

Follow the Jurassic Coast Trust online for all the latest news, events, videos and more. Follow us on:

- Facebook at /jurassiccoast
- Twitter @jurassic_coast
- Instagram @jurassiccoastofficial
- YouTube

Plus subscribe to the Jurassic Coast Trust YouTube channel.