Wednesday 26 January 2022

JURASSIC JANUARY
Virtual Zoom Conference

REGISTER HERE
Welcome to Jurassic January 2022. At this year's event, we'll be looking at how the tourism, heritage and cultural sectors can forge the way ahead for 2022 and beyond.

We'll be featuring a range of speakers who can provide insights into the latest developments across these sectors and what it means for your business or organisation.

The Jurassic Coast Trust will also be talking about some of our plans for the year - which marks the 20th anniversary of the World Heritage Site's inscription - and how you can get involved.

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.

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, including our exciting plans to celebrate the 20th anniversary of the World Heritage Site's inscription.

Samantha Richardson
*Director of the National Coastal Tourism Academy*

Samantha will kick off Jurassic January with an update from the National Coastal Tourism Academy, including an overview of the results from their 2021 Staycation Travel Survey, which measured satisfaction levels in those who holidayed on England’s Coast last year.

Alistair Handyside
*Chair of South West Tourism Alliance*

A regular speaker at Jurassic January, Alistair will provide the latest updates from his campaigning and lobbying work with the SWTA, and provide insights as to how the visitor economy is shaping up for 2022 and beyond.
SPEAKERS at Jurassic January 2022

Simon Addison
Heritage Business Manager, Bath World Heritage Site
Simon will share insights from the iconic Roman Baths, discussing the impacts of COVID, lessons to take forward on visitor management, and progressing the conversation around sustainable tourism.

Alex Turner
Project Co-ordinator, South West Coast Path Association
South West Coast Path Association (SWCPA) works to improve and protect the 630 mile National Trail which follows the coast in the south west from Minehead, Somerset to South Haven Point in Dorset.

Alex will be discussing current SWCPA work to improve access for under-represented or under-served audiences in order to make the amazing resource that is the South West Coast Path as easy to access for everyone as possible.

This has become increasingly relevant more recently as coronavirus has highlighted the importance of people being able to access natural environments close to their homes and health inequalities.

SCHEDULE FOR THE DAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>9:45</td>
<td>Welcome</td>
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<tr>
<td>10:00</td>
<td>Lucy Culkin</td>
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<td>10:10</td>
<td>Samantha Richardson</td>
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<td>10:40</td>
<td>Alistair Handyside</td>
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<td>11:00</td>
<td>Simon Addison</td>
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<td>11:30</td>
<td>Alex Turner</td>
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<td>12:00</td>
<td>Lucy Culkin</td>
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<td>11:10</td>
<td>Coffee break</td>
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<tr>
<td>11:30</td>
<td>Simon Addison</td>
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<tr>
<td>12:00</td>
<td>Alex Turner</td>
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<tr>
<td>12:30</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

**The Jurassic Coast Turns 20**
To celebrate the 20th anniversary of the Jurassic Coast’s inscription as a World Heritage Site, the Jurassic Coast Trust is setting itself a challenge; we want to use the anniversary to catalyse action throughout 2022.

There will be plenty of ways to get involved as the year progresses. For now, say tuned to our YouTube channel for special 20th anniversary postings throughout the year.

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
- Plus subscribe to the Jurassic Coast Trust YouTube channel.