

The Jurassic Post

Quarterly progress report for the Dorset and East Devon Coast World Heritage Site Steering Group, Working Groups and Team

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Edition 2: June - September 2005

Editorial

Feedback to Working Groups and the general public is a strong theme along the Jurassic Coast for the next few months. Following a successful pilot public meeting in Seaton in July, we will be rolling out similar presentations in all of the Gateway Towns over the autumn and winter – watch this space and the website for details. In addition, we will be producing the first Jurassic Coast Progress Report, providing details of work that has been undertaken along the coast in the four years since designation. Finally, the first Jurassic Coast Annual Seminar will be taking place in Bridport on the afternoon of Friday 16th September. This meeting is primarily to bring Working Groups together on an annual basis to enable them to find out what the different groups are doing, and to meet, share ideas and good practice. A short report of the meeting will appear in the next Jurassic Post. Finally, we would be delighted if any reader of this newsletter would like to contribute articles to future issues. If interested, please contact sarah.holder@devon.gov.uk

Many thanks, Sam Rose, World Heritage Projects Co-ordinator

1. SITE CONSERVATION, MONITORING AND SCIENCE *(Including key outcomes from the Science and Conservation Advisory group)*

The new **Site Monitoring Database**, mentioned in the previous edition of the Jurassic Post, is now up and running and working well. The WHS Team's geologists have surveyed about 40% of the Jurassic Coast and



Site Monitoring Database photographs of Stonebarrow Flatstone Bed. Photographs from July 2002 and November 2004 clearly show how the cliffs have actually retreated by at least 1 metre – to the well trained eye!

are developing a three year rolling programme of site visits to the 66 Geological Conservation Review sites. A number of fixed photographic points have been identified and photographs taken from these points will show how the coast is changing over time. The principal threat along the coast is from the erection of coast defence structures around the Gateway Towns. Photographic monitoring is an important tool and a large image library is now being developed that will be of great use in years to come.

Monitoring also involves capturing natural events such as landslides and recording important fossil discoveries. Site visits have already identified a number of specific issues such as the derelict gun emplacement on the end of Peveril Point, Swanage. Discussions are now underway to decide what can be done with this structure.

Good practice guidelines about site management for non-geologists, site managers and landowners are currently being developed. The WHS Team's Earth Science Manager, Richard Edmonds, has been working with specialists from the Joint Nature Conservation Committee and English Nature on a paper to develop a site based approach to the management of fossil sites. The paper, which follows on from last year's Earth

Heritage World Heritage Conference, argues that the sensitivity of fossil sites varies hugely according to the nature of the site and that management should be tailored to each site. The paper can be accessed online (www.geoconservation.com/conference). A second product of the conference is a new publication 'Involving People in Geo-Diversity' which is available from GeoConference@jncc.gov.uk.

2. IMPROVING THE TOURISM OFFER *(Including key outcomes from the Tourism Working Group)*

Visitor Research has shown that more people are coming to stay on the Jurassic Coast, but that day visitors to the coast are actually declining. Findings of a survey conducted by South West Tourism and Dorset & New Forest Tourism partnership between 2000 and 2003, have recently been published and results indicate that UK staying visitors increased by 7% while day visitors declined by 32%. Overseas visits (one of our key target markets) increased by 28%. The UK staying visitors' spend went up an 20% between 2000 and 2003, day visitor spend declined by 22% and overseas visitors spend went up a significant 46%.

In 2003, it is estimated that visitors spent £200 million in the local economy and supported an estimated 57,500 direct and indirect tourism jobs. Our visitors are also very aware about the Jurassic Coast, in fact 67% of those interviewed at holiday parks along the coast were aware that the coast is a World Heritage Site *before* they visited. This knowledge influenced 17% in their decision to visit. Detailed statistics are available from Sally King.

Plans are underway to provide **Green Awareness Training** for tourism businesses along the Jurassic Coast this autumn. A series of four two day courses will be held throughout the area covering waste, purchasing, wildlife, resources, transport and marketing. These reflect the modules of the Green Tourism Business Scheme, an accreditation scheme being developed by South West Tourism to encourage businesses to 'go green'. It is hoped that businesses, once they have successfully completed the training, will be among the first to receive inspections for the new GTBS in January. Additional funding for the project is being sought from Dorset and East Devon AONBs' Sustainable Development Funds, with contributions already confirmed from the Jurassic Coast, Discover Devon Naturally for businesses in East Devon and all three Dorset Districts for businesses in Dorset.

Jurassic Boat Trips are one of the best ways to see the World Heritage Site. Trips have been in operation this summer along the coast from Exmouth, Beer, Lyme Regis, West Bay, Weymouth, Portland, Lulworth Cove, Swanage, Wareham, Poole and Bournemouth.



Children enjoy a Jurassic Coast cruise aboard the Stuart Lines' Pride of Exmouth.

Visitor satisfaction surveys have been conducted on several of the boat trips featured in the new '**Jurassic Coast by Boat**' leaflet. The new leaflet has been revised to incorporate an improved map and more information. Passengers aboard the 'Pride of Exmouth', a Stuart Lines Cruise from Exmouth, felt that the trip was excellent. When asked what they had learnt on the trip, a family from Birmingham said *"All about its history, the Triassic, Jurassic and Cretaceous Rocks. It is 250 million years old, I think!"* A local resident from Budleigh Salterton said *"The skipper (Ian Stuart) explained about the pebbles rather well. I have been on trips before and have tried to look at what they have described but this time you could really see all of the little holes, we all had a look through my binoculars"*. *"It's got special rocks, they're old and It's got nice birds."* said one young enthusiast.

3. ACCESS & SUSTAINABLE TRANSPORT *(Including key outcomes from the Transport Working group)*

The Jurassic Bus CoastlinX53 service which runs along the Jurassic Coast World Heritage Site, has WON the Rural Transport Award category at the National Transport Awards. Devon County Council, Dorset County Council and First Hampshire have worked in partnership since 2003 to develop the high quality service which has attracted record levels of new bus travellers to the Jurassic Coast. The introduction of five new, low floor, double-decker buses in 2004 has taken passenger numbers to over 122,000 a year, compared with less than 30,000 in 1998.

This valuable service, funded by the Rural Bus Challenge, is leading the way in sustainable transport by alleviating the pressures of traffic and improving links for residents. Improvements, which include the eye-catching livery, a two hour frequency, trained drivers, passenger assistants and high standards of quality, have all added to the appeal with thousands of people choosing to travel on the network and enjoy the outstanding scenery of England's first Natural World Heritage Site without the hassle of driving or finding places to park.



The award winning Jurassic Bus makes a stop in Weymouth.

It is hoped that the Jurassic Bus will gain further success in October at the Chartered Institute of Logistics and Transport (UK) Annual Awards for Excellence. Email devonbus@devon.gov.uk for timetables and information.

The **Jurassic Coast Transport Strategy** has now been published. The strategy can be found online (www.jurassiccoast.com/index.jsp?articleid=3930) or a hard copy requested from the Team. The strategy outlines the priorities for enhancing and improving access to the Jurassic Coast.

Finally, **two pilot shuttle bus** services have been in operation over the summer along the Jurassic Coast. The "**Sidmouth Shuttle**" ran for two months through the town centre encouraging people to park and ride, and was a huge success. The minibus was branded with Jurassic Coast and East Devon AONB logos and was supported through the East Devon AONB team. Similarly, a 4-week trial for a shuttle service in Swanage linking the town centre with **Durlston Country park** proved very popular, even linking with the boat services from Poole. The project was supported by BP and the World Heritage Team, and, like Sidmouth, it is intended to repeat and expand the service next summer.

4. EDUCATION *(Including key outcomes from the Education Working group)*

A major priority this year has been to create **Educational Resource Units** linking aspects of the World Heritage Site to the National Curriculum. The first of these units, "The Meaning of Heritage" is now freely available online (www.swgfl.org.uk/jurassic/resourcepacks.htm) for teachers to download and is supported by in-house teacher training. The Jurassic Coast and Bournemouth University have also secured £4000 from SWMLAC to develop three new educational learning packs based on the Dorset Coast Digital Archive. Other collaborations have been established with English Nature and the Quarry Products Association for the development of two further education units.

The Education Working Group is also developing exciting and innovative **Travelling Displays** and **Resource Boxes** for schools. The travelling display will allow teachers to deliver Jurassic Coast themed projects in a cross curricular setting. There will be two displays each for Dorset and Devon, distributed by Dorset Schools Library Services and Devon Learning Resources. The wooden tabletop display panels will be about 1.8m long and will depict illustrations of the Triassic, Jurassic and Cretaceous periods. The resource boxes will offer opportunities for primary school teachers to interpret numeracy, literacy, geography and science through activities involving Jurassic Coast rocks, replica fossils, geological poetry, puzzles, card games and storytelling. The project is generously funded by the **World Heritage Coast Trust** and **English Nature**.



A wooden tabletop display panel depicting illustrations of the Triassic, Jurassic and Cretaceous periods.

5. INTERPRETATION & REGENERATION *(Including key outcomes from the Gateway Towns & Creative Coast Working groups)*

The first of a series of **Gateway Town Public Feedback Meetings** was held in Seaton on the evening of the 27th July. Almost 200 people turned up at Seaton Town Hall to hear about the work which has been undertaken along the Jurassic Coast in a presentation given by the World Heritage Site Team. Bernard Dunford from the Seaton Development Trust also presented Seaton's aspirations for interpretation facilities. It was an opportunity for people to hear about a range of work from Site Conservation to sustainable transport and education. This was the first of a set of public feedback meetings which will be undertaken in all of the Gateway Towns between now and Spring 2006.



An exciting new interpretation project was opened in Seaton at the end of July. **The Seaton Labyrinth**, designed by the Axmouth-based group The Spiral, is concerned with "well-being" on several levels and it is hoped that many will experience a deeper "connection" with the land, and with themselves, after "a walk through time". The design links with the evolutionary story of the World Heritage Site and uses local stone to create the labyrinth and includes fossils at the four corners and a piece of Beer Stone at the centre. Adjacent to the labyrinth is a stone Finger Labyrinth and, shortly to be installed, an interpretation panel. The project has been supported by many in the local community and is part of the celebration of Seaton's 1000th anniversary since the granting of the first town charter. The formal opening was performed by David Shreeve, co-founder and director of The Conservation Foundation, which has contributed to the project. Other major contributors are Devon County Council (and World Heritage Team), Seaton Town Council, East Devon District Council, the Local Heritage Initiative (Countryside Agency, Heritage Lottery Fund, Nationwide Building Society) and the Seaton Phoenix Group.

During the summer Locum Destination Consulting has been finalising the Feasibility Studies for potential new **Jurassic Coast Interpretation Centres** at **Exmouth** and **Seaton**. Extensive consultation has taken place with local communities, organisations and agencies who may be involved in the future developments. The Final reports are due in September and will be presented to key members of the County, District and Town Councils at the end of the month. A similar study has been under way to look at the expansion of the **Chesil Beach Centre** on Portland, and an outline of the scheme will be published shortly (and will appear in the next edition of Jurassic Post).



proposed Cultural Quarter site in Lyme Regis

In **Lyme Regis**, Consultants De-Facto and architects Long and Kentish have just been appointed to undertake a similar feasibility study into whether the area between the Marine Theatre and the Museum can be developed into a new **Cultural Quarter**. The aspiration is for a facility that will involve both the Theatre and Museum, and providing a new facility for understanding Lyme's role in the Jurassic Coast story as well as a high quality performance and mixed-use exhibition space. The facility could become a permanent home for the **Lyme Regis Fossil Festival** – and planning for next year's event in May is already under way.

Independent consultants Joanna Morland and Peter Mason have been commissioned by the Creative Coast Group to research and write an **Arts Strategy**. The plans will bring together the work of local arts and community organisations and artists, with creative work linking communities, districts and counties along the whole coast. We believe that this will be the first Arts Strategy for a Natural World Heritage Site.

"**Key Events in the Jurassic Coast Story**" is the title for a lecture series to take place in the **Dorset County Museum** over the winter 05/06. For more details see details in section 8 or call 01305 262735.

Finally, the September 05 progress report for the Interpretation Action plan is available at our website.

6. OTHER PARTNERSHIP WORK

Reclaiming Our Rural Highways: The **Dorset AONB partnership** has recently produced a new scoping report working with Dorset County Council highways and transport section to find fresh innovative approaches to managing our roads. See www.dorsetaonb.org.uk for more information.

Clinton Devon Estates, based in East Devon, and as a key landowner is represented on the World Heritage Steering Group, has recently been awarded the prestigious Queen's Award For Enterprise in the category of Sustainable Development. The Estate wins the Award for the integration of sustainable business management practices in the running of its 500-year-old estate. For details see www.clintondevon.com

English Nature, have recently completed a summer-long series of events and activities called "*Understanding the Undercliffs*" to celebrate the 50th anniversary of the Undercliffs national Nature reserve, between Seaton and Lyme Regis. Events included boat trips, displays and guided walks and school events with the Jurassic Coast team. For more details see <http://www.english-nature.org.uk/undercliffs/>

Finally, **Devon Cliffs Holiday Park near Exmouth**, working with the RSPB and Exmouth Town Management have recently installed a live web-cam focused on the Kittiwake colony on the World Heritage Site cliffs at Sandy Bay. Live pictures can be seen on www.havenholidays.com/DevonandSomerset/devoncliffs/

If there is other Partnership work we have failed to include in this section, please let us know what has been going on by contacting Sarah Holder at sarah.holder@devon.gov.uk

7. MISCELLANEOUS AND TEAM NEWS

The exciting news that London is host city for the 2012 Olympic Games was announced on the 6th July. This is also incredibly exciting news for the Jurassic Coast as it will form the backdrop for the Olympic sailing events to be held in Weymouth Bay and Portland Harbour. Work is already underway to determine how the World Heritage Site will be involved in the Cultural programme in the run up to the games.

8. FORTHCOMING EVENTS

For a host of other events visit the WHS events page on: www.jurassiccoast.org

Forthcoming steering group dates and deadlines:

Nov 25 th 2005	Working group meetings held before this date
Dec 2 nd 2005	Agenda and papers issued
Dec 9 th 2005	Steering group

Mar 3 rd 2006	Working group meetings held before this date
Mar 10 th 2006	Agenda and papers issued
Mar 17 th 2006	Steering Group

Arts strategy open meetings:

Most of the public consultation meeting for the Jurassic Coast Arts Strategy will have taken place by the time this edition is published. The following remaining meetings will happen between now and December (for more details contact Joanna Morland: joanna@jomorland.f9.co.uk):

Sep 19 th 2005 (evening)	Open Meeting, Bridport Town hall
Sep 26 th 2005 (evening)	Open Meeting, Seaton Town hall
Early November (evening)	Open feedback meeting (contact Jo Morland or watch Press for details)

Dorset County Museum lecture series:

Wed. 12 Oct. 2005 Steve Etches

Finding, conserving and presenting fossils of the Dorset Coast

Wed. 9 Nov. 2005 Prof Tony Hallam (Birmingham University)

Jurassic sea-levels changes with respect to the Dorset coast

Wed. 7 Dec. 2005 Dr Kevin Page (Exeter, BGS)

Ammonites and their zonation throughout the Jurassic with commentary on work at Redcliff Point on its potential as a GSSP

Wed. 11 Jan. 2006 Dr Geoff Warrington (Leicester University)

100 million years of Earth's history – the Permian & Triassic rocks of Devon and Dorset

Wed. 15 Feb. 2006 Dr Joan Watson (Manchester University)

Gymnosperms of the Purbeck dirt-beds forests

Wed. 15 March 2006 Dr Andrew Hindle (Egdon Resources)

Petroleum and the Dorset World Heritage Coastline

Wed. 12 April 2006 Dr Patrick Mc Keever, (Geological Survey of Northern Ireland)

European Geoparks: the broad picture



9. RESOURCES

The latest minutes from each of the working groups and other site management documents including the Interpretation Action Plan and Transport Strategy can be found on our website www.jurassiccoast.org by clicking on 'Site Management'.

Dorset and East Devon AONBs have both launched **Sustainable Development Fund** grant funding schemes. For more information, go to www.dorsetaonb.org.uk or www.eastdevonaonb.org.uk

If you would like information to be included on this section, please email the links to Sarah Holder.

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