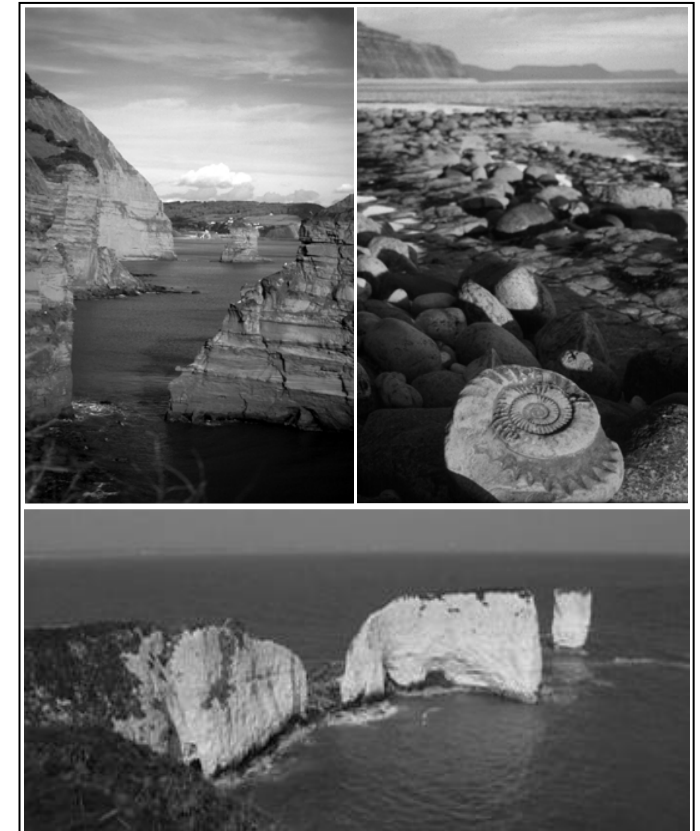


# Dorset and East Devon Coast World Heritage Site

## Management Plan 2009-2014

### CONSULTATION DRAFT



TO REDUCE EXPENSE, THE MAPS, FIGURES AND PHOTOS THAT WILL APPEAR IN THE FINAL VERSION OF THIS PLAN HAVE BEEN MOSTLY EXCLUDED FROM THIS DRAFT DOCUMENT. IF FURTHER INFORMATION IS REQUIRED, PLEASE CONTACT US

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## FOREWORD

**Forewords to follow in final version of plan.** These will be from:

- The Secretaries of State for the UK Government Departments for Culture Media and Sport (DCMS), and Environment Food and Rural Affairs (DEFRA)
- Chair of the Dorset and East Devon Coast World Heritage Site Steering Group, with a brief description of the managing partnership, its role and membership.

Signatures and list of endorsing organisations will also follow consultation.

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## YOUR VIEWS

The Dorset and East Devon Coast World Heritage Site, also known as the Jurassic Coast, was made a World Heritage Site by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) on December 13<sup>th</sup> 2001.

This document explains how the Site will be managed between 2009 and 2014. It will enable the partnership that is responsible for its management to plan effectively, and respond to threats and issues as they arise. It also helps to steer a wide range of activities that can benefit the people of Dorset, Devon and the UK.

The Dorset and East Devon Coast is the only World Heritage Site designated for its natural importance on mainland Britain, and one of only three natural World Heritage Sites in the British Isles (the other two being the Giants Causeway and St Kilda). UNESCO assert that they are *so* important, that they “*transcend political boundaries*” and therefore become everybody’s responsibility to protect and conserve for future generations.

The most important people for the future protection, conservation and use of the Dorset and East Devon Coast are those who live or work on or near it, and visit and enjoy it. This document is in **draft** form in order that anyone with an interest in the Site locally or globally, can have a say in its management.

Please let us know what you think either by answering the questionnaire available from us by phone / email, from coastal libraries, or for download at [www.jurassiccoast.com/plan](http://www.jurassiccoast.com/plan). Alternatively, please just send us your thoughts or comments. The deadline for comments will be Tuesday June 9<sup>th</sup> 2009.

We look forward to hearing from you.

**Don Gobbett**

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World Heritage Site Steering Group

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# 1. INTRODUCTION

World Heritage Sites (WHS) are places of global significance. They are recognised by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) through the World Heritage Convention, which has been ratified by 186<sup>1</sup> of the 192 member states of the United Nations.

## 1.1 UNESCO and the World Heritage Convention

UNESCO was established in 1945, and its Constitution declares that *'since wars begin in the minds of men, it is in the minds of men that the defences of peace must be constructed'*<sup>2</sup>.

The overriding purpose of the organization is: *"to contribute to peace and security by promoting collaboration among nations through education, science and culture in order to further universal respect for justice, for the rule of law and for the human rights and fundamental freedoms which are affirmed for the peoples of the world, without distinction of race, sex, language or religions"*<sup>2</sup>.

One of UNESCO's roles is with respect to the protection of natural and cultural heritage and to ensure that the conservation of sites and monuments contributes to social cohesion. *"Insofar as monuments and sites are also spaces for sustainable development and reconciliation, UNESCO coordinates actions of its partners by administering the World Heritage Convention (1972)."*<sup>2</sup>

### The World Heritage Convention

UNESCO further state that: *"Reflecting the natural and cultural wealth that belongs to all of humanity, World Heritage Sites and monuments constitute crucial landmarks for our world. They symbolize the consciousness of States and peoples of the significance of these places and reflect their attachment to collective ownership and to the transmission of this heritage to future generations."*<sup>2</sup>

*"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. The United Nations Educational, Scientific and Cultural Organization (UNESCO) seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity."*<sup>2</sup>

The Convention, which was ratified by the UK Government in 1984, is exceptional in two ways: first, it is international, able to be applied equally over all 186 member states, and with a global level of responsibility; secondly, it embraces both culture and the natural environment in one designation and depends very much on the interdependence of the two dimensions of heritage.

*"in regarding heritage as both cultural and natural, the Convention reminds us of the ways in which people interact with nature, and of the fundamental need to preserve the balance between the two."*<sup>2</sup>

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

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

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<sup>1</sup> As of 30<sup>th</sup> Nov 2007 (whc.unesco.org)

<sup>2</sup> [www.unesco.org](http://www.unesco.org)

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

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

## 1.2 Dorset and East Devon Coast World Heritage Site

On the 13<sup>th</sup> of December 2001, the coastline between Orcombe Point near Exmouth in East Devon and Studland Bay near Poole in Dorset (see Figure 1) was inscribed on the World Heritage List<sup>4</sup> by UNESCO. The Site was granted World Heritage status under UNESCO’s criteria viii<sup>5</sup> - Earth’s history and geological features - which indicated that its geology and geomorphology were of Outstanding Universal Value.

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

The main story behind the Site’s inscription is the ‘Walk through Time’. This is because the rocks exposed in the cliffs along the coast dip gently from the west to the east, meaning that broadly speaking the oldest (Triassic) are in the west and the youngest (Cretaceous) are generally in the east (see Figure 1). So a walk along the cliffs from Exmouth to Studland is a walk forward through 185 million years in the Earth’s history, from 250 million years ago to 65 million years ago. The changes through time can clearly be seen in the exposed rocks of the cliffs and in the outstanding examples of fossils found along the length of the Site.

The significance of the Site’s important geology and geomorphology is described briefly in Chapter 2 and in more detail in Appendix 1 of this document, but in summary the key reasons for designation are three fold:

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

Since designation, the Dorset and East Devon Coast World Heritage Site has become more widely known as the ‘Jurassic Coast’ World Heritage Site, the name taken from the most represented geological era in the Site, but for the purposes of this Management Plan, it is referred to either by its full name or simply as the World Heritage Site (WHS).

### Summary facts:

- The Site is approximately 95 miles or 155 km long
- The boundary is, in general, from mean low water mark to the top of the cliffs and excludes the man-made frontages of the coastal towns
- The Site is owned by over 80 separate landowners, the largest of which is the National Trust with over a third of the Site
- It is England’s only Natural World Heritage Site<sup>6</sup>
- Approximately 326,000 people live in the four districts along the coast<sup>7</sup>, the majority of which are within 10 miles of the Site
- Only approximately 10 people live within the designated boundary
- The ‘Jurassic Coast’ refers to an undefined area that is wider than just the narrow strip of the World Heritage Site itself (see Appendix 1)

<sup>3</sup> Para 49, Operational Guidelines for the World Heritage Convention 2008

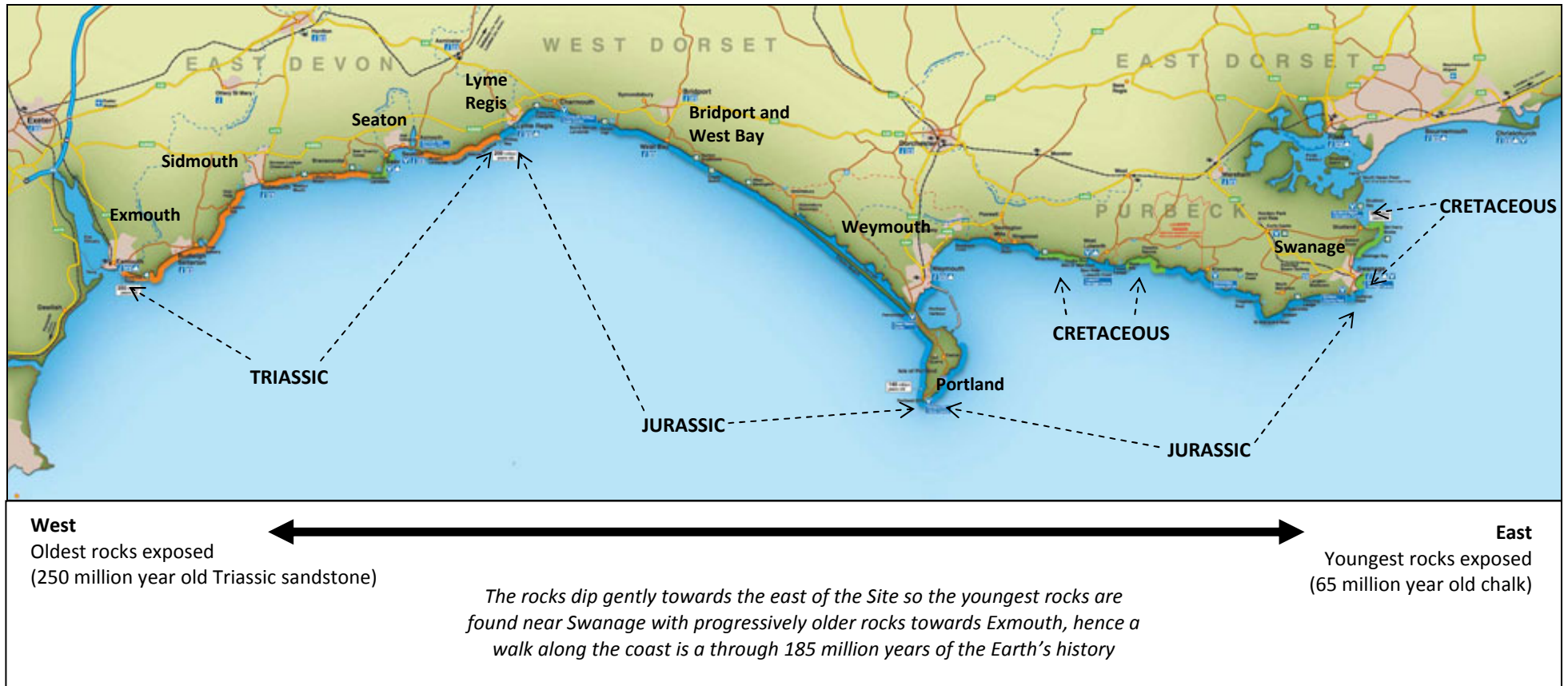
<sup>4</sup> The formal recognition of becoming a WHS is to be inscribed on the World Heritage ‘List’

<sup>5</sup> See section 2.1 for more details on criteria

<sup>6</sup> At time of publication

<sup>7</sup> Census 2001

Figure 1 Geographical extent and geological eras of the World Heritage Site



for more details go to [www.jurassiccoast.com](http://www.jurassiccoast.com)

### 1.3 Description of the document

This document is the second revision of the Plan first submitted to UNESCO for scrutiny in 1999 as part of Dorset and East Devon Coast's nomination for World Heritage Site listing. It is a formal requirement of both UNESCO and the UK Government for managing a WHS.

It is a public document which outlines aims and policies for managing the Site over the coming years, and indicating a range of activities for achieving them. It also explains the reasons for designation and how it is protected and managed. It is open to wide public consultation so that a greater degree of community participation in management is achieved.

The first revision was in 2003 and involved a relatively minor change following inscription. This version covers the period 2009 to 2014, and is a more thorough revision of the Site's management framework, accounting for significant updates to legislation and changes to partner organisations, but most importantly, learning from experience of managing the Site over the last six years.

**This first Chapter** provides a brief overview about the World Heritage Site, the provenance of its designation and progress against the last Management Plan objectives. **Chapter 2** gives an overview of the process for being inscribed as a World Heritage Site and a 'Statement of Outstanding Universal Value', which is a definitive statement endorsed by UNESCO that summarises the reason for the Site's inclusion on the World Heritage List.

An overview of the management arrangements for the site are presented in **Chapter 3**, including details of legal protection and how the Site is managed. This is followed in **Chapter 4** by brief discussions of each of the major new or existing issues and opportunities that may have a significant bearing on the management of the Site over the next plan period.

**Chapter 5** contains the long-term vision and aims for the Site, and detailed policies for the period 2009 – 2104. Accompanying the policies are an indication of actions and approaches for delivering them; ensuring that the Plan is practical as well as strategic.

The separate **Appendix 1**, includes a more detailed description of the reasons for the Site's designation as a World Heritage Site, and a further description of the Site and its setting. Further information supporting the plan can be found in a number of other appendices, all available for download from [www.jurassiccoast.com](http://www.jurassiccoast.com).

### 1.4 Summary of process undertaken

This revision does not try to develop a completely new management framework, but to build on the aspects of the previous system that worked well, address those that could work better, and identify issues and opportunities that have either arisen since designation or were just not addressed previously. It also intends to bring the policy context up to date, simplify the management structures and processes and be presented clearly.

The operational guidelines for the WH Convention require very strong partner and stakeholder involvement. The nature of the Site and the scope for its management is such that it is really only possible through collaborative working between organisations and individuals, and it is this approach that runs throughout not just the Plan but also the process.

This process has been protracted, partly in response to changes in legislation and approvals required from UNESCO, and has involved numerous organisations, groups and individuals at a range of levels. Consultation has been undertaken throughout, principally with the key stakeholder organisations represented on the Steering Group. The plan has also been discussed with a range of other people and organisations, and all discussions have been helpful in determining the shape and content of this consultation draft.

As part of the plan, a Strategic Environmental Assessment (SEA), Sustainability Appraisal (SA) and a Habitats Regulation Screening (HRS) exercise have been undertaken, following European and UK Government guidelines. These are to ensure policies contained within the Plan provide a high level of environmental protection. Reports relating to this work are published alongside this consultation draft.

During the period of consultation, an Equality Impact Assessment (EIA) will be undertaken. EIA is a process of systematically analysing a policy or strategy to identify what effect or likely effect will follow as a result of the implementation of a policy or strategy for different groups within the community. This will be published at the end of the consultation period, along with a report on the consultation process itself.

## 1.5 Background to WHS designation

World Heritage status is not automatically bestowed on a property by the British Government or UNESCO. The normal route to inscription in the UK is for a local partnership to come together around a common belief that a place or area has the potential to be a World Heritage Site, and then work with the Government and its agencies to get a place on the UK's 'Tentative List for Nominations'<sup>8</sup>. They are then able to develop and submit a nomination to UNESCO for inscription on the List, a decision made by the World Heritage Committee at its annual meetings.

In Dorset and East Devon the possibility that the coast could qualify for World Heritage status was first identified in a study to list the Global Indicative List of Geological Sites (GILGES list) by UNESCO, the International Union for the Conservation of Nature (IUCN) and the International Union of Geological Sciences (IUGS). This idea was then raised in public by Professor Denys Brunsden at a Lyme Bay Forum meeting in 1994. Support for the idea was given by Dorset and Devon County Councils who agreed to establish a Scientific Working Group to explore feasibility. Dorset County Council also created the Jurassic Coast Project to explore the possible opportunities for geology and geo-tourism along the Dorset Coast.

The Scientific Working Group consisted of officers of Dorset and Devon County Councils, and representatives of Bournemouth, Exeter, Plymouth and Kings College Universities, the British Geological Survey, Devon Wildlife Trust, the East and South Devon and West Dorset Heritage Coast Services and English Nature<sup>9</sup>. Initially the Group focused on the geology and geomorphology of the coast from Start Point (Devon) to Studland Bay (Dorset) and broadly assessed its importance in a global setting. At the same time the group looked into a series of issues that WH status might bring to the planning, conservation and economic development sectors.

The first output from the group was a consultation document entitled '*World Heritage Site Proposal – The South Devon and Dorset Coast, Start Point to Old Harry Rocks*' (1996), which concluded that the coast was worthy of WH status. This was followed by a series of consultation meetings focused primarily on the boundaries of the Site and the possible impacts on conservation, tourism and development. The outcome of this process was a revised paper which suggested that the proposed Site was reduced in size to stretch from Orcombe Point (near Exmouth in Devon) to Old Harry Rocks.

A final document, '*World Heritage Site Proposal - a Statement of Intent by Dorset and Devon County Councils and the Dorset Coast Forum*' was published in 1998 which revised the boundaries one final time to include the chalk exposures in Studland Bay.

This document was sent to the UK Government's Department for Culture, Media and Sport (DCMS) with the aim of getting the proposal included in the Government's new Tentative List for UNESCO.

Throughout this period the Dorset Coast Forum was used as the primary consultation vehicle and the Scientific Working Group reported to them on a regular basis. The idea was supported by the Dorset Coast Forum and its commitment to pursuing the bid for World Heritage status was stated in the Dorset Coast Strategy (1999).

The Scientific Working Group and wider 'bid partnership' evolved into a Steering Group which has been in place since before the nomination was submitted, and which involved a stakeholder group wider than just those representing the scientific interests. The Steering Group remains to this day.

The proposal was finally included in the DCMS Tentative List in June 1999 and nomination documents and a Management Plan were prepared and submitted to UNESCO in June 2000. After an assessment visit in February 2001 by IUCN, UNESCO's technical advisors for natural World Heritage Sites, the Dorset and East Devon Coast was inscribed on the World Heritage List in Helsinki on December 13<sup>th</sup> 2001.

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<sup>8</sup> See [whc.unesco.org](http://whc.unesco.org) or [www.culture.gov.uk](http://www.culture.gov.uk) for details of Tentative Lists

<sup>9</sup> Now Natural England

## 1.6 Review of progress since 2001

A significant body of work has been undertaken since the Site's designation in 2001. To accompany the revised Management Plan in 2003 a Framework For Action was produced, which sought to guide the work programme over the subsequent years. Although perhaps unrealistic in its expectations in some areas, this document proved an invaluable starting point for the programme and in itself helped identify the needs for an early period of policy development and partnership building. A full list of strategic documents and papers produced in this period is in Appendix 3.

This section briefly reviews progress against each of the original Management Plan objectives. For more details, a full summary of achievements for the five years from inscription in 2001 was published in December 2006<sup>10</sup>.

### **Objective 1) To conserve the geology and geomorphology of the Site**

The geological, palaeontological and geomorphological interests of the Site are in as good condition in 2008 as at the time of inscription at the end of 2001. There are, however, a number of potential site specific issues along the Site and a small proportion of it remains in 'unfavourable condition' as it was at the time of inscription. A monitoring programme has been established and a detailed 'State of Conservation' report is published annually. A Science and Conservation Advisory Group and Network ensure expert scientific input to the management of the Site. Initiatives such as the West Dorset Fossil Collecting Code continue to operate successfully, and this is now supported by a Heritage Lottery Fund grant to Dorset Museum Service for funding to acquire, display and interpret key fossils from the Site.

### **Objective 2) To conserve, and enhance where appropriate, the quality of the landscape and seascape of the Site.**

There have been no *significant* impacts on the landscape and seascape setting of the Site since 2001, largely as a result of AONB designations and the planning authorities' effective implementation of planning policy. However, there have been some changes to the landscape and there remain significant challenges in certain areas, particularly Portland, which is not protected by AONB designation. Recent incidents of pollution such as the Napoli shipwreck and interest in offshore developments will present further challenges, and future policies must address this. A number of improvements to the Site's landscape have also been made, such as the removal of the Pinhay water pumping station in the Undercliffs NNR.

### **Objective 3) To welcome local people and visitors to the Site at levels which it can sustain.**

Significant work has been undertaken to introduce and welcome residents and visitors to the Site, particularly in the production of high quality publications and interpretation material, and in developing new or improved visitor interpretation facilities (e.g. Charmouth, Beer, Dorset County Museum). Moreover the success of some public transport initiatives, notably the X53 Jurassic Coast Bus, have been recognised widely, and are of benefit to both residents and visitors alike. There has been a strong focus on sustainable tourism amongst all partners right from inscription, and this approach has been recognised with winning the Tourism for Tomorrow Destination Management award in 2005.

However, there is a recognition that the physical infrastructure that is often the first experience for visitors to the Site, such as access routes, signage, parking and litter control, has been slower to improve over the past six years, and that the welcome to the Site in some places is still less than appealing. Furthermore, despite work undertaken in Purbeck, there is still no accepted methodology either here, or world-wide, on how to assess the impacts (positive or negative) of visitors on the environment and on residents' quality of life, and whether these might be attributed to the World Heritage Site designation.

### **Objective 4) To encourage safe use of the Site by educational groups of all ages, and to provide a high quality range of educational information and services about the Site.**

Increasing understanding about the Site, the Earth Sciences and World Heritage has been a very visible success since inscription. An Education Working Group was first formed in 2002, and with the subsequent publication of the Jurassic Textbook in 2003 and the appointment of an Education Coordinator in 2004, support for educational use of the Site has grown significantly. In formal education, the focus has been at primary and secondary level, including the provision of resources, INSET training and helping schools to become UNESCO Associated Schools. Non-formal education work has often been delivered through the excellent work of Visitor Centres, such as the Charmouth Heritage Coast Centre. The use of the arts in education and interpretation has been very powerful and has helped lead to the creation of a Jurassic Coast Arts Programme.

<sup>10</sup> Jurassic Coast World Heritage Site: The First Five Years – available on [www.jurassiccoast.com](http://www.jurassiccoast.com)

**Objective 5) To foster the gathering and dissemination of scientific information about the Site.**

This objective has only been partially met since designation in 2001. The designated area is used by a wide range of researchers covering many different fields, but the Steering Group has not, within this period been able to audit what work is being undertaken, nor provide a clear direction for future research. A number of small scale research projects have been supported, all of which have a direct bearing on specific Site management issues. At the end of the period of the last Plan, Plymouth University was commissioned to undertake a Research Strategy, and this should provide guidance in this area for the duration of this revision of the Management Plan.

**Objective 6) To ensure that World Heritage Site status: a) is used responsibly in all aspects of publicity in relation to the Dorset and East Devon Coast, and b) assists wider sustainable development objectives within Dorset and East Devon.**

The 'Jurassic Coast' brand has gained strong local, regional, national and international recognition, and surveys have shown that it is almost always associated with World Heritage status. Promotion of the Site has been focused on encouraging people to visit outside of the normal tourist season, get to and around the coast sustainably and supporting 'green' initiatives and businesses. There is some concern over wide use by businesses of the Jurassic Coast name, but generally use of the UNESCO and Jurassic Coast logos has been tightly controlled and responsibly applied.

In terms of assisting wider sustainable development objectives, a piece of work was commissioned in 2008 to examine the **Economic, Social and Cultural Impact** of the World Heritage Site designation. This shows a significant positive impact across many sectors, largely based around the creation of the Jurassic Coast identity. It says that in some circumstances World Heritage status has been a catalyst for regeneration and development initiatives in a number of the coastal Gateway Towns. It has sparked off new businesses and investment that relies on the high quality environment, and it has helped private, public and voluntary or third sector organisations to work together on initiatives that have a mutual benefit. This approach has been recognised by the significant support from local authorities, the Heritage Lottery Fund (HLF) and South West Regional Development Agency (SWRDA) in its agreement in 2006 to a funding package for a range of capital projects the length of the coast. These areas of work are better represented within the policies and actions of this plan, and resources are described at the end of this chapter.

**Additional areas of work**

It is worth noting that several areas of work developed were not envisaged in the first Management Plan, although they fit very much within the scope of the vision and objectives, and the ethos of the Convention.

These include:

- the high level of aspiration stated in the **Interpretation Action Plan**<sup>11</sup>;
- the development of **partnerships** such as that with the Natural History Museum and the St Lucia Pitons Management Area World Heritage Site;
- the **Arts**, in which the creation of the Creative Coast Group in 2005 led in 2008 to a grant from the Arts Council to develop an Arts Programme and the appointment of an Arts Coordinator;
- the **Museums** sector, which, through various grants and support programmes has benefited significantly from work in relation to the World Heritage Site;

**Acknowledgements**

These achievements, and the many others not referenced here, have only been possible due to the commitment, efforts and resources of a very wide range of partners, ranging from individuals, small community based organisations to central Government. Of particular significance is the ongoing support of all coastal local authorities, particularly the commitment and enthusiasm of Dorset and Devon County Councils. For a detailed list of partners and their contributions from 2001 to 2007, please see the report covering the first five years.

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<sup>11</sup> Available on [www.jurassiccoast.com](http://www.jurassiccoast.com)

## 1.7 Resources and implementation

It is difficult to quantify the exact extent of staff and financial resources committed or invested directly because of the designation of the Dorset and East Devon Coast as a World Heritage Site. The last Management Plan identified polices which cut through many different organisations' roles and functions, and identified or led to actions that may have happened anyway, irrespective of whether the coast was a WHS or not. Examples of this include the maintenance and improvement of the South West Coast Path National Trail.

### Financial resources

However, significant resources *have* been committed by a wide range of organisations to a broad range of projects that simply would not have happened without the WHS designation. For example, the Site was a catalyst for the Rural Bus Challenge bid which led to the successful upgrade of the CoastlinX53 Jurassic Coast Bus service. World Heritage designation was also the primary driver for a range of investments from SWRDA and the HLF. It has also been the inspiration behind the Lyme Regis Fossil Festival, and the Jurassic Coast Arts Programme, funded primarily by the Arts Council England (ACE).

In addition to the projects, initiatives and events that have been stimulated as a result of the WHS designation, there is also a need to support an ongoing core function; a work programme dedicated to delivering key aspects of the Management Plan. This is led by the Steering Group and implemented by the Jurassic Coast World Heritage Team (JCWH Team), normally in partnership with other agencies. It covers areas such as conservation and research, education, tourism and visitor management, events, partnership building, support for visitor centres, arts and administration.

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

Further core funds have come at various stages from, prior to 2005, the Countryside Agency and English Nature – now both part of Natural England – and in 2008 from Natural England itself. It is hoped that this will remain a long term commitment.

As of the 2008/2009 financial year, the resources allocated to the delivery of the core function, including contributions from the Dorset and Devon Education authorities, were approximately:

Dorset County Council	£202,500
Devon County Council	£103,500
Natural England	£35,000

A summary of funding from 2001 – 2006, along with a description of the work undertaken in this period, is available in the first five year report. The JCWH Team has been successfully able to use this core funding to lever in resources from other organisations, such as SWRDA and ACE. However, short term external funding is not a substitute for a long-term core support. Although resources will need to be sought from different bodies over the coming years to deliver the actions identified in this plan, it is the core funding that provides the bedrock on which this will be secured.

### Staff resources

The key delivery body for the WHS Management Plan is the Jurassic Coast World Heritage Team. Hosted by Dorset County Council, the team has a role that encompasses strategic planning, facilitation, advice and technical support, lobbying, communications, project management and coordination, fundraising, administration and some delivery of specific projects and events. Since 2001 the team has been comprised of the core and externally funded posts identified in Table 1 below.

In addition, and particularly important in terms of integrating World Heritage into the function of the local authorities, other Devon and Dorset County Council staff have played key supporting roles in the areas of tourism planning, arts, museums, transport, regeneration, communications and countryside services. Moreover, many staff from other organisations, particularly the District and Borough Councils have dedicated significant time and effort to many projects linked to the World Heritage Site.

Finally, a great deal of the work undertaken could not have been done without the involvement of a large number of individuals who have given their time freely and readily to working on World Heritage-related initiatives; be that for the Lyme Regis Fossil Festival, Durlston Country Park, Beer Village Heritage or scientific expertise on the Steering group.

Table 1 Jurassic Coast World Heritage Team: posts and roles

Post title	Role
World Heritage Team Leader / Site Coordinator	Team Management; Government and UNESCO liaison and accountability; major project management; partnership development and management; Steering Group support
World Heritage Earth Science Manager	Protection, conservation and monitoring of the geological interest of the WHS; geological expertise and advice; interpretation
World Heritage Visitor Manager	Sustainable tourism, transport and access; responsible promotion; brand management
Jurassic Coast Education Coordinator	Formal education; learning outside the classroom; working with visitor centres; national level liaison
Earth Science Adviser*	Geological expertise and advice; interpretation; events; inland geology
Jurassic Coast SWRDA Programme Officer**	Implementation of the SWRDA Framework programme; community and business engagement
Jurassic Coast Arts Coordinator***	Implementation of the Jurassic Coast Arts Programme; cultural development
Jurassic Coast Marketing and Communications Officer**	Website manager; support to Visitor Manager; marketing, promotions, communication;

\* Dependent on external funding from Natural England

\*\* Dependent on external funding from SWRDA

\*\*\* Dependent on external funding from Arts Council England (South West)



## 2. JUSTIFICATION FOR WORLD HERITAGE STATUS

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

### 2.1 Identification of Sites

#### Criteria

UNESCO identify 10 criteria for designation, of which four are for natural sites. The Dorset and East Devon Coast was inscribed on the World Heritage List under criteria eight (viii)<sup>12</sup>: *"to be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;"*

#### Comparative analysis

To meet the criteria, a Site must not only be shown to have outstanding natural values, but must be shown to be exceptional; *"A comparative analysis of the property in relation to similar properties ... shall also be provided. The comparative analysis shall explain the importance of the nominated property in its national and international context."*<sup>5</sup>

#### Integrity

A site must also meet criteria of integrity, which is *"a measure of the wholeness and intactness of the natural and/or cultural heritage and its attributes."* To meet this, a WHS must be assessed in terms of whether it *"contains all or most of the key interrelated and interdependent elements in their natural relationships"*<sup>13</sup>. It must also be considered in terms of whether it is of adequate size to ensure the complete representation of the features and processes which convey the property's

significance, and whether it suffers from adverse effects of development and/or neglect."<sup>14</sup> UNESCO note that *"it is recognized that no area is totally pristine and that all natural areas are in a dynamic state, and to some extent involve contact with people."*

#### Protection and management

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

#### Evaluation

These factors in relation to the Dorset and East Devon Coast World Heritage Site are detailed at length in the nomination document for the Site<sup>15</sup>, and discussed briefly in this document. This was evaluated by IUCN, alongside the considerations described above, in order that UNESCO would inscribe the Site. Together they indicate the extremely high level of scrutiny the World Heritage Site has had to secure inscription.

The technical evaluation by IUCN provides the best summary on the nature of the values for which the Site was inscribed, the comparative analysis and the integrity of the Site, and can be found at the end of Appendix 1.

#### Statement of Outstanding Universal Value (SoOUV)

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

This was not required by UNESCO in 2001, so the SoOUV for this Site has been prepared in time for this revision of the Site Management Plan, following guidance from DCMS, English Heritage and IUCN.

<sup>12</sup> Formerly Natural Criteria (i)

<sup>13</sup> Para 93, Operational Guidelines for the Implementation of the World Heritage Convention

<sup>14</sup> Paras 87-95 Operational Guidelines for the Implementation of the World Heritage Convention

<sup>15</sup> Available on [www.jurassiccoast.com](http://www.jurassiccoast.com) and [whc.unesco.org/list/en/1029](http://whc.unesco.org/list/en/1029)

## 2.2 Statement of Outstanding Universal Value

This statement, comprising the two sections on this page and the next, is awaiting approval at the June 2009 meeting of the World Heritage Committee in Seville.

### 1. Determination of Outstanding Universal Value

#### Brief description

The Dorset and East Devon Coast has an outstanding combination of internationally renowned geological and geomorphological features. The property includes an exposure of approximately 185 million years of the Earth's history along a near continuous stretch of coastline, with a number of internationally important fossil localities along its length. 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.

#### Statement of Significance

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. The Triassic succession of mudstones and sandstones exposed between Exmouth and Lyme Regis represents 50 million years of deposition and the sequence of Jurassic strata exposed between Lyme Regis and Swanage is among the best sections of marine Jurassic-age rocks to be found anywhere in the world. All stages of the Cretaceous are represented with the exception of the very youngest

The property also 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. Great numbers of plant fossils have also been discovered, including a substantial fossil forest, and there is a significant complementary record of trace fossils, including some localities that display dinosaur and other vertebrate trackways.

A considerable 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. The 28 km long Chesil Beach is one of the best-studied beaches in the world, whilst other localities provide evidence of Holocene environmental change. The eastern stretch of the property is also noted for its well developed coastal landforms, including cave-bay sequences and outstanding examples of bays, rock arches and stacks.

#### Criteria for inscription

**Criterion (viii):** The coastal exposures within the site provide an almost continuous sequence of Triassic, Jurassic and Cretaceous rock formations spanning the Mesozoic Era and document approximately 185 million years of earth history. The site includes a range of internationally important fossil localities – both vertebrate and invertebrate, marine and terrestrial – which have produced well preserved and diverse evidence of life during Mesozoic times. The site contains a range of textbook exemplars of coastal geomorphological features, landforms and processes. The site is renowned for its contribution to earth science investigations for over 300 years and has helped foster major contributions to many aspects of geology, palaeontology and geomorphology. This site has continuing significance for many aspects of earth science research and is a high quality teaching and training resource for the earth sciences.

**A full description of the significance of the Site can be found in Appendix 1**

## 2. Assessments of the conditions of integrity and authenticity, and of the requirements for protection and management in force

### Integrity

The property contains all the key, interdependent elements of geological succession exposed on the coastline. Regional tilting of the structures to the east means that a walk from west to east along the coast is an almost unbroken 'journey' through 185 million years of geological time. The stratigraphy represents a wide range of both marine and terrestrial depositional environments and a full range of sedimentary rock types. The corresponding fossil faunas and floras show interrelated elements of the prehistoric record of life and environments. The property 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 dynamic coastline which maintains both rock exposures and geomorphological features, and also the productivity of the coastline for fossil discoveries.

### Protection and Management

The property has a clear management framework, process and Management Plan, and the strong involvement of all stakeholders with responsibilities for the property and its setting. In addition to the site's geological, palaeontological 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 boundaries of the property are 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; two Areas of Outstanding Natural Beauty, 13 Sites of Special Scientific Interest, a large National Nature Reserve, five European Wildlife designations (SAC and SPA) and a Ramsar site. Urban coastal frontages along the length of the property are excluded from its boundaries and 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. Key management issues with respect to the property include: coastal protection schemes and inappropriate developments that might affect the natural processes of the Site; the effective management of visitors to an area that has a long history of tourism; and the management of ongoing fossil collection, research, acquisition and curation. 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.

**Details of the protection and management arrangements for the Site can be found in Chapter 3.**



### 3. SITE PROTECTION AND MANAGEMENT

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

#### 3.1 Boundaries of the Site

Boundaries are essential for establishing effective protection of World Heritage Sites, and they need to be drawn to ensure the “*full expression of the outstanding universal value and the integrity and/or authenticity of the property*”<sup>16</sup>.

The boundaries of the Site were drawn and agreed at the time of nomination to include the continuous exposure of Triassic, Jurassic and Cretaceous geological strata within the coastal cliffs, and the coastal geomorphological features including beaches, lagoons, landslides, bays, stacks and raised beaches. They are based on the defined boundaries of 66 Geological Conservation Review (GCR) Sites, which in turn are protected for the most part through 13 Sites of Special Scientific Interest (SSSI) with encompassing boundaries. The convention for the boundaries is as follows:

The landward boundary of the Site has been defined as follows:

- On cliff coastline, the boundary is taken at the break in slope at the top of the most landward cliff-scarp
- On coastline with no cliffs, the boundary is taken at the back of the beach
- The Site includes the Fleet lagoon and the boundary will be taken at the top of the low cliffs that lie on its northern shore.

The seaward boundary of the Site is taken at the Mean Low Water Mark, as defined by the UK Ordnance Survey. Under UK law, this boundary is also the legal limit of the extent of statutory planning responsibilities of local authorities under United Kingdom Planning Law.

The Site boundaries exclude the commercial port area at Portland and the man-made frontages of Sidmouth, Seaton, Lyme Regis, West Bay, Weymouth and Swanage.

Starting at the start of the Triassic cliffs at Orcombe Point on the edge of Exmouth and finishing the end of the chalk exposures in Studland Bay, the detailed description and maps of the Site boundaries can be found in Appendix 2. Because soft cliffs erode and in some places the break in the cliff moves back regularly, it is this *written definition*, rather than a line on the map, that should be used for all formal purposes. Therefore, the maps are only correct as of a stated point in time.

It is important to re-visit the principles of boundary definition on a regular basis, to ensure they are still fit for purpose. Although extremely unlikely, any major change would require a re-nomination to UNESCO, which would bring with it a very wide range of issues.

As part of the Management Plan review process, a sub-group of the Steering Group has re-visited boundary principles and agreed that the current position be reaffirmed. This approach is reflected in policies 1.22 – 1.24 in Chapter 5.

#### **Boundaries and land owners**

The Site is owned by more than 80 different landowners or leaseholders, ranging from private individuals, local authorities and the National Trust to the Ministry of Defence. Holdings range in size from less than 100m to the more than 30 miles owned by the National Trust.

Because of the existing conservation designations that cover the Site, (see section 3.3.1) landowners are already involved in dialogue with Natural England about the designations on their property, and the best approach to their management.

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

<sup>16</sup> Para 99, Operational Guidelines for the Implementation of the World Heritage Convention

## 3.2 The Setting of the Site and Buffer zone

### 3.2.1 Setting

There is a need to protect an area around the World Heritage Site that includes the “immediate setting” and the “important views and other areas or attributes”<sup>17</sup> that help make the Site what it is, and emphasise its importance. Outstanding Universal Value as a cultural phenomenon means that our experience of the Site and its setting is part of this equation, and it is not just protection for its own sake.

However, the setting is difficult, if not impossible, to define. Guidance from UNESCO states that “properties must be protected from all threats or inconsistent uses. These developments can often take place beyond the boundaries of a property. Intrusive development can harm its setting, or the views from it or of it. Industrial processes can threaten a property by polluting the air or water. The construction of new roads, tourist resorts or airports can bring to a property more visitors than it can absorb in safety.”<sup>18</sup>

Furthermore, UK planning guidance states that “The setting of a World Heritage Site is the area around it (including any Buffer Zone or its equivalent...) in which development is capable of having an adverse impact on the World Heritage Site, including an impact on views to or from the Site.”<sup>19</sup>

In the context of the Dorset and East Devon Coast, the setting has two principal meanings:

1) The setting is 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 WH list for its natural beauty, UNESCO recognised its value with respect to this criteria as ‘nationally important’<sup>20</sup>, justified further by the UK Government’s designation of the East Devon and Dorset Areas of Outstanding Natural Beauty (AONB).

2) The setting is important in that what happens in the setting sooner or later will impact on the World Heritage Site itself, either in terms of development (e.g. housing) or other activity (e.g. pollution). The coast will continue to retreat, and with climate change, erosion may accelerate, so in order that its OUV is maintained, it needs to be allowed to erode into a natural setting.

<sup>17</sup> Para 104, Operational Guidelines for the Implementation of the World Heritage Convention

<sup>18</sup> UNESCO Guidelines on nominations of cultural or natural properties on the WH List

<sup>19</sup> Draft planning circular on the Protection of World Heritage Sites, Para 15

<sup>20</sup> See IUCN Technical evaluation in Appendix 1

An assessment of landscape and seascape comes through the work of the AONB management partnerships and Dorset and Devon County Council landscape experts, and landscape character assessments provide the basic tools for evaluation of the impact of change and development on the setting.

### 3.2.2 Buffer zone

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

As discussed, the ‘setting’ is subjective and must be interpreted as such on a case by case basis by authorities in relation to planning issues. In contrast, the majority of World Heritage Sites have clearly defined buffer zones, as defined above. UNESCO does also make provision for Sites that do not wish to define a buffer zone as a line on the map because their existing protection arrangements and policies are effective. The Dorset and East Devon Coast is one such Site, and its statement on Buffer Zone can be seen in the box on the next page.

This Management Plan re-affirms this statement and the Steering Group believes that this remains an adequate and effective approach to protection.

### **Dorset and East Devon Coast WHS Buffer Zone arrangements**

Pre-World Heritage Site designation, the UK Government had already put in place appropriate conservation measures for Site and its setting, through systems of protective designation. In particular with regards to the Setting is the Areas of Outstanding Natural Beauty (AONB). These areas are therefore afforded strong protection, particularly through the UK's statutory planning system, and the powers and duties of Natural England, the Government's statutory adviser on nature conservation. Further protection is also provided through established statutory planning policies in relation to defined Heritage Coasts, the undeveloped coastline of Portland, and the East Devon Coastal Preservation Area. The Site also lies almost wholly within sites separately identified and protected under European Law (the Habitats Directive and the Birds Directive) for their wildlife value. This range of conservation designations, ensures statutory protection for a greater area than any possible buffer zone for the Site, and protects its setting adequately. The identification of a separate buffer zone for the Site is therefore unnecessary.

*(Minor update from first Management Plan)*

### **3.3 Protection of the Site and Setting**

Although the WH Convention has been ratified by the UK Government, the designation by itself brings no statutory control on development or activities, and existing UK planning and conservation laws remain the means of its future protection.

As identified in Chapter 2, a WHS must have effective protection and management in place in order for it to be inscribed on the World Heritage List. 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.

#### **3.3.1 Protection through the planning system**

The UK planning system is the key mechanism for the protection of World Heritage Sites, through specific national and local policies, and policies in relation to the conservation designations that cover the majority of the Site.

#### **National Planning policy**

Planning Policy Guidance 15 (PPG15) gives broad overarching protection for World Heritage Sites, but a recently drafted Planning Policy Circular on the Protection of

World Heritage Sites<sup>21</sup> sets out clearer mechanisms for their protection. The principles of this document are:

- *protecting the World Heritage Site and its setting, including any Buffer Zone, from inappropriate development;*
- *striking a balance between the needs of conservation, access, the interests of the local community and the achievement of sustainable economic growth; and*
- *protecting a WHS from the effect of changes which are relatively minor but which, on a cumulative basis, could have a significant effect.*

It also states that authorities should “*treat relevant policies in Management Plans as material considerations in making plans and planning decisions, to take them fully into account when devising core strategies and other local development documents,*”

In respect of the setting, it states that “*it is important to consider carefully how to protect the setting of each WHS so that its outstanding universal value, integrity, authenticity and significance is not adversely affected by inappropriate development.*”

In addition to this planning circular, a range of other national policy guidance has specific relevance to this WHS. Of most relevance are:

- **Planning Policy Statement 1; Delivering Sustainable Development**, in which “*The Government is committed to protecting and enhancing the quality of the natural and historic environment, in both rural and urban areas. Planning policies should seek to protect and enhance the quality, character and amenity value of the countryside and urban areas as a whole. A high level of protection should be given to most valued townscapes and landscapes, wildlife habitats and natural resources. Those with **national and international designations** should receive the highest level of protection*”
- **Planning Policy Statement 7; Sustainable Development in Rural Areas**
- **Planning Policy Statement 9; Biological and Geological Conservation**
- **Planning Policy Statement 22; Renewable Energy** in which “*Planning permission for renewable energy developments likely to have an adverse effect on a site of international importance for nature and heritage conservation (Special Protection Areas, Special Areas of Conservation, RAMSAR Sites and **World Heritage Sites**) should only be granted once an assessment has shown that the integrity of the site would not be adversely affected.*”
- **Planning Policy Statement 25; Development and Flood Risk**

<sup>21</sup> Available on [www.communities.gov.uk](http://www.communities.gov.uk)

### **Local planning policy**

Fundamental to the success of policies in this plan to protect the Site is their integration within the Regional Spatial Strategy and local authorities' Local Development Frameworks (LDFs). These are discussed in Chapter 4, and addressed in the aims and policies within Chapter 5.

### **Non-statutory plans**

Statutory planning policies at local and national level are supported by a great many other non-statutory plans and policy documents. Of these, the most significant for protection of the World Heritage Site are the Shoreline Management Plans (SMP), providing guidance on where man-made coastal defence structures might be built. Because these provide the biggest threat to the natural values of the Site, these plans need to accurately reflect the values of the WHS.

Other non-statutory plans that have a significant bearing on the Management of the Site include AONB Management Plans, Community Strategies for Dorset and Devon, Parish Plans, Local Area Agreements, the Regional Economic and Cultural strategies and other regionally and locally significant documents. In reviewing this plan the Steering Group has tried to be mindful of the need to reflect policies and aspirations of these other documents. A record of the strategic guidance that has influenced this plan can be found in Appendix 3.

### **3.3.2 Conservation designations**

The Site is covered in its entirety by one or more conservation designations, made either for geological or wildlife value. These include designations set out under international and UK law, and others that have no legal statute, but carry varying degrees of weight in the planning system. These are summarised in Table 2 and in the accompanying maps.

This affords a complex, but high level of protection, which, combined with planning policy, should provide long term security for the natural values of the World Heritage Site. The inconsistency of coverage raises some issues, and is discussed in Chapter 4.

Finally, the marine environment adjacent to the World Heritage Site is not currently afforded any effective protection through legislation. Perhaps if it had, the MSC Napoli cargo vessel might not have been grounded one mile off Branscombe in East Devon during February 2007. It is hoped that provisions in the Marine and Coastal Access Bill 2009 may improve the situation.

**[Maps showing designations will be presented in the final version of this Plan. During consultation stage all details are available on [www.magic.gov.uk](http://www.magic.gov.uk)]**

**Table 2 Conservation designations**

<b>Designation</b>	<b>Purpose of protection</b>	<b>Number, and list</b>	<b>Legal status</b>
<b>Site of Special Scientific Interest (SSSI)</b>	Geology and biodiversity	13: covering all of the Site except for c. 10.5km in East Devon. Full list available in Appendix 4	Statutory UK
<b>Area of Outstanding Natural Beauty (AONB)</b>	Landscape	2: East Devon, Dorset, covering all of the Site and setting except East Devon inter-tidal areas, small areas around Sidmouth and Beer and all of Portland.	Statutory UK
<b>European Special Area of Conservation (SAC)</b>	Wildlife	5: 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	Statutory, European Habitats directive
<b>National Nature Reserve (NNR)</b>	Nature conservation	2: Axmouth to Lyme Regis Undercliffs and Durlston Country Park	Statutory UK
<b>Special Protection Area (SPA)</b>	Birds	1: Chesil beach and the Fleet Lagoon	Statutory, European Birds Directive
<b>RAMSAR Site for wetlands conservation</b>	Wetlands	2: Chesil beach and the Fleet lagoon, Exe Estuary	Statutory, international convention
<b>Geological Conservation Review (GCR) sites</b>	Nationally important geology	66: full list available in Appendix 4	Non-statutory
<b>Heritage Coast (HC)</b>	Landscape	3: East Devon, West Dorset and Purbeck. Covers most of the WHS and setting except Portland.	Non-statutory planning designation
<b>Coastal Preservation Area (CPA)</b>	Protective planning policy	1: East Devon coastal area	Planning designation
<b>Regionally Important Geological Sites (RIGS)</b>	Regionally important geology	Many, notably most of Portland is a RIGS	Non-statutory

### 3.4 Management approach

#### 3.4.1 Principles

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

**Principle 1:** The World Heritage Site Management Plan will address issues directly related to or arising from World Heritage Site *status*, in the context of the Site or its setting

**Principle 2:** Actions undertaken as part of the management of the Site will respect the obligations to the World Heritage Convention, particularly to ensure that the natural heritage is protected, conserved and presented, and given a function in the life of the community

**Principle 3:** Actions undertaken as part of the management of the Site will consider impact on the core values and integrity of the Site at all times

**Principle 4:** World Heritage Site management will be delivered through a partnership approach and wherever possible through established existing initiatives and mechanisms. Key stakeholders will be accountable for policies identified as their responsibility within this plan

**Principle 5:** Management of the World Heritage Site will be locally driven, in a regional, national and international context, with an aim to achieve effective community involvement in decision-making

**Principle 6:** Recognising that the Site is set within a well-visited coast where people will continue to live, work and visit, the Management Plan will support the basic premise of sustainable development; seeking to integrate conservation with responsible use within acceptable limits, to allow economic development and improved quality of life

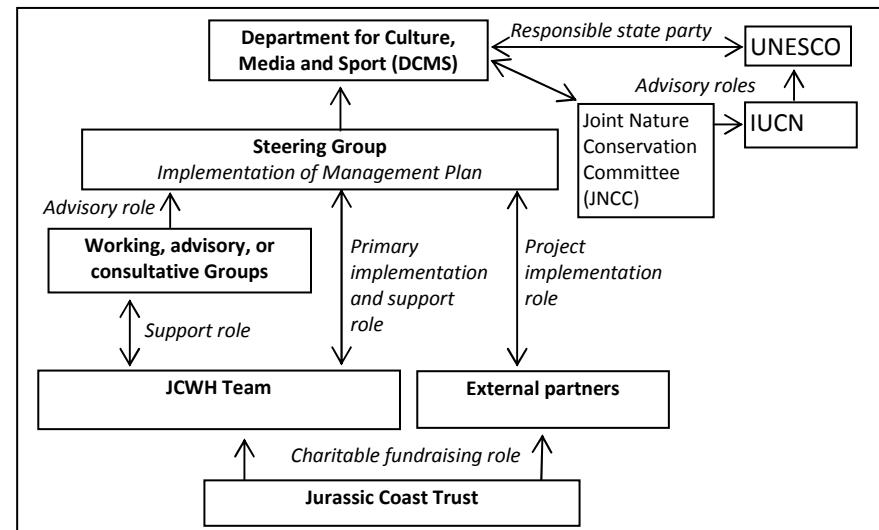
**Principle 7:** World Heritage Site Management will respond to the needs and the aspirations of the community where there is a relevance to the World Heritage Convention and the vision and objectives of this plan, and where the managing partnership is legitimately able to play an influencing or enabling role

#### 3.4.2 Structures

The Operational Guidelines state that “Partners in the protection and conservation of World Heritage can be those individuals and other stakeholders, especially local communities, governmental, non-governmental and private organizations and owners who have an interest and involvement in... [its].. conservation and management”.

When considering 95 miles of coastline with multiple owners, 38 parishes, ten coastal gateway towns, many conservation designations and numerous other interests, the partnership approach is critical. To date, the structure has been a Steering Group that arose out of the bid partnership, with sectoral working groups, all of which is supported by a small team of professionals, the JCWH Team (see Figure 2).

Figure 2 Key links and relationships between organisations involved in management of the Site (see Table 3 for details of acronyms and organisations)



#### Governance review

Whilst this draft of the Management Plan is out for consultation, a parallel governance review is being undertaken to determine the best management structure for the Site over the next five years, the findings of which will be integrated in the final version of this plan. The roles of Advisory or Working Groups are also being considered as part of this review, and so are not touched on at any great length in this draft of the Plan.

### 3.4.2 Organisational Roles

There are many different organisations with different roles in managing the Site. Those with a cross-Site and cross-sectoral remit are shown in Table 3, along with a summary of their role. Analysis of these roles will be undertaken as part of the governance review.

Table 3 Key stakeholder organisations with a significant role to play in the Management of the WHS

Organisation	Key role in relation to the World Heritage Site Management
Devon County Council (DvCC)	Co-originator of bid and joint lead organisation; Mineral and Waste Planning Authority; Highways Authority; Rights of Way responsibility
Dorset County Council (DtCC)	Co-originator of bid; joint lead organisation and host authority; Mineral and Waste Planning Authority; Highways Authority; Rights of Way; countryside service
Dorset Coast Forum (DCF)	Co-originator of bid; consultative forum on coastal issues in Dorset
Natural England (NE)	Responsible for landscape and nature conservation designations that protect the coast; provide technical expertise at national level
Joint Nature Conservation Committee (JNCC)	UK Government technical advisor for Natural World Heritage Sites
Department for Culture Media and Sport (DCMS)	Represents UK Government to UNESCO and lead department for World Heritage
Department for Environment, Food and Rural Affairs (DEFRA)	Responsible for Natural England, Environment Agency and Shoreline Management Plans
Government office for the South West (GOSW)	Representative of central government at the regional level; including for DEFRA, BERR, CLG and DCSF <sup>22</sup> , all of whom might play a role in Management Plan delivery
East Devon District Council (EDDC)	Local Planning Authority; countryside, public realm infrastructure functions; coastal defence responsibility
West Dorset District Council (WDDC)	Local Planning Authority; tourism and visitor infrastructure functions; coastal defence responsibility

<sup>22</sup> Departments for Business, Energy and Regulatory Reform (BERR), Communities and Local Government (CLG) and Children, Schools and Families (CSF)

Purbeck District Council (PDC)	Local Planning Authority; tourism and visitor infrastructure functions; coastal defence responsibility
Weymouth and Portland Borough Council (WPBC)	Local Planning Authority; tourism and visitor infrastructure functions; coastal defence responsibility
Environment Agency (EA)	Lead agency for Shoreline Management Plans and coastal defences
English Heritage (EH)	Lead agency for the historic environment, and technical advisor to World Heritage Sites
East Devon and Dorset AONB Partnerships	Responsible for management of the AONBs
Jurassic Coast Trust (JCT)	To raise funds for education and conservation projects related to the World Heritage Site
Devon Maritime Forum (DMF)	Consultative forum on coastal issues in Devon
British Geological Survey (BGS)	Provides expertise on geological or geomorphological issues; representation of national geological interests
South West Tourism (SWT)	Provides strategic leadership for tourism in the South West
Country Land and Business Association (CLA)	Representatives of Landowners
Geologist Association (GA)	Representation of local geological interests
Regional Development Agency (SWRDA)	Economic development
National Trust (NT) and Ministry of Defence Estates (MoD)	Major landowners

Others organisations or representatives with management interests include: Arts Council England, South Devon and Dorset Coastal Group, local fossil collectors, the Natural History Museum, UNESCO UK National Commission, IUCN, other academic institutions, tourism industry, local community groups and parish councils. Clarity on their and other roles will be finalised in the governance review.

Many of the achievements of the Site to date have been due to an exceptional level of partnership working. It is the intention for this plan that this integrated approach to management of the Site, which aims to give a voice to and address the needs of all related sectors, will be maintained and built upon.

## 4. ISSUES AND OPPORTUNITIES

In reviewing the last WHS Management Plan, the original objectives and policies have been examined in detail, not just in terms of progress to date and new areas of work, but with reference to external factors.

Chapter 4 summarises this analysis and identifies *new* issues and opportunities, *existing* issues in which there are ongoing concerns, and *cross-cutting* areas of work. All of these issues may have a significant bearing on the management of the Site over the next plan period and have helped to influence the development of aims and policies identified in Chapter 5.

This section also summarises the *key threats to*, and *vulnerabilities of* the WHS and its Outstanding Universal Value, all of which are also reflected in the aims and policies in Chapter 5. It is positive to see that even the major potential threats to the Site's OUV come with significant opportunities.

### 4.1 Integration of WHS Management Plan into the planning system

The UK planning system has undergone significant reform since the last Plan was published. The move to Local Development Frameworks (LDFs) and Regional Spatial Strategies (RSS) has offered a timely opportunity to effectively integrate WHS Management Plan policies into local planning documents. Moreover, recent publication of the Planning Policy Circular on the protection of WHSs places stronger obligations on the authorities to bring this about.

However, integration of the WHS Management Plan is not just about protection, it is about how WH Sites can play a significant role in the future sustainable development of an area and the life of the community. This is particularly important in Dorset and East Devon where the high quality environment and coast is such a valuable asset and strong driver for the tourism industry and broader economy.

Within this opportunity, some challenges still remain. Firstly, it is unclear how England's only natural WHS will be treated within a WHS planning policy framework that is very much geared towards cultural and historic Sites. Secondly, there is still some uncertainty about how LDFs should reflect the terms of the new Planning Circular. LDFs must be specific to their area and not replicate national policy, but there should also be consistency from district councils as to how the WHS is treated.

**See policies: 1.1 – 1.5**

### 4.2 Coastal erosion and sea defences

The most significant threat to the OUV of the World Heritage Site is the creation of artificial structures along the coast that would affect the natural process of erosion or obscure the exposed geology, and lead to a loss of fossils. Typically, this would be in the form of sea defences to protect property or public infrastructure, although it could also involve marinas, harbours or jetties. The WHS is designated for its natural values and it is important that the processes that maintain those values, principally erosion from the sea, are allowed to continue unimpeded. It is significant that national government policy has shifted since inscription so that coastal zone managers work with nature, not against it.

This position potentially conflicts with the desire and / or need to protect property that is at risk of coastal erosion, a conflict has been very publicly played out in East Anglia in recent years, with no clear resolution. With respect to the Dorset and East Devon Coast, the majority of the designated area is undeveloped coastline, with few properties that would be affected. Moreover, a significant proportion of the coast is hard cliffs, which do not immediately present problematic erosion rates. However, there are a number of locations along the World Heritage Site which might warrant coastal defences now or in the future. These locations vary in their significance with respect to the values of the WHS, so the impact of any potential coastal defences would need to be examined on a case by case basis. Significantly, all but one of these cases are on the edges of gateway towns.

Policies for coastal defences are being identified by the Shoreline Management Planning (SMP) process, being led by the District and Borough Councils, and the Environment Agency, following DEFRA guidance. The SMPs will give every part of the coast one of four management policies with regards to the need for coastal defences or not. These are: no active intervention; hold the line; advance the line; managed realignment. For this reason, it is imperative that the SMPs account for the values of the WHS as much as possible.

It is likely that there will be cases where public interest and the cost to benefit ratio is sufficiently positive that defences will have to be built, replaced, enlarged or improved. At the time of writing, this is likely to happen at Lyme Regis's East Cliff, and in these circumstances, it is important that the impact of the proposed works on the OUV of the Site is minimised and mitigated as far as possible.

Such cases also bring opportunities to explain coastal processes and the conflicts between people and nature, and seek more sustainable planning policies other than the construction of coastal defences.

*See policies: [1.2-1.4](#), [1.6](#), [3.12](#)*

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### **4.3 Protection and development in the marine environment**

The grounding of the MSC Napoli container vessel one mile off Beer Head at Branscombe, East Devon in January 2007 highlighted a very serious risk not fully considered in the previous plan. The large amount of shipping traffic that utilises the English Channel presents a range of threats for the WHS. Incidents like the Napoli have the potential to impact on amenity value, socio-economics, presentation of the Site and wildlife. Perhaps the most significant danger to the site would be from large quantities of crude or heavy fuel oil washing up onto the shingle beaches of the coast. This would 'glue' pebbles together, thereby affecting their movement within and along the beaches, which could potentially affect the rate of erosion of the cliffs they are protecting. At most risk would be the coastal communities of Dorset and East Devon and Chesil beach, which protects the Chiswell, Portland Port and the Fleet lagoon.

In response to these threats, the policies in this plan have identified potential ways to reduce this risk. The international nature of the shipping industry will make this difficult, and it will need Central Government to raise the issues both in the UK and overseas. This applies equally to the ongoing issue of marine-sourced litter which plagues the beaches of the Dorset and East Devon coast, particularly over the winter months.

A further issue is the potential impact on the setting of the Site from offshore developments such as oil and gas, wind farms, wave / tidal hubs, and associated infrastructure needed to bring power onshore. This is a developing area and implications will become clearer over the life of this plan.

There are also opportunities through the new Marine and Coastal Access Bill, which will offer a statutory regime of marine planning, and the opportunity to designate marine protected areas, including for geological or geomorphological value, known as Marine Conservation Zones. The Bill may give powers to extend some coastal SSSIs below mean low water to protect important features or processes further; this may prove to be something for the WHS to consider in the future.

Furthermore, there are plans to develop a local pilot Marine Spatial Plan along part of the World Heritage Site, through the Combining Sea and Coastal Planning in Europe (CSCOPE) project being progressed by the Dorset Coast Forum. Even if the seaward area of the WHS cannot be protected for its own sake, it may be possible to reduce risk of potentially harmful activities through spatial planning or through the protection of its wildlife value. These may, by default, give protection for the WHS.

The Marine and Coastal Access Bill also makes provision for the establishment of a Marine Management Organisation to deliver marine functions in the waters around England. This will provide a 'one stop' centre of marine expertise that will deal with marine planning, activity licensing, fisheries management and marine conservation.

*See policies: [1.7 - 1.14](#)*

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### **4.4 Conservation designations**

As identified in section 3.3, the Site and its setting are heavily protected through a wide range of different international, national and local designations. This complexity itself raises issues, as each designation has different characteristics and is treated differently in the planning system. Of most concern is the inconsistent coverage of these designations across the Site.

Although all of the Site is covered by one or more designations, there are small areas with no specific protection relating to the geology; normally afforded through SSSI. They are: Orcombe Point to Budleigh (5km); Otterton Point to Ladram Bay (4km); High Peak to Jacobs Ladder (1.5km); and all of the intertidal area around Portland. Moreover, there are some boundaries of SSSIs that have not migrated with the cliff top line as it has eroded, leaving some areas that have moved outside of their designated protection zone. Although none of these anomalies would in themselves call into question the adequacy of protection of the Site, it would be beneficial to make protection of all GCR sites (on which the designation is based) consistent, and this revision sets out policies to start this process.

In terms of the setting, the Isle of Portland and its surrounding area are not included in any landscape designation such as AONB or Heritage Coast. This lack of coverage, and lack of any clear buffer zone arrangement in such a unique environment, may yet prove to be an issue, so protection of the setting here will look to be enhanced through the Local Development Framework process.

*See policies: [1.22 - 1.25](#)*

## 4.5 Climate change

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

The impacts of climate change may lead to accelerating erosion along the coast. This may aid research and study of coastal processes and palaeontology, but is a significant concern to those with coastal property at risk, and sites such as Chesil Beach. An increase in erosion may in fact lead to higher demand for coastal defences, the biggest threat to the OUV of the Site.

Moreover, climate change will put increased pressure on coastal infrastructure, such as roads and car parks, and although this would probably not be in the lifetime of this Plan, partners must consider how to adapt now.

This Plan revision tries not to treat climate change as a single issue warranting one or more policies, but tries to weave the issues of climate change adaptation and mitigation throughout the relevant sections. This ranges from opportunities in terms of awareness and research to mitigation through sustainable tourism and reducing the carbon footprint of the Site management function.

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## 4.6 Fossil collecting

Collecting of fossils represents a strong part of the heritage of the Site. Its importance to the history of science is primarily a result of the work of such people as Mary Anning and Henry De la Beche<sup>23</sup>. The coastal nature of the Site and the fact that some of the most important exposures are subject to rapid erosion mean that, in contrast to stable exposures at inland sites, without active responsible collection much of the fossil resource of the Site would be lost to the sea and destroyed. Continued responsible collecting is therefore vital to Site conservation. It is also essential that specimens can be examined or collected in-situ for scientific study.

Management issues that have arisen in relation to fossil collecting include unauthorised excavation, occasional inappropriate use of hand-held power tools and

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<sup>23</sup> See Appendix 1 for more details

a lack of recognition of the potential scientific value of the resource. It is important to realise that irresponsible, and therefore damaging, collecting can arise from any form of collecting, whether that be professional, amateur, visitor, educational or scientific.

Responsible collecting is promoted at a national level by Natural England, and within the Geologists' Association's Code of Conduct for Geological Fieldwork, which is set out in Appendix 5. At a local level, a voluntary Code of Conduct has been established for one of the most important and popular fossil collecting areas within the Site, between Lyme Regis and Burton Bradstock; this is set out in full in Appendix 5. This section is very well studied and accessible and contains scientifically important and valuable fossils at known horizons in an area subject to particularly rapid erosion. The Fossil Collecting Code has the support of Charmouth Parish Council, Natural England, the National Trust, the Crown Estate, museums, local authorities and the local amateur and professional collectors as providing the best means of conserving the fossils and the scientific integrity of the Site.

Fossils have been traded throughout the scientific history of the Site. Common specimens continue to be sold locally, particularly in West Dorset. This element of professional collecting does not give rise to particular management issues provided that the overall methods of collection are responsible. The Fossil Code of Conduct has highlighted the special need in relation to the most important specimens. The priorities of the Code are that specimens important to science are recovered rather than damaged or destroyed by the sea; that everyone has access to the information about such fossils, and that if the finder wishes to sell, or otherwise dispose of such a fossil, then registered museums within the UK have the first opportunity to acquire them. Funding for acquisition and the space to display such specimens continue to be problematic. One long term solution might be through the creation of a high quality facility, perhaps in West Dorset, where some of the best fossils from the Site could be held and properly displayed.

Responsible amateur collecting of fossils by visitors of all ages is entirely compatible with Site conservation, and is key to people's understanding and enjoyment of the site. The outstanding opportunities for viewing and collecting fossils provided along much of this coast are of great value for education in general and in particular for inspiring future generations of geologists and palaeontologists. The primary emphasis of site management is on promoting safe collecting at appropriate sites. This will generally involve informing and educating visitors towards collecting from appropriate material on beaches, and discouraging digging in the cliffs. Responsible

use of hammers is an important part of fossil collecting, and loose beach material provides a useful resource for practising techniques.

The principal outstanding issue with the code is the lack of funding both for research and acquisition of key specimens by UK museums. Opportunities will continue to be sought to improve this situation.

**See policies: [2.5](#) – [2.9](#)**

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#### **4.7 Learning and understanding outside the classroom**

The Jurassic Coast is a world famous learning resource for the earth sciences, and education plays a crucial role in all aspects of Site management. A critical part of increasing awareness and understanding of the values of the Jurassic Coast as a World Heritage Site is to encourage and support initiatives that help children and young people to learn outside of the classroom. There is strong evidence that good quality learning outside of the classroom adds much value to classroom learning, and its importance in improving the lives of children and young people is now recognised by central and local Government through the *Learning Outside the Classroom Manifesto* and also the Dorset and Devon Children and Young People's Plans.

For many educational establishments, organising a visit to the Site is one of the best ways for communicating ideas about landforms and processes which can often be quite challenging in the classroom. Visits can encompass a range of experiences from mapping geological beds at Kimmeridge, to analysing the impact of coastal defence schemes at West Bay.

In support of this, there are a number of interpretation Centres (e.g. Durlston Country Park, Lulworth, Chesil Beach Centre) located along the coast, each offering tailored programmes suited to their specific location and reflecting the uniqueness of their natural habitats. However, there are significant limitations and gaps in coverage for both visitor centres and residential facilities that support access to the coast.

To address this issue, this Plan outlines policies to build on work undertaken over the last six years by communities, local authorities and other partners to provide facilities in places where there are none, and improve the offer at existing locations. In terms of interpretation centres, the opportunity is greatest in East Devon, where there is only the small self-guided Fine Foundation Centre at Beer. With respect to residential

studies centres, although levels of provision vary along the coast, they are concentrated in Purbeck, and there are no facilities that can offer large groups a high quality experience focusing on the Earth Science values of the World Heritage Site.

**See policies: [3.3](#), [3.5](#), [3.7](#), [3.8](#), [3.10](#), [6.1](#), [6.2](#)**

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#### **4.8 Earth science research**

As clearly seen in Chapter 4, the Dorset and East Devon Coast has a proud history and pedigree in the fields of geology and geomorphology research. However, since inscription, with the exception of a number of small research projects looking at specific Site management issues, it has proved difficult to support research in any substantive form.

In many ways this is a result of research trends within the scientific community, combined with a very funding-driven academic agenda. What might be considered traditional earth sciences, such as stratigraphy and palaeontology, are less favoured by the Research Councils, and so less likely to attract students and active researchers.

A Research Scoping Study undertaken by the University of Plymouth in 2008<sup>24</sup> has identified a series of ways forward to more actively engage the research community. This, combined with a significant increase in the amount of digital data available relating to the coast, and the increasing number of research questions being raised about potential impacts of global climate change, presents an excellent opportunity to develop a significant research programme in this field.

**See policies: [3.13](#), [1.2](#)**

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#### **4.9 Business engagement**

The World Heritage Convention requires that World Heritage is given a function in the life of the surrounding community. In the vast majority of Sites, one major facet of achieving this relates to livelihoods and the economy. This is often seen purely in terms of tourism, as many World Heritage Sites are already existing and popular tourist destinations, but it should not be seen exclusively in these terms.

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<sup>24</sup> Available on [www.jurassiccoast.com](http://www.jurassiccoast.com)

In Dorset and East Devon there has been an established tourist industry since the 18<sup>th</sup> century, and tourism is a major part of the economy of the area, irrespective of World Heritage. However, a major economic, social and cultural impact assessment of the World Heritage Site designation<sup>25</sup> has shown that it has a broader impact on people's lives, particularly around the creation of a new and binding identity for a long and disparate area of coastline.

The report shows that there is a significant opportunity to build on achievements to date and help existing businesses and local entrepreneurs to develop new products and services that are commensurate in quality to WH status. The strength of the 'Jurassic Coast' identity and brand brings with it great potential to create new market opportunities based on the outstanding natural environment, and this will create jobs and support businesses leading to sustainable economic development. This is particularly important in light of the recession being experienced in the UK at the start of this Plan period.

**See policies: [4.1-4.3](#), [6.10](#), [7.9](#)**

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#### **4.10 Culture**

*"Artists and creators are vectors of cultural and artistic diversity. Their work is an essential contribution to the development of society and enables the individual to acquire knowledge and moral well-being"<sup>26</sup>.*

Culture is integral to World Heritage. UNESCO is the UN's cultural organisation, and the World Heritage Convention not only identifies cultural values for which Sites can be inscribed, but expects all Sites to be treated as part of the cultural heritage of each nation, and of the world. The UK Government's own description of Culture includes landscape, countryside recreation, and tourism as well as visual and performing arts, museums, literature, sport and many other cultural activities.

*"Cultural Activity strengthens the bonds between people, promotes learning, improves our quality of life, and enables us to engage with our surroundings. It can be a catalyst for change, an economic driver and help us to embrace diversity"<sup>27</sup>.*

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<sup>25</sup> An Economic Social and Cultural Impact Assessment of the Jurassic coast WHS; ERA Ltd, 2008

<sup>26</sup> UNESCO – whc.unesco.org

<sup>27</sup> A Better Place to Be, Culture South West, 2008

In this context there is an opportunity to develop the cultural role of the World Heritage Site, particularly if it provides a way of protecting, conserving or presenting the Site for future generations. Over the last six years, a Jurassic Coast Arts Strategy has been written, funding has been found and the Jurassic Coast Arts Programme launched, thought to be the only one for a natural World Heritage Site. Policies in this Plan reflect how culture can be used not only in its own right to explore World Heritage values and the site itself, but how the creative approach adopted by this sector can be integrated into wider education, interpretation, design, conservation and awareness programmes to increase participation, set a precedent for cross sectoral work, and engage different audiences.

**See policies: [4.7 – 4.10](#), [3.14](#), [5.19](#), [6.3](#), [7.7](#)**

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#### **4.11 Community engagement**

Great importance is placed on community engagement for the effective management of the WHS. Prior to, and immediately following the inscription in 2001 a great emphasis was placed on consultation with the local community, both to gain support for the nomination and to determine how people wanted to make the most of the inscription. In many ways this was immensely successful, and combined with careful marketing, the awareness of the WHS amongst the local population stands now at 98%<sup>28</sup>.

Learning from the last seven years shows that community involvement needs consistent and ongoing input, and the revision of the Management Plan gives an excellent opportunity to re-engage with communities, follow up on previous consultations to see what has been delivered, and find innovative ways to involve sectors of society who might not have been involved in the early stages. It will also give an important opportunity to demonstrate how the Site is managed, something identified in two recent surveys as poorly understood by the Dorset and Devon public. Key mechanisms for this will include the Jurassic Coast Communities Forum, the Arts Programme, increased volunteering and better communication, and it is anticipated that this will reinvigorate community engagement and stimulate new initiatives.

**See policies: [4.3 – 4.8](#), [3.9](#), [5.7](#), [5.12](#), [6.1](#), [6.2](#), [7.5](#), [7.6](#), [7.12](#)**

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<sup>28</sup> Dorset Citizens Survey 2008

#### 4.12 Visitor management

The term 'visitor management' covers a wide and varied remit and this is especially evident in relation to World Heritage Sites. Sites differ enormously and what works for one will be inappropriate for another. For example, some Sites have restricted access and physical entrance gates, whereas the Jurassic Coast constitutes 95 miles of open coastline interspersed with ten gateway towns, numerous publicly accessible beaches, multiple owners and a National Trail running throughout its length.

Potential threats to the Jurassic Coast from visitor pressure are real, and can manifest themselves in many different ways. For example, an increase in visitors at any location (whether one already under pressure from high visitor numbers or a perceived 'tranquil' zone) could impact negatively on the landscape and the infrastructure, including the footpaths. It is worth noting that some of these threats are related to people's perception of a place and their expectations, but this does not necessarily mean they are less important. The threat to the OUV of the Site is, however, limited to irresponsible and uninformed fossil collecting by visitors.

Visitor management considerations for the Jurassic Coast must include: access, particularly sustainable transport; tourism, focusing on sustainable, responsible or green tourism; promotion, including marketing, awareness raising and information provision; safety and visitor infrastructure.

These issues are all considered within a range of policies throughout Aims 5, 6 and 7 of the plan, and draw on a wide body of work being done by partner organisations. Key within that is the Coastal Corridor Action Plan which joins together the work of AONBs, Natural England, Dorset County Council and East Devon District Council Countryside services and Rights of Way teams, National Trust, the South West Coast Path Team and other partners. The plan seeks to find an integrated approach to improving the infrastructure, access and visitor welcome within the coast and immediate hinterland.

*See policies: 5.1 - 5.20, 6.1 - 6.13, 7.8 - 7.11*

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#### 4.13 Celebrations and international events

To be designated a World Heritage Site is simultaneously a celebration of its international recognition, a responsibility to safeguard for future generations and an opportunity to deliver sustainable development. The celebration is perhaps

sometimes forgotten and the time-span of this Management Plan revision presents at a number of excellent and very relevant opportunities to do just that.

In particular, the 2012 Olympic sailing events will be held in Portland Harbour and Weymouth Bay, all with the backdrop of the World Heritage Site. The opportunity here is to highlight the links and commonalities between the aims of the two global organisations, UNESCO and International Olympic Committee through cultural and awareness raising events. The same year is also the 40<sup>th</sup> anniversary of the World Heritage Convention.

Other events at the national and local level include the bicentenary of Darwin's birth and the 50<sup>th</sup> anniversary of the Dorset AONB in 2009, and the 10<sup>th</sup> anniversary of the Dorset and East Devon Coast's inscription in 2011.

*See policies: 4.9, 4.10, 3.6, 5.11, 6.10, 7.11*

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#### 4.14 Equality and diversity

By definition, World Heritage is for everyone, and therefore strong principles of equality and diversity should run throughout this Management Plan. The biggest issue for the coast will always be barriers to physical access, which is addressed within the policies. However, the principles of equality and diversity should be seen as cross-cutting, to be considered when implementing all policies, and all ensuing actions.

The management of the Site is delivered through the coordination of a range of partners as set out in chapter 3, and as such, each of these organisations will have their own approach to equality and diversity. This may be through observing statutory law, or by their own good practice guidelines. However the *aspiration* of this Management Plan should be to exceed regulatory requirements and reflect best practice in keeping with the principles of World Heritage status.

This Plan should therefore aim to take a lead in setting high standards for delivery, including the provision or sourcing of expert advice and recommendations to smaller organisations who may not have the capacity or knowledge in this area. This might range from guidelines on recruitment and training of volunteers, staff and trustees, through to ensuring that principles of inclusive design are implemented in the commissioning of building work, design of interpretation, marketing materials and digital media, and planning of activities and events which relate to the WHS.

Consideration should be given to identifying barriers which exist for the full range of potential visitor groups, with particular regard to those groups who may be considered hard to reach. Amongst others, this may include people with disabilities, people from ethnic communities, older people, and those on low incomes or who are geographically or socially isolated. With this in mind, the implementation of individual policies should, in consultation with user groups, consider the following key issues:

- Reasonable provision - With particular regard to access issues and obligations. The law uses this phrase to give some flexibility, and the Disability Rights Commission recommends that factors such as practicality, cost, effectiveness of solutions, and potential disruption may be taken into account.
- Choice - This is an important aspect of inclusion, providing people with options about when, where and how to visit, and a variety of ways to access the information and interpretation provided along the Site.
- Access and conservation - Balancing these two factors is clearly central given the sensitivities of the World Heritage Site. There are clear precedents to suggest that good solutions can be sensitive and appropriate to a given context.

*See policies: 3.9, 4.5, 5.7, 7.6, 8.10*

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#### **4.15 Resources**

Resources for the delivery of this Management Plan inevitably come from the increasingly squeezed public sector finances, and it is to the credit of partners, particularly Dorset and Devon County Councils, that they embraced the opportunity as far back as 1993 and have remained wholeheartedly committed to it ever since.

The economic climate prevalent at that start of this plan period, however, presents some risks to availability of funds for site management and, in turn, on quality. SWRDA has already significantly reduced its initial commitment and lottery funding is increasingly being diverted to the Olympics. The recession is likely to have a serious impact on local authority and others' discretionary budgets from 2009 onwards, and it cannot be assumed that County Council funding will continue at existing levels after 2009/10.

So there is a need to diversify funding further. Significant success has been achieved already in this regard, and there is strong support for the development of the Jurassic

Coast Trust as a body to raise charitable funds for education and conservation. There are also opportunities created by an economic downturn to engage with businesses in other ways, particularly in terms of domestic tourism and a loyalty to local products.

The partnership recognises the need to be accountable for public funds spent on Site Management, and hence the need for a governance review to demonstrate cost-efficient and effective use of funds with multiple benefits.

*See policies: 8.1 - 8.5, 8.11*

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#### **4.16 Government representation**

There is an outstanding issue with respect to responsibility for England's only natural World Heritage Site within central Government and its agencies. DCMS is the lead department for World Heritage and provides, with English Heritage, expertise on World Heritage issues and liaison with UNESCO. However, neither DCMS nor English Heritage has the expertise required to advise on the natural and geological issues which are critical to the effective management of the Jurassic Coast.

With respect to this, it would seem logical that DEFRA would take a degree of responsibility for the Dorset and East Devon Coast WHS through Natural England, and it is hoped that this can be clarified early on within the new Plan period.

*See policies: 8.6*



## 5. VISION, AIMS AND POLICIES

This chapter describes the detail of what the Steering Group partnership hopes to achieve in the management of the World Heritage Site, not just over the life of the Plan, but well into the future.

The introductory part of this chapter identifies factors that have informed the development of the vision, aims and policies, in particular the text of the World Heritage Convention and sustainability guidelines.

### Vision and aims

This is then followed by a brief **vision** statement for the Site and the eight long term **aims** that have been developed and which spell out clearly the aspirations for the Site, on behalf of “*all the peoples of the world*”<sup>29</sup>. This is followed by the policy table that starts on page 35.

### Policy table

This identifies the **policies** needed to achieve each aim. Next to each policy is a column in which are set out one or more actions or approaches that demonstrate **how the policy will be delivered**. This is not intended to be exhaustive and allows for different actions or approaches to be undertaken in the future. It is hoped that in this way the Plan can also be a useful tool for planning implementation, rather than just a strategic document.

Alongside each of these is a column containing a list of the **organisations responsible for delivery of the policy**. Likewise, this is not intended to be exclusive and identifies the organisations who have a **duty or responsibility** to lead in that particular area of work and others who are likely to be involved by the nature of their operations. One of the key questions being asked at this consultation stage is whether the right organisations are identified in respect of the policies, or whether some are missing. The final column identifies the role of the Jurassic Coast World Heritage Team in the delivery of each of the actions or approaches.

Against each aim are a small number of key indicators and targets. These try to encapsulate the most important indicators, or proxy indicators, to show whether the aim is being achieved or not, with targets indicating ambition and direction of travel.

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<sup>29</sup> whc.unesco.org

### 5.1 Background to the development of vision, aims and policies

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

- *Lessons learned from delivery of the last version of the Management Plan*
- *Analysis of key issues (as identified in chapter 4) and research*
- *The World Heritage Convention and Operational Guidelines,*
- *English Heritage and DCMS guidance*
- *Sustainability guidelines*

### World Heritage Convention

Key amongst this is the text of the WH Convention, which effectively defines the mandate for managing World Heritage Sites. Out of the 38 Articles, there are a number that have a direct bearing on the management of an existing World Heritage Site and its setting, those of most importance being 4, 5 and 27 (below). These have a strong influence on the way this plan is written, particularly with regard to the need to “*protect, conserve and present*” the natural heritage, give it a “*function in the life of the community*” and integrate it “*into comprehensive planning programmes*”.

#### **Article 4**

Each State Party to this Convention recognizes that the duty of ensuring the identification, **protection, conservation, presentation and transmission to future generations of the cultural and natural heritage ... situated on its territory, belongs primarily to that State**. It will do all it can to this end, to the utmost of its own resources...

#### **Article 5**

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

1. to adopt a general policy which aims to give the cultural and natural heritage a **function in the life of the community and to integrate the protection of that heritage into comprehensive planning programmes;**

#### **Article 27**

1. The States Parties to this Convention **shall endeavour by all appropriate means, and in particular by educational and information programmes,** to strengthen appreciation and respect by their peoples of the cultural and natural heritage...

## **Sustainability**

This aims and policies in this plan are also informed by five UK principles of sustainable development<sup>30</sup>:

### **Living within environmental limits**

Respecting the limits of the planet's environment, resources and biodiversity to improve our environment and ensure that the natural resources needed for life are unimpaired and remain so for future generations.

### **Ensuring a strong, healthy and just society**

Meeting the diverse needs of all people in existing and future communities, promoting personal wellbeing, social cohesion and inclusion and creating equal opportunities for all.

### **Achieving a sustainable economy**

Building a strong, stable and sustainable economy which provides prosperity and opportunities for all, and in which environmental and social costs fall on those who impose them (polluter pays) and efficient resource use is incentivised.

### **Using sound science responsibly**

Ensuring policy is developed and implemented on the basis of strong scientific evidence, whilst taking into account scientific uncertainty (through the precautionary principle) as well as public attitudes and values.

### **Promoting good governance**

Actively promoting effective, participative systems of governance in all levels of society, engaging people's creativity, energy and diversity.

The Strategic Environmental Assessment and Sustainability Appraisal being undertaken on this Management Plan will help to ensure that it meets these principles, and that they are monitored in the long term.

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<sup>30</sup> [www.directgov.uk](http://www.directgov.uk)

## 5.2 Vision and aims

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

### The Vision for the Site

Our vision is that World Heritage status will inspire people to celebrate, enjoy, value and learn about the Dorset and East Devon Coast, and to safeguard it for future generations in the best possible condition. We wish to ensure World Heritage status becomes a vibrant strand of the life of Dorset and East Devon, and the wider south west, benefiting local people, visitors and the environment throughout the area.

The policy table is divided according to each of the following eight long term aims:

### The long-term aims for the Site

1. To **protect** the Site's Outstanding Universal Value and integrity by allowing the natural processes which created it to continue (p35)
2. To **conserve** and **enhance** the Site and its setting for science, education and public enjoyment (p41)
3. To strengthen **understanding** of the Outstanding Universal Value of the Site (p47)
4. To support communities in realising the **economic, social and cultural opportunities and benefits** that World Heritage status can bring (p53)
5. To improve appropriate and sustainable **access** to the Site and its setting (p59)
6. To enable visitors to the Site and its setting to enjoy a **welcoming experience and high quality facilities** (p67)
7. To **raise public awareness** of the Site, its Outstanding Universal Value, and the values of World Heritage, locally to globally (p73)
8. To support and demonstrate **exemplary World Heritage Site management** through accountable governance, a secure resource base, inclusive partnerships and effective administration (p77)

## Organisations and acronyms

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ACE SW	Arts Council England, South West
AONBs	Dorset and East Devon Area of Outstanding Natural Beauty Teams
APPGWH	All Parties Parliamentary Group on World Heritage
BREEAM	BRE Environmental Assessment Method
CAA	Civil Aviation Authority
CCAP	Coastal Corridor Action Plan
CDE	Clinton Devon Estates
DCF	Dorset Coast Forum
DDA	Disability Discrimination Act
DEFRA	Department for Environment, Food and Rural Affairs
DesDor	Destination Dorset
DNFTP	Dorset and New Forest Tourism Partnership
DMF	Devon Maritime Forum
Dt AONB	Dorset AONB Team
DtCC	Dorset County Council
DtCC / DCS	Dorset County Council Countryside Service
DvCC	Devon County Council
DWT	Dorset Wildlife Trust
EA	Environment Agency
ED AONB	East Devon AONB Team
EDDC	East Devon District Council
EH	English Heritage
GA	Geological Association
GCG	Geological Curators Group
GOSW	Government Office for the South West
HERDA	Higher Education Regional Development Association
ICOMOS UK	International Council on Monuments and Sites – UK
JCWHT	Jurassic Coast World Heritage Team
JC Trust	Jurassic Coast Trust
LAs	The six coastal Local Authorities (DvCC, DtCC, EDDC, WDDC, WPBC, PDC)
LAWHF	Local Authorities World Heritage Forum

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LDF	Local Development Framework
LE	Lulworth Estates
LEA	Local Education Authority
LRDT	Lyme Regis Development Trust
LTP	Local Transport Plan
MCA	Maritime and Coastguard Agency
MFA	Marine and Fisheries Agency
MLA	Museums, Libraries and Archives Association
MMO	Marine Management Organisation
MoD	Ministry of Defence
MPA	Minerals Planning Authority
NE	Natural England
NT	National Trust
PASW	Public Arts South West
PDC	Purbeck District Council
RA	Regional Assembly
RIGS	Regionally Important Geological Sites (and groups)
RSS	Regional Spatial Strategy
SAC	Special Area of Conservation
SDAD CAG	South Devon and Dorset Coastal Action Group
SSSI	Site of Special Scientific Interest
SWCP	South West Coast Path Team
SWRDA	South West Regional Development Agency
SWT	South West Tourism
TB CAG	Two Bays Coastal Action Group
TICs	Tourist Information Centres
TSN	Tourism Skills Network
VisDev	Visit Devon
WDDC	West Dorset District Council
WPBC	Weymouth and Portland Borough Council
WPP	Weymouth and Portland Partnership

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### 5.3 Policy table

AIM 1	Description	Key indicators	Targets (by 2014)
<p><b>To protect</b> the Site's Outstanding Universal Value and integrity by allowing the natural processes which created it to continue</p>	<p>Policies within this section set out the parameters for clear, unambiguous long-term protection for the World Heritage Site through <b>integration in the planning system</b> and based on rigorous scientific evidence. The emphasis is on the <b>prevention</b> of activities that might negatively affect the Outstanding Universal Value (OUV) and integrity of the Site, or the <b>mitigation</b> of the negative impact of activities that are unavoidable. This aim relates not just to the Site itself, but to activities in the setting that might have an impact on the Site's OUV or integrity. Policies contained within this aim focus on the legislation or other instruments that allow the natural processes of erosion to continue; thus maintaining an exposure of 185 million years of the Earth's history and climatic changes.</p>	<ul style="list-style-type: none"> <li>◦ Policies for the protection of the WHS written into Local Development Frameworks (LDFs)</li> <li>◦ Amount of coastal defence infrastructure that compromise the integrity<sup>31</sup> of the SSSIs / GCRs that make up the WHS</li> <li>◦ Level and quality of protection afforded to the marine environment adjacent to the WHS</li> <li>◦ Degree of legal protection afforded to the Site</li> </ul>	<ul style="list-style-type: none"> <li>◦ Policies in all four district council LDFs</li> <li>◦ No increase</li> <li>◦ Identification of at least one significant area with legal protection</li> <li>◦ Renotification of at least one SSSI where erosion has caused the Site to migrate out of the designated area</li> </ul>
<p><b>Time scale</b> Ongoing and long-term, minimum 100 years</p>			

<sup>31</sup> Integrity is defined by the Statement of Outstanding Universal value in chapter 2 and in more detail in Appendix 1

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
<b>Integration of WHS Management Plan into the planning system</b>				
1.1	<b>Establish the global significance and unique nature of the WHS within the development and implementation of the spatial planning framework (Regional Spatial Strategy (RSS) and Local Development Frameworks (LDF) for Dorset and East Devon</b>	<ul style="list-style-type: none"> <li>◦ Effective representation of WHS interests by appropriate Steering Group partners, and values and significance of WH Sites reflected in RSS and LDFs</li> </ul>	EH, NE, LAs, GOSW, SWRA, SWRDA	Advise and liaise
1.2	<b>Protect the OUV of the Site through prevention of developments that might impede the natural processes of erosion, or obscure the exposed geology, as set out in the GCR / SSSI details, now and in the future</b>	<ul style="list-style-type: none"> <li>◦ Reflect the OUV and sensitivities of the Site in Local Development Framework documents</li> <li>◦ Maintain an effective Science and Conservation Advisory Network (SCAN) to help inform decision-making with respect to possible threats to the Site</li> <li>◦ Ongoing liaison regarding parts of the Site where coastal defences are a possibility in the timescale of this plan, including: Pennington Point; Lyme Regis East Cliff; Seatown; Portland Harbour Shore; Durlston Bay.</li> </ul>	EDDC, WDDC, WPBC, PDC, EA, NE, JCWHT  JCWHT  EDDC, WDDC, WPBC, PDC, EA, NE, JCWHT	Advise and liaise  Lead  Advise and liaise
1.3	<b>Mitigate negative impact on the natural processes of erosion and exposed geology where developments in the Site or setting do take place</b>	<ul style="list-style-type: none"> <li>◦ Work closely with the promoters of coastal defence schemes (or other developments that may be permitted) in research and design stages to ensure potential impacts on the Site are identified and reduced</li> </ul>	JCWHT, NE, EA	Facilitate
1.4	<b>Oppose developments in the Site's setting that may warrant a future need for coastal defence structures, particularly in light of potential sea-level rise and extreme events due to climate change</b>	<ul style="list-style-type: none"> <li>◦ Write policies into LDFs that recognise this issue and prevent development of this type</li> </ul>	EDDC, WDDC, WPBC, PDC, EA, NE, DvCC, DtCC, JCWHT	Advise
1.5	<b>Protect the landscape and natural beauty of the Site and setting of the World Heritage Site from inappropriate development</b>	<ul style="list-style-type: none"> <li>◦ Write policies into LDFs that recognise this issue and discourage inappropriate development</li> <li>◦ Landscape Character Assessment Tools used to assist decision making by Development Control (DC) officers</li> <li>◦ Raise awareness of WH Sites and development issues with Development Management and Planning Policy officers where necessary</li> </ul>	EDDC, WDDC, WPBC, PDC  EDDC, WDDC, WPBC, PDC, AONBs  JCWHT organise with relevant experts	Liaise and advise  Liaise  Lead

<sup>32</sup> Jurassic Coast Public Arts Code of practice on [www.jurassiccoast.com/arts](http://www.jurassiccoast.com/arts)

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
		<ul style="list-style-type: none"> <li>Promote high quality and appropriate design in developments that do take place in the Site (such as coastal defences) or setting (such as seafront improvements and car parks)</li> <li>Implement the Public Art Code of Practice<sup>32</sup> with respect to potential public art in the Site and setting</li> </ul>	<p>EDDC, WDDC, WPBC, PDC, EH, AONBs, PASW, CABE</p> <p>JCWHT, PASW</p>	<p>Liaise</p> <p>Lead</p>
<b>Coastal erosion and sea defences</b>				
1.6	<b>Ensure that the South Devon and Dorset, and Poole and Christchurch Bays Shoreline Management Plans that take full account of the OUV of the Site and the specific geological and geomorphological features in the GCR sites when defining actions for coastal defences</b>	<ul style="list-style-type: none"> <li>Both Coastal Action Groups have representation from the WHS Steering Group on their management committees, and will integrate the values of the WHS into their decision-making process</li> </ul>	SDADCAG, TBCAG, EA, JCWHT, NE	Advise
<b>Protection and development in the marine environment</b>				
1.7	<b>Marine Spatial Planning initiatives relevant to the area of the Site will take full account of the OUV of the Site and this Management Plan when defining policies</b>	<ul style="list-style-type: none"> <li>Dorset Coast Forum will develop and implement the CSCOPE initiative<sup>33</sup></li> <li>Marine conservation zones will recognise the values of the WHS and its setting where appropriate</li> </ul>	<p>DCF, JCWHT, NE, others</p> <p>NE, DCF, DMF</p>	<p>Advise</p> <p>Advise</p>
1.8	<b>Ensure that any proposals for marine aggregate extraction do not have an adverse impact on the geomorphology of the Site</b>	<ul style="list-style-type: none"> <li>MFA / MMO to advise the Steering Group of any proposals and give the Group's response due attention</li> </ul>	MFA / MMO	Advise
1.9	<b>Any offshore oil exploration and exploitation, should it be considered, must take full account of the seascape and natural beauty of the World Heritage Site</b>	<ul style="list-style-type: none"> <li>MFA / MMO to advise the Steering Group of any proposals and give the Group's response due attention</li> </ul>	MFA / MMO	Advise
1.10	<b>Maintain emergency plans to implement the most effective response to any possible oil or other pollution incident at sea that may have an impact on the WHS, and ensure that the response actions themselves do not cause further damage</b>	<ul style="list-style-type: none"> <li>Emergency planners to consult the Steering Group when updating plans that relate to coastal issues</li> <li>Learn from the MSC Napoli incident</li> </ul>	<p>DvCC , DtCC, MCA, NE, JCWHT</p> <p>DvCC , DtCC</p>	<p>Advise</p> <p>Facilitate</p>

<sup>33</sup> Combining Sea and Coastal Planning in Europe (CSCOPE) – see [www.dorsetcoast.com](http://www.dorsetcoast.com)

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
1.11	<b>Prevent ship-to-ship transfer of oil cargoes within Lyme Bay unless unavoidable, in which case the interests of the WHS should be considered in both options appraisal and implementation</b>	<ul style="list-style-type: none"> <li>◦ Seek agreement with the MCA that no planned transfer will take place in Lyme Bay</li> </ul>	MCA	Advise
1.12	<b>Reduce the risk of potential negative impacts on the Site and setting from shipping activity</b>	<ul style="list-style-type: none"> <li>◦ Establish a dialogue with DEFRA to seek a re-assessment of the area covering the Site with respect to the designation of Marine Environment High Risk Areas (MEHRAs)</li> <li>◦ After re-assessment, ensure that MEHRAs are included in the UKHO Admiralty charts in order to inform mariners and the SoSREP of the sensitivity of the site</li> <li>◦ Ask UK Government for clarification on designating Lyme Bay as an Area to be Avoided (ATBA) under the International Maritime Organisation (IMO)</li> </ul>	<p>Steering Group, DEFRA</p> <p>MCA, UKHO, DCF, DMF</p> <p>Steering Group</p>	<p>Lead</p> <p>Facilitate</p> <p>Facilitate</p>
1.13	<b>Protect the geology and geomorphology of the site from damage due to works consented under Tidal Works powers of Portland Port Authority and Weymouth Harbour Authority</b>	<ul style="list-style-type: none"> <li>◦ Reflect the OUV and sensitivities of the Site in planning decisions with respect to these harbours</li> <li>◦ Representation of the geological interests within the Site will be encouraged within the Portland Harbour Consultative Committee and future review of the Portland Harbour Management Plan</li> </ul>	<p>WPBC, NE</p> <p>NE</p>	<p>Advise</p> <p>Advise</p>
1.14	<b>Encourage offshore energy developments to take full account of the Site and seaward setting, particularly regarding the infrastructure needed to bring power onshore</b>	<ul style="list-style-type: none"> <li>◦ MFA / MMO / Crown Estate to advise the Steering Group of any proposals and give the Group's response due attention</li> </ul>	MFA / MMO	Advise
<b>Onshore resource exploitation</b>				
1.15	<b>Establish mineral planning policies which afford the highest possible level of protection to the Site and its setting from damaging minerals development</b>	<ul style="list-style-type: none"> <li>◦ Reflect the OUV and sensitivities of the Site in Minerals and Waste Development Framework documents</li> </ul>	DvCC and DtCC Minerals Planners	Advise
1.16	<b>The statutory Reviews of Old Mineral Permissions (ROMPs) on Portland and elsewhere will seek to negotiate schemes of quarry working and restoration which minimise any adverse impacts on the interests of the Site and its setting</b>	<ul style="list-style-type: none"> <li>◦ Ongoing dialogue between the Mineral Planning Authorities (MPAs), quarry firms and landowners</li> <li>◦ Identify potential sites for study of key geological exposures through the ROMP process</li> </ul>	<p>DvCC and DtCC Minerals Planners</p> <p>DvCC and DtCC Minerals Planners</p>	<p>Advise</p> <p>Advise</p>

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
		<ul style="list-style-type: none"> <li>The Steering Group partners as a whole will do all within their power to resist re-opening of workings that would damage the Site, such as the Coastal Strip on Portland</li> </ul>	DtCC, Steering Group	Advise and lead
1.17	<b>To secure reductions in the extent of quarrying in the direct vicinity of the Site on Portland, there will be a presumption in favour of replacing existing permissions for surface quarrying with permissions for underground mining, where this would not result in any other unacceptable impacts</b>	<ul style="list-style-type: none"> <li>Ongoing dialogue between the Mineral Planning Authority and quarry firms</li> </ul>	DtCC Minerals Planners	Advise
1.18	<b>Protect the geology of the Site, and the natural beauty of the setting from oil production and exploration onshore</b>	<ul style="list-style-type: none"> <li>MPAs to advise Steering Group of any proposals and respect the OUV and sensitivities of the Site in making their decisions</li> </ul>	DvCC and DtCC Minerals Planners	Advise
1.19	<b>Protect the geomorphology and geology of the Site from damage due to consented or ad-hoc pebble extraction</b>	<ul style="list-style-type: none"> <li>MPAs to advise Steering Group of any proposals and respect the OUV and sensitivities of the Site in making their decisions</li> <li>Clear information at TICs, Visitor centres and on publications should advise visitors against pebble removal; particularly at Chesil Beach and Budleigh Salterton</li> </ul>	DvCC and DtCC Minerals Planners  JCWHT, Landowners, Chesil Beach Centre, Budleigh Salterton TIC & Museum	Advise  Advise
<b>Other land use issues</b>				
1.20	<b>Ensure that military activity has no negative impact on the OUV of the Site, or the natural beauty of the setting</b>	<ul style="list-style-type: none"> <li>The MoD Lulworth Range Conservation Committee will seek and take account of earth science advice when appropriate management planning is undertaken.</li> <li>Wyke Regis Bridging Camp will continue to ensure that changes to its present operations do not lead to negative impacts on the Site.</li> </ul>	MoD, JCWHT, NE  MoD, JCWHT, NE	Advise  Advise
1.21	<b>Discourage cliff climbing in sensitive areas that might have a negative impact on the quality of the Geological exposures of the Site or its wildlife</b>	<ul style="list-style-type: none"> <li>Administer and monitor the voluntary climbing codes at Durlston and Portland.</li> <li>Discourage climbing on Lulworth Estate land and prohibit climbing within the Lulworth Ranges.</li> <li>Encourage identification of part of the Site as sensitive areas under provisions in the Marine Bill</li> </ul>	DtCC / DCS, BMC, JCWHT  Lulworth Estate, MoD, JCWHT  NE	Advise  Advise  Advise

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
<b>Boundaries and conservation designations</b>				
1.22	<b>Principles behind definition of Site boundaries will remain defined as set out in the nomination document for UNESCO and IUCN evaluation and described in section 3.2</b>	<ul style="list-style-type: none"> <li>◦ Steering Group Sub-Group meet in 2013 to review boundaries and boundary policy</li> <li>◦ Issue new 'line on the map' to DCMS at the end of the Management Plan review process</li> <li>◦ Review potential for inclusion of Hamm Beach on the Portland Harbour Shore in the WHS</li> </ul>	<p>Steering Group</p> <p>Steering Group</p> <p>JCWHS</p>	<p>Lead</p> <p>Lead</p> <p>Lead</p>
1.23	<b>Parts of the Site that, due to natural erosion, have areas that are no longer protected by SSSI will be identified and considered for re-notification</b>	<ul style="list-style-type: none"> <li>◦ Review status of SSSI boundaries and prepare options paper, action plan and schedule for SSSIs needing renotification (Isolated parts of South Dorset Coast SSSI, West Dorset Coast SSSI, Sidmouth to Beer SSSI, Isle of Portland SSSI)</li> </ul>	NE, JCWHT	Partner
1.24	<b>Explore the potential for SSSI notification of parts of the Site not currently protected by this designation or SAC</b>	<ul style="list-style-type: none"> <li>◦ Review status of GCR protection and prepare options paper for potential actions regarding those areas not SSSI or SAC (parts of GCR 1506, GCR 814) and those areas that are not GCR or SSSI / SAC (Straight Point, High Peak to Jacob's Ladder, east of Sidmouth to Branscombe, northern area of Portland East Weares)</li> </ul>	NE, JCWHT	Partner
1.25	<b>UNESCO's requirement for a WHS buffer zone will continue to be met by pre-existing conservation legislation, and appropriate local planning policies</b>	<ul style="list-style-type: none"> <li>◦ Steering Group Sub-Group meet in 2014 to review buffer zone policy</li> <li>◦ Local authorities reflect the buffer zone arrangements for the WHS in LDFs</li> </ul>	<p>Steering Group</p> <p>EDDC, WDDC, WPBC, PDC</p>	<p>Lead</p> <p>Advise</p>

AIM 2	Description	Key indicators	Targets (by 2014)
<p><b>To conserve and enhance the Site and its setting for science, education and public enjoyment</b></p>	<p>This aim relates to positive actions for improvements in terms of the Site's OUV, integrity and condition, and the 'presentation'<sup>34</sup> of both Site and setting. Policies within this aim will cover a range of areas relating to conserving the natural assets, including geological conservation and enhancement, and improvements to presentation within the Site. It also touches on broader landscape and wildlife conservation and enhancements within the setting. Conservation actions need to be supported through appropriate scientific research.</p>	<ul style="list-style-type: none"> <li>◦ Condition of SSSIs and GCR sites<sup>35</sup></li> <li>◦ Number of fossils from the WHS acquired by registered museums</li> <li>◦ Amount of marine litter on Dorset and East Devon beaches</li> </ul>	<ul style="list-style-type: none"> <li>◦ All SSSIs and GCRs in 'as good' or better condition than in 2001</li> <li>◦ At least five scientifically important fossils acquired</li> <li>◦ Recognition in policy (<i>tbc in discussion with Dorset Coast Forum</i>)</li> <li>◦ Increase in number of beach clean events and participants in Dorset and East Devon</li> </ul>
<p><b>Time scale</b> Ongoing and long-term, minimum 100 years</p>		<ul style="list-style-type: none"> <li>◦ Amount of land adjacent to the WHS in Higher Level Stewardship</li> </ul>	<ul style="list-style-type: none"> <li>◦ Increase by x% (<i>tbc in discussion with Natural England</i>)</li> </ul>

<sup>34</sup> Define presentation and what it means elsewhere – check operational guidelines

<sup>35</sup> As defined by Natural England and the Joint Nature Conservation Committee

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
<b>Conservation and monitoring of geodiversity</b>				
2.1	<b>Improve conditions of GCR sites and SSSIs in ways that are consistent with or build on natural processes and do not conflict with other conservation designations</b>	<ul style="list-style-type: none"> <li>Respond to opportunities to improve SSSI condition as they arise; the priority for improvement is the Portland Harbour Shore SSSI</li> </ul>	NE, JCWHT	Partner
2.2	<b>The GCR sites and SSSIs that make up the WHS will be monitored in line with NE timescales in terms of their defined geological and geomorphological value. Intensive monitoring of specific features under threat will be undertaken and substantive events that affect the site will also be recorded</b>	<ul style="list-style-type: none"> <li>Monitor the condition of GCRs and SSSIs on a regular cycle, following NE's timescale and NE / JNCC guidelines, and using a dedicated database</li> <li>Monitoring of events and specific features will be undertaken using the same database, to appropriate levels of detail</li> <li>A State of Conservation report will be published annually, or at the request of the Steering Group, DCMS or UNESCO</li> </ul>	JCWHT  JCWHT  JCWHT	Lead  Lead  Lead
<b>Enhancements to the presentation of the Site</b>				
2.3	<b>Encourage removal of redundant coastal defences to improve the natural processes and natural beauty of the Site and setting</b>	<ul style="list-style-type: none"> <li>Local authorities and landowners will be encouraged to develop plans to remove redundant coastal defence structures</li> </ul>	EDDC, WDDC, WPBC, PDC, EA, NE	Lobby and advise
2.4	<b>Improve the presentation and natural beauty of the Site by removing or ameliorating derelict structures and acts of vandalism</b>	<ul style="list-style-type: none"> <li>Work with landowners to remove derelict or superfluous structures from the Site and immediate setting. <i>Priority locations to be included in final Plan</i></li> <li>Respond to acts of vandalism on a reactive basis</li> <li>Consider the historic environment interest of structures on a case-by-case basis</li> </ul>	JCWHT, Landowners, NE, LAs  JCWHT, Landowners, NE, LAs  LAs, EH, Landowners	Lead partner  Lead partner  Partner

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
<b>Fossil collecting</b>				
2.5	<b>Fossil collecting within the Site will follow, in general, the principles of Natural England’s national approach based on the concept of responsible collecting (Appendix 5). If additional management of fossil collecting is needed for a specific area, arrangements should be made between Natural England, landowners, the academic community and collectors (amateur and professional)</b>	<ul style="list-style-type: none"> <li>◦ Monitor the outputs of the West Dorset Fossil Collecting Code in order to highlight issues to landowners and NE</li> <li>◦ Explore management options for the Undercliffs National Nature Reserve</li> </ul>	<p>JCWHT with NE guidance, Museums</p> <p>NE, JCWHT</p>	<p>Lead</p> <p>Partner</p>
2.6	<b>The West Dorset Fossil Collecting Code (see Appendix 5) for Lyme Regis to Burton Bradstock will continue to be implemented by all parties. Any change to the Code will be made only with the agreement of all collaborating parties</b>	<ul style="list-style-type: none"> <li>◦ Review the West Dorset Fossil Collecting Code within the timescale of this plan</li> <li>◦ Charmouth Heritage Coast Centre continue to maintain and publish online a register of scientifically important fossils collected from within the Code area, to be integrated into Site monitoring</li> <li>◦ Review and refresh, if necessary, signage and information about the Code for the general public</li> <li>◦ Hold regular meetings of the Fossil Code Group</li> <li>◦ Take enforcement action against any collector operating outside of the Code</li> <li>◦ Adjust the Code to reflect any changes made to Natural England’s approach to responsible collecting, if they do not adversely affect the OUV of the Site, and only with full agreement of collaborating parties to the Code</li> </ul>	<p>JCWHT, NE, Landowners, CHCC, Museums, Collectors</p> <p>CHCC, JCWHT</p> <p>JCWHT</p> <p>JCWHT, NE, Landowners, CHCC, Museums, Fossil Collectors,</p> <p>Landowners, JCWHT</p> <p>JCWHT, NE, Landowners, Museums, Fossil Collectors</p>	<p>Lead</p> <p>Manage</p> <p>Lead</p> <p>Lead</p> <p>Partner</p> <p>Lead</p>
2.7	<b>Educational and public information about the Site will be based on principles of responsible collecting at locations where it is appropriate</b>	<ul style="list-style-type: none"> <li>◦ Continue to provide information about safe and responsible collecting through a fossil collecting and beach safety leaflet</li> <li>◦ Support the Charmouth Heritage Coast Centre and Lyme Regis Museums to promote responsible fossil collecting</li> </ul>	<p>JCWHT</p> <p>CHCC, LRM, JCWHT</p>	<p>Lead</p> <p>Partner</p>

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
		<ul style="list-style-type: none"> <li>◦ Employ a seasonal fossil warden to promote good practice in the Lyme Regis and Charmouth area</li> <li>◦ Develop hands-on and creative activities that offer the potential for education using non-collecting based activity (e.g. fossil dig trays)</li> <li>◦ No promotion of Sites where tourist, educational or general public collecting is not suitable</li> </ul>	<p>JCWHT, DtCC, NE, CHCC</p> <p>JCWHT, JC Trust</p> <p>JCWHT, NE, Landowners</p>	<p>Lead</p> <p>Lead</p> <p>Lead, advise</p>
2.8	<b>Alternative sites outside the WHS will be investigated for their potential as resources for recreational and educational fossil exploration with or without collecting</b>	<ul style="list-style-type: none"> <li>◦ Work with Natural England and the landowner to develop Horn Park Quarry as an educational resource</li> <li>◦ Work in Purbeck to establish an accessible feature based on dinosaur footprints</li> </ul>	<p>NE, JCWHT</p> <p><i>Tbc</i></p>	<p>Partner</p> <p>Partner</p>
2.9	<b>Actively promote the acquisition, curation and local display of key fossil specimens in museums, and loans to interpretation centres and other facilities</b>	<ul style="list-style-type: none"> <li>◦ Work with museums to increase capacity and secure funding</li> <li>◦ Maintain contacts with private collectors with a view to promoting public access to their collections, and discussing their long-term future</li> </ul>	<p>Museums, DtCC and DvCC Museums service, GCG</p> <p>JCWHT, CC Museums Services</p>	<p>Initiate and Partner</p> <p>Lead</p>
<b>Rock sample collecting</b>				
2.10	<b>Core samples collected from within the Site will be taken in line with the Geologists' Association Code of Conduct for Geological Fieldwork (Appendix 5)</b>	<ul style="list-style-type: none"> <li>◦ Ensure that <a href="http://www.jurassiccoast.com">www.jurassiccoast.com</a> has a relevant and clearly accessible section for scientists or amateur collectors that contains the GA Code of conduct</li> </ul>	JCWHT, academic or amateur geologists	Lead
<b>Conservation of the non-geological features</b>				
2.11	<b>Address both the causes and symptoms of marine and land-sourced litter to reduce negative impacts on the WHS</b>	<ul style="list-style-type: none"> <li>◦ Lobby at a national and international level to seek better enforcement of the MARPOL Convention, and of the UK Government for clearer guidance on responsibility for marine sourced litter removal</li> <li>◦ Undertake the annual Great Dorset Beach Clean and seek to: a) extend this into East Devon, and b) move to a second coast-wide beach clean annually</li> </ul>	<p>DCF, DMF, MCS, Wildlife Trusts, JCWHT, Steering Group</p> <p>DCF, DtCC / DCS, DWT, EDDC, JCWHT</p>	<p>Partner</p> <p>Partner</p>

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
		<ul style="list-style-type: none"> <li>◦ Local Authorities will continue to clear the beaches for which they have responsibility</li> <li>◦ Landowners to take a proactive role in the reduction of beach litter through events like the annual beach clean</li> </ul>	<p>EDDC, WDDC, WPBC, PDC</p> <p>Landowners, DCF, DMF, JCWHT</p>	<p>Liaise</p> <p>Partner</p>
2.12	<b>Maintain and improve the biodiversity and wildlife value of the Site in ways that are complementary with its OUV</b>	<ul style="list-style-type: none"> <li>◦ Management Plans for SSSIs, SACs and NNRs will continue to support this policy</li> </ul>	NE, Landowners	Advise
2.13	<b>Encourage a reduction in the negative impact of intensive farming on the landscape and biodiversity of the coastal cliffs and promote conservation of and improvements to the landscape and biodiversity value of the wider setting</b>	<ul style="list-style-type: none"> <li>◦ Farmers involved in intensive agriculture in the setting will be encouraged to explore Higher Level Stewardship schemes</li> </ul>	NE, AONBs, Landowners	
2.14	<b>Support conservation volunteering programmes that may have a beneficial effect on the WHS and its setting</b>	<ul style="list-style-type: none"> <li>◦ Provide training and information about the JCWHS to groups on request</li> </ul>	JCWHT	Lead



AIM 3	Description	Key indicators	Targets (by 2014)
<p>To strengthen <b>understanding</b> in the Outstanding Universal Value of the Site</p>	<p>This aim sets out a long term aspiration to significantly <b>strengthen the understanding</b> of the World Heritage Site and its OUV to as wide a range of people as possible. It is based on the premise that an increase in understanding will lead to <b>appreciation, valuing, ownership and long term conservation</b> of the natural world, particularly amongst the coastal communities and the young people who live there, the future custodians of the Site. Policies within this section focus on formal education and learning, research (both to inform management of the Site and further scientific understanding), and intellectual access through informal learning, such as interpretation. Policies focus on the mechanisms for achieving this, such as through cultural events and activities, training and partnership working, rather than the physical infrastructure that may be required for its delivery.</p>	<ul style="list-style-type: none"> <li>◦ Impact of using the WHS as a learning tool in the classroom</li> <li>◦ Number of schools visiting the World Heritage Site</li> <li>◦ Number of UNESCO Associated Schools in East Devon, Exeter, Dorset, Bournemouth, and Poole</li> <li>◦ Number of young people entering Higher Education studies related to the Earth Sciences</li> <li>◦ Number and quality of research programmes with a specific focus on the WHS</li> </ul>	<ul style="list-style-type: none"> <li>◦ Positive feedback report from &gt;60% of teachers attending INSET training</li> <li>◦ Impacts referred to by OFSTED in at least five schools actively using the WHS in their curriculum</li> <li>◦ Increase of 10% in school visits to coastal visitor centres</li> <li>◦ At least five additional UNESCO Associated schools</li> <li>◦ Increase of 5% in secondary schools with active links to the WHS</li> <li>◦ At least one major research programme and five smaller projects with published outcomes</li> </ul>
<p><b>Timescale</b> Ongoing, but requiring detailed reassessment in 25-30 years</p>			

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
<b>Formal education and learning</b>				
3.1	<b>Make a positive contribution to the lives of children and young people in Dorset and Devon through their engagement with the Site</b>	<ul style="list-style-type: none"> <li>◦ Create opportunities for all children and young people in Dorset (including Bournemouth and Poole) and Devon (East and Mid Devon, and Exeter) schools to visit and learn about the Jurassic Coast at least once</li> <li>◦ Establish a process for consultation with young people</li> <li>◦ Critically evaluate the experiences, learning and behaviour change of children and young people that are directly involved with projects associated with the Site</li> <li>◦ Ensure links are made to Children’s and Young People Plans (or equivalent) for Dorset and Devon</li> <li>◦ Provide opportunities for young people to develop careers in the Earth Sciences, including actively involving them in conservation and interpretation of the Site</li> </ul>	<p>DvCC and DtCC LEAs, JCWHT, Visitor Centres</p> <p>JCWHT, DvCC and DtCC LEAs, Youth Parliament</p> <p>JCWHT, DvCC and DtCC LEAs</p> <p>JCWHT, DvCC and DtCC LEAs</p> <p>JCWHT, Local schools, GA, RIGS Groups</p>	<p>Lead</p> <p>Lead, facilitate</p> <p>Lead, facilitate</p> <p>Lead</p> <p>Facilitate</p>
3.2	<b>Embed the core values of the World Heritage Site into schools through training teachers about the Site and its values</b>	<ul style="list-style-type: none"> <li>◦ Deliver INSET and other related training for teachers and other educational practitioners</li> <li>◦ Develop / maintain partnerships with Initial Teacher Training Colleges for teacher placements in Visitor Centres</li> <li>◦ Develop and disseminate resources for teachers and educational practitioners to use as learning tools about World Heritage and the Jurassic Coast</li> <li>◦ Use the UNESCO Associated Schools network to help Dorset and Devon schools establish links to the WHS in their curriculum</li> </ul>	<p>DvCC and DtCC LEAs, JCWHT, Educational companies</p> <p>JCWHT, Initial Teacher Training Colleges</p> <p>DvCC and DtCC LEAs, JCWHT, Visitor Centres, DvCC and DtCC School Library Services</p> <p>JCWHT, UNESCO UKNC</p>	<p>Partner</p> <p>Lead / facilitate</p> <p>Partner</p> <p>Facilitate</p>
3.3	<b>Build meaningful and sustainable relationships between schools, the Site, and facilities and personnel involved in interpretation or management of the Site</b>	<ul style="list-style-type: none"> <li>◦ Maintain regular contact and updates with key staff in schools in Dorset (including Bournemouth and Poole), and Devon, and also from Primary and Secondary Strategy Teams</li> </ul>	DvCC and DtCC LEAs, JCWHT	Lead

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
		<ul style="list-style-type: none"> <li>Establish a partnership agreement for formal and informal education with coastal Visitor Centres, setting out each parties responsibilities and incentives</li> <li>Identify and meet training needs for cultural organisations wishing to work with schools and other educational organisations on Jurassic Coast projects</li> </ul>	JCWHT, Visitor centres	Lead
			JCWHT, Cultural organisations	Lead
3.4	<b>Promote and disseminate best practice in understanding the values of the World Heritage Site within the education system nationally and internationally</b>	<ul style="list-style-type: none"> <li>In partnership with other UK World Heritage Sites, deliver the UK World Heritage Education programme, 'Making Sense of Our Sites'</li> </ul>	JCWHT, UK WH Sites, UNESCO UKNC, DCMS	Lead
3.6 <sup>36</sup>	<b>Use major international, national or regional events that have a direct relevance to the setting of the Site or its OUV to develop learning opportunities and share good practice</b>	<ul style="list-style-type: none"> <li>Use the Darwin200 celebrations as a way to engage schools with the Lyme Regis Fossil Festival</li> <li>Explore opportunities to apply for the 2012 Inspire Mark for appropriate Jurassic Coast education projects.</li> </ul>	LRDT, JCWHT	Partner
			JCWHT	Lead
<b>Learning outside the classroom</b>				
3.5	<b>Support the UK Government's 'learning outside the classroom' agenda</b>	<ul style="list-style-type: none"> <li>Promote education programmes at visitor and education centres along the Jurassic Coast to schools</li> <li>Showcase positive case studies for how schools can learn outside the classroom using training and resources</li> </ul>	JCWHT, Outdoor centres, VCs	Partner
			JCWHT	Lead
3.7	<b>Facilitate outdoor learning in relation to the WHS in existing permanent or temporary residential field studies provision</b>	<ul style="list-style-type: none"> <li>Audit support needed at key facilities that deliver education provision: Exmouth Bristol Schools Camp, (summer only), Woodberry Down, Magdalen Centre, Kingcombe Centre, PGL Osmington, Carey Outdoor, Brenscombe, Chatsworth Centre and Leeson House</li> <li>Provide resources and expertise based on need on a centre by centre basis</li> <li>Encourage partners to evaluate experiences of children and young people as a result of outdoor learning</li> </ul>	JCWHT	Lead
			JCWHT, Residential centres	Lead
			JCWHT, Residential centres	Partner

<sup>36</sup> The orders of numbers 3.5 and 3.6 are reversed for this consultation draft, as they have already been commented on by the Strategic Environmental Assessment

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
3.8	<b>Address geographical and capacity gaps in residential field studies provision, and explore the opportunity for a national centre of excellence in outdoor learning in Earth Sciences</b>	<ul style="list-style-type: none"> <li>Support Lyme Regis Development Trust and a range of national partners (including NHM and NE) to develop, secure funding and deliver a new Jurassic Coast Studies Centre near Lyme Regis</li> </ul>	LDRT, JCWHT, NE, NHM, Field Studies Council, other partners	Partner
<b>Informal education</b>				
3.9	<b>Initiate and promote lifelong learning opportunities for all members of the community to engage with the Jurassic Coast</b>	<ul style="list-style-type: none"> <li>Consult community groups and organisations to determine how best to reach different members of the community , particularly those that are hard to provide for</li> <li>Create travelling exhibitions about the Site to travel to venues such as libraries, youth clubs, village halls, arts centres, community centres and health centres</li> <li>Maximise the potential for disseminating information through educational programmes related to exhibitions</li> <li>Continue to support partners, for example University of the third Age (U3A) or museums groups to deliver lifelong learning programmes to members of the community with resources and expertise</li> <li>Encourage Adult Education providers in Dorset, Devon and South Somerset to develop and run pilot courses about the Jurassic Coast and its OUV, and develop full courses if there is interest</li> <li>Evaluate impact of lifelong learning opportunities in relation to the JCWHS</li> </ul>	<p>JCWHT</p> <p>JCWHT, with partners</p> <p>JCWHT, with partners</p> <p>JCWHT, GA, RIGS groups</p> <p>JCWHT, GA, RIGS groups</p> <p>Education provider</p>	<p>Lead</p> <p>Lead</p> <p>Lead, advise</p> <p>Advise, support</p> <p>Lobby, advise</p> <p>Facilitate</p>
3.10	<b>Coastal visitor interpretation centres, museums and other cultural organisations will provide essential facilities and resources for delivery of exciting, relevant and purposeful activities related to the Jurassic Coast</b>	<ul style="list-style-type: none"> <li>Establish a partnership agreement for formal and informal education with coastal visitor centres, setting out each party's responsibilities and incentives</li> <li>Initiate and/or support relevant Jurassic Coast activities and programmes in museums, libraries and other cultural organisations across Dorset and East Devon</li> </ul>	<p>JCWHT, Visitor centres</p> <p>Museums, Libraries, JCWHT</p>	<p>Lead</p> <p>Partner</p>

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
3.11	<b>Interpretation of the JCWHS will be of a high standard, accurate, consistent across the Site and accessible</b>	<ul style="list-style-type: none"> <li>◦ Revise the Interpretation Action Plan and set out guidelines and a resources toolkit for use by all partners for the appropriate interpretation of the values of the Site</li> <li>◦ Encourage partners to ensure interpretation about the Site is inclusive</li> <li>◦ Develop web-based interpretation resources for engaging new audiences through digital and interactive media</li> </ul>	<p>Many coastal partners</p> <p>JCWHT, specialist organisations</p> <p>JCWHT, DCF, SWCP</p>	<p>Lead</p> <p>Facilitate</p> <p>Partner and lead</p>
3.12	<b>Raise public awareness about natural erosion as the driver for the global significance of the coastline, and for its beauty, and use this to explain the potential impact on the WHS from climate change</b>	<ul style="list-style-type: none"> <li>◦ Use opportunities such as the press and media, events, activities and publications to put over accurate messages concerning natural processes underpinning the Site's designation</li> <li>◦ Incorporate messages around the conservation of the site into other initiatives where appropriate</li> </ul>	<p>JCWHT, DvCC and DtCC communications teams</p> <p>JCWHT</p>	<p>Lead and advise</p> <p>Advise</p>
<b>Earth science research</b>				
3.13	<b>Promote research that informs management of the Site and furthers the advancement of science that underpins its OUV</b>	<p>Undertake the following recommendations arising from the research Strategy<sup>37</sup></p> <ul style="list-style-type: none"> <li>◦ Foster links with universities and the wider research community</li> <li>◦ Continue to provide and seek ways to increase support for a research fund</li> <li>◦ Promote innovative and high profile inter-disciplinary research proposals in support of management needs that meet funder priorities</li> <li>◦ Improve content for researchers on the Jurassic Coast web site and methods of communicating this information</li> <li>◦ Audit specimens already held in UK museums, through the Geological Curators Group (GCG)</li> </ul>	<p>JCWHT to lead and develop research recommendations with partner academic institutions</p>	<p>Lead, facilitate and partner</p>

<sup>37</sup> Reference here and link to website

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
		<ul style="list-style-type: none"> <li>◦ Seek to link specimens of key scientific importance with their acquisition by museums and study within the research community</li> <li>◦ Work with the Natural History Museum and the Geological Curators Group in preparing an updated version of the “What do I do with my research collection” by Phil Doughty (GCG).</li> </ul>		
3.14	<b>Promote, encourage and disseminate innovative practice in the field of arts and earth science research collaborations</b>	<ul style="list-style-type: none"> <li>◦ Bring artists and earth scientists together, encourage collaborative working, and disseminate good practice nationally and internationally</li> <li>◦ Work with appropriate academic institutions to develop and deliver an Arts/ Earth Science Fellowship</li> </ul>	<p>JCWHT, Sherborne House, NHM, other academic partners</p> <p>JCWHT, tbc</p>	<p>Facilitate</p> <p>Coordinate</p>

AIM 4	Description	Key indicators	Targets (by 2014)
<p>To support communities in realising the <b>economic, social and cultural opportunities and benefits</b> that World Heritage status can bring</p>	<p>The Convention states that World Heritage should become a <b>function in the life of the community</b>, and ultimately, if communities value it, their members will look to protect and conserve it. It has been shown that the Jurassic Coast’s designation as a World Heritage Site has brought a new identity to the area. This has stimulated some economic growth and been a catalyst for educational and cultural development, civic pride and social enterprise. Policies within this section will look to build on this progress, and work with (and take the lead from) communities, local authorities and businesses to explore existing and new areas in which they can benefit in inclusive, creative, innovative and sustainable ways.</p>	<ul style="list-style-type: none"> <li>◦ Perception that the designation has brought benefits to the community</li> <li>◦ Organisations creating employment as a result of association with the WHS</li> <li>◦ Number of businesses creating products and services directly related to the WHS</li> <li>◦ Number of community-led initiatives celebrating the WHS</li> <li>◦ Number of businesses signed up to the Jurassic Coast Trust “Investing in the Future” programme</li> <li>◦ Participation in Cultural Activities related to the WHS</li> </ul>	<ul style="list-style-type: none"> <li>◦ Increase to 42% of public surveyed (<i>from 21%</i>)</li> <li>◦ Increase to 26% of stakeholders surveyed (<i>from 13%</i>)</li> <li>◦ Increase of 5% year on year</li> <li>◦ At least 10 projects with active links to the WHS completed</li> <li>◦ Increase (<i>tbc in discussion with JC Trust</i>)</li> <li>◦ An increase of 3% by 2012, in line with Dorset LAA target</li> </ul>
<p><b>Timescale</b> Ongoing, but requiring regular review and detailed reassessment in 10-15 years</p>			

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
<b>Sustainable development</b>				
4.1	<b>Identify, promote, monitor and evaluate economic, social and cultural benefits of World Heritage status within communities in and beyond Dorset and East Devon</b>	<ul style="list-style-type: none"> <li>◦ Publish, disseminate and build on the results of the ERA Ltd study into the Economic, Social and Cultural impact assessment of WHS designation, and continue to monitor impacts, including through primary research</li> <li>◦ Continue to support the premise of the WHS as an economic driver and maintain support through the Jurassic Coast Framework Programme (JCFP)</li> </ul>	JCWHT  SWRDA, LAs	Lead  Coordinate JCFP
4.2	<b>Promote the high quality environment as a driver for building a strong and sustainable year-round economy</b>	<ul style="list-style-type: none"> <li>◦ Improve understanding of the value and potential of the environment as a driver for economic development</li> <li>◦ Work with funding partners to develop new ways to support sustainable development using the environment as a driver</li> </ul>	JCWHT, Dorset and Devon Economic Partnerships, LAs  JCWHT, AONBs, Chalk and Cheese, Making it Local <sup>38</sup>	Coordinate  Liaise
<b>Engagement with businesses, communities and local authorities</b>				
4.3	<b>Encourage entrepreneurs and businesses along the coast and its hinterland to develop products and services that benefit the area economically without any negative impact on the WHS, particularly those that link to the Site's values or directly address policies set out in this Management Plan</b>	<ul style="list-style-type: none"> <li>◦ Highlight the opportunities and benefits of linking to the Site and working with the coastal visitor centres and their markets. Work with businesses, where appropriate, to develop suitable schemes</li> <li>◦ Provide information, support, advice, training and about the World Heritage Site to local businesses, including schemes such as Welcome Jurassic Host and the Jurassic Coast Quality Business Scheme, focusing on business skills, quality, green business and sustainability, and knowledge of the WHS</li> </ul>	JCWHT, Coastal Visitor Centres, JC Trust  DNFTP, JCWHT, VisDev, DesDor, Business Link	Partner  Partner

<sup>38</sup> "Chalk and Cheese", and "Making it Local" are schemes for funding sustainable development in rural communities in Dorset and East Devon respectively. The funding is from the European RDPE scheme.

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
4.4	<b>Support local area partnerships, town and parish councils, development trusts and other community groups to develop aspirations with respect to the WHS and provide strategic level support to help realise them</b>	<ul style="list-style-type: none"> <li>◦ Ensure the Jurassic Coast Communities Forum meets regularly and is representative of a broad range of interests from Dorset and East Devon</li> <li>◦ Identify and support Jurassic Coast Community Champions as a point of contact for community members and the JCWH Team</li> <li>◦ Facilitate links between groups with aspirations for projects and appropriate funding schemes, and provide support where appropriate</li> <li>◦ Promote coordination, collaboration and sharing of good practice between partners and organisations working on projects related to the WHS, e.g. through a network</li> <li>◦ Build capacity where appropriate through training, information, resources and advice about the WHS, and links to other support programmes</li> </ul>	<p>JCWHT, all partners</p> <p>JCWHT</p> <p>JCWHT, with EDDC, DvCC, DtCC external funding services</p> <p>JCWHT, local partner organisations</p> <p>JCWHT, community support organisations</p>	<p>Lead</p> <p>Lead</p> <p>Facilitate and support</p> <p>Lead</p> <p>Lead and facilitate</p>
4.5	<b>Broaden access to opportunities related to the WHS by ensuring that all strategies and projects consider how to include and engage a wide range of social groups</b>	<ul style="list-style-type: none"> <li>◦ Develop, implement and regularly review an inclusion checklist against which all proposed projects and actions can be assessed</li> <li>◦ Actively seek engagement and maintain contact with a wide range of interest groups and community organisations along the coast</li> <li>◦ Work more closely with communities in Exeter, Poole and Bournemouth</li> <li>◦ Share and disseminate good practice across all sectors</li> </ul>	<p>JCWHT, LAs equality teams, Specialist organisations</p> <p>JCWHT</p> <p>JCWHT</p> <p>JCWHT, LAs equality teams, specialist organisations</p>	<p>Partner</p> <p>Lead</p> <p>Lead</p> <p>Partner</p>
4.6	<b>Promote volunteering in relation to the World Heritage Site, particularly through existing visitor centres, the countryside services and the Jurassic Coast Trust</b>	<ul style="list-style-type: none"> <li>◦ Encourage, promote and support good practice in volunteer programmes, and recruitment and training of volunteers where possible and appropriate</li> </ul>	JCWHT, DtCC / DCS, AONBs, visitor centres other	Facilitate

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
<b>Cultural development</b>				
4.7	<b>Contribute to cultural development in Dorset and East Devon through supporting cultural bodies and workers e.g. libraries, museums and arts organisations, to link to the values of the WHS</b>	<ul style="list-style-type: none"> <li>◦ Deliver aspirations of the Jurassic Coast Arts Strategy through implementation of the Jurassic Coast Arts Programme (2008 – 2011)<sup>39</sup></li> <li>◦ Identify a suitable method for engaging with cultural organisations beyond 2011</li> <li>◦ Assess the need for a Jurassic Coast Cultural Strategy, and if positive, develop one within the life of this plan</li> <li>◦ Promote best practice with respect to involvement of culture and creativity in World Heritage Site management</li> <li>◦ Evaluate the impact of cultural activities on people's understanding of the Site and World Heritage</li> </ul>	<p>JCWHT, ACE SW, DvCC, DtCC, WPP, Artists and cultural organisations</p> <p>JCWHT, ACE SW, DvCC, DtCC, MLA and cultural organisations</p> <p>JCWHT, ACE SW, DvCC, DtCC</p> <p>JCWHT, ACE SW, DvCC, DtCC and cultural organisations</p> <p>JCWHT, ACE SW, DvCC, DtCC and cultural organisations</p>	<p>Lead and coordinate</p> <p>Lead</p> <p>Partner</p> <p>Partner</p> <p>Lead</p>
4.8	<b>Stimulate development of cultural and heritage opportunities and celebrations along and around the Dorset and East Devon Coast that relate to the values of the WHS</b>	<ul style="list-style-type: none"> <li>◦ Highlight the opportunities presented by the WHS to local groups and organisations across sectors, and support where appropriate and possible</li> <li>◦ Support the role of the Lyme Regis Cultural Development Company as a resource for cultural development along the whole Jurassic Coast World Heritage</li> </ul>	<p>JCWHT, LAs, ACE SW, EH, AONBs, JC Trust</p> <p>Lyme Regis Cultural Quarter partnership, JCWHT</p>	<p>Lead and facilitate</p> <p>Partner</p>
4.9	<b>Contribute to the Cultural Olympiad and London 2012 in the south west through collaborative initiatives that celebrate World Heritage Sites and their global significance</b>	<ul style="list-style-type: none"> <li>◦ Deliver a range of Cultural Olympiad Arts initiatives through the Jurassic Coast arts and education programmes, and through opportunities for exhibitions</li> <li>◦ Support the development and implementation of the Jurassic Coast Earth Festival (2009 – 2012)</li> </ul>	<p>JCWHT, ACE SW, NHM, DvCC, DtCC, WPP, LOCOG, Team Dorset, Team SW, many other partners</p> <p>LRDT, JCWHT, NHM, HERDA</p>	<p>Partner, lead and coordinate</p> <p>Partner</p>

<sup>39</sup> For details go to [www.jurassiccoast.com](http://www.jurassiccoast.com)

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
		<ul style="list-style-type: none"> <li>◦ Contribute to national initiatives to celebrate World Heritage as part of the Cultural Olympiad being led by LAWHF</li> </ul>	LAWHF, other UK WH Sites	Partner
4.10	<b>Use the World Heritage Site designation to promote healthy living initiatives, including linking to the sporting values of the 2012 games</b>	<ul style="list-style-type: none"> <li>◦ Explore opportunities with key local stakeholders, and develop and deliver at least one significant event or programme in the life of this plan</li> </ul>	JCWHT, DvCC, DtCC, Sport England, Active Devon, Active Dorset, Dorset and Devon PCTs	Lead and facilitate



AIM 5	Description	Key indicators	Targets (by 2014)
To improve appropriate and sustainable <b>access</b> to the Site and its setting	This aim sets out the aspiration to improve physical access to the Site and its setting where appropriate and realistic, and where it can be done sustainably. Policies within this aim are focused on improving quality and choice of access, and accompanying information, enabling people to make the best choices about how to enjoy the coast, given their own abilities and circumstances. It is <b>not</b> about encouraging more access at any cost. Policies cover the need for better and more diverse public transport, improved walking and cycling access, and better and more coordinated information provision about how to access the Site and its setting. It also sets out policies for improving access for people with disabilities.	<ul style="list-style-type: none"> <li>◦ Number of visitors and residents accessing the coast by public transport</li> <li>◦ Passenger journeys on the CoastLinX53 bus service</li> <li>◦ Number of people using the South West Coast Path and linking routes</li> <li>◦ Number of beaches and viewpoints with access for people with physical disabilities, mobility and sensory impairment or families with pushchairs</li> </ul>	<ul style="list-style-type: none"> <li>◦ Increase of 10% in proportion of people reaching the coast by public transport</li> <li>◦ Year on year increase, particularly in spring, autumn and winter</li> <li>◦ Increase in walkers at specific locations where it can be sustained</li> <li>◦ Five locations where barriers to access have been removed</li> </ul>
<p><b>Timescale</b> Ongoing, but requiring regular review and detailed reassessment in 10 – 15 years</p>			

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
<b>Visitor management</b>				
5.1	<b>Visitor management for the Jurassic Coast will be based on the key principles of sustainability, safety, high quality facilities, appropriate access for all, environmental conservation and protection of sensitive areas</b>	<ul style="list-style-type: none"> <li>◦ Publish a 'Visitor Management along the Jurassic Coast' document to set out approaches and principles, to tie together various policies from Aims 5, 6 and 7, and to identify gaps where further research or work is needed</li> <li>◦ Appropriate formal or informal Environmental Impact Assessments (EIAs) will be undertaken for all specific projects</li> </ul>	<p>JCWHT, AONBs, DCF, NE, SWCP, NT, EDDC, DtCC VisDev, DesDor</p> <p>Specific project partners</p>	<p>Lead</p> <p>Partner</p>
5.2	<b>Visitors will be encouraged to make informed decisions about how they access the coast through the provision of information at key gateways to the Site, both physical and virtual</b>	<ul style="list-style-type: none"> <li>◦ Identify physical gateways to the Site, their functions and roles, and use this information to guide visitor management strategies</li> <li>◦ Ensure that <a href="http://www.jurassiccoast.com">www.jurassiccoast.com</a> acts as an effective gateway for visitors</li> </ul>	<p>JCWHT</p> <p>JCWHT</p>	<p>Lead</p> <p>Lead</p>
5.3	<b>A collaborative approach will be taken by the key stakeholders in order to improve visitor management and access along the coastal corridor</b>	<ul style="list-style-type: none"> <li>◦ A joint Coastal Corridor Action Plan (CCAP) will identify priorities for actions along the WHS, and for allocation of resources</li> <li>◦ A CCAP Steering Group will meet regularly to monitor progress and review priorities</li> </ul>	<p>AONBs, JCWHT, DCF, NE, SWCP, NT, EDDC, DtCC / DCS (<i>this combination now referred to as 'CCAP partners'</i>)</p> <p>CCAP partners</p>	<p>Partner</p> <p>Partner</p>
<b>Rights Of Way</b>				
5.4	<b>Maintain existing public access to beaches within the Site, where safe and practical</b>	<ul style="list-style-type: none"> <li>◦ Maintain positive dialogue with private landowners</li> </ul>	Steering Group, Landowners	Lead
5.5	<b>Maintain and improve an effective Rights of Way network for providing access to the Site and setting</b>	<ul style="list-style-type: none"> <li>◦ Maintain the South West Coast Path National Trail to the relevant national standards, and monitor footpath use</li> <li>◦ Expedite coast path diversions to cause minimum disruption, and consider climate change implications when re-routing</li> </ul>	<p>EDDC, DtCC / DCS, NE, NT, LE, CDE, SWCP</p> <p>DvCC, DtCC / DCS, EDDC, SWCP</p>	<p>Advise on geological issues</p> <p>Advise on geological issues</p>

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
		<ul style="list-style-type: none"> <li>◦ Maintain the rights of way network that links the setting and inland areas to the coast to a high standard, and undertake improvements identified in the RoWiPs for Dorset and Devon</li> <li>◦ Encourage the maintenance of permissive paths and other legal access routes to coastal beaches and view points</li> <li>◦ Support improvements to the RoW network in the coastal corridor through Local Transport Plan resources</li> <li>◦ Publish diversions and route changes to the National Trail on <a href="http://www.jurassiccoast.com">www.jurassiccoast.com</a></li> <li>◦ Encourage high quality design and the involvement of artists in improvements to National Trail infrastructure, such as bridges and landscaping</li> </ul>	<p>DvCC, DtCC / DCS, EDDC, Landowners</p> <p>DvCC, DtCC / DCS, EDDC, Landowners</p> <p>DvCC, DtCC LTP teams</p> <p>JCWHT</p> <p>DvCC, DtCC / DCS, EDDC, PASW, ACE SW, JCWHT</p>	<p>Advise on geological issues</p> <p>Advise on geological issues</p> <p>Liaise and lobby</p> <p>Lead</p> <p>Advise on artist involvement</p>
5.6	<b>Facilitate public access to military areas as far as military requirements and the protection of the environment allow</b>	<ul style="list-style-type: none"> <li>◦ Maximum possible public access consistent with military use to be considered as part of MoD planning for the Lulworth Ranges</li> <li>◦ The MoD will advise Natural England over any changes to the current access arrangement on Chesil Beach; increased public access is not sought</li> <li>◦ Publish details of Lulworth Range opening times on <a href="http://www.jurassiccoast.com">www.jurassiccoast.com</a></li> </ul>	<p>MoD</p> <p>MoD, NE</p> <p>JCWHT</p>	<p>Advise on geological issues</p> <p>Advise on geological issues</p> <p>Lead</p>
5.7	<b>Improve the access to beaches and viewpoints at specific locations for people with physical disabilities, mobility and sensory impairment or families with pushchairs</b>	<ul style="list-style-type: none"> <li>◦ Undertake audit of existing access arrangements and identify barriers to access at key locations</li> <li>◦ Work with local user groups to identify needs, priority locations, realistic options and best practice</li> <li>◦ Prioritise and identify resources available to undertake improvements</li> <li>◦ Provide targeted information in support of this policy</li> </ul>	<p>CCAP partners, specialist organisations</p> <p>CCAP partners, specialist organisations</p> <p>CCAP partners, specialist organisations</p> <p>CCAP partners, specialist organisations</p>	<p>Partner</p> <p>Partner</p> <p>Partner</p> <p>Partner</p>

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
<b>Boat operators and marine access</b>				
5.8	<b>Promote sustainable marine transport in the summer months as an alternative to using the car, and as the best way to view and better understand the WHS</b>	<ul style="list-style-type: none"> <li>◦ Undertake a feasibility study into the potential for leisure and functional marine transport along the coast</li> <li>◦ Promote boat transport as an option to visitors and residents through official printed and web-based media</li> </ul>	<p>JCWHT, AONB, DvCC, DtCC, Harbourmasters, MCA</p> <p>JCWHT, JC Trust</p>	<p>Partner</p> <p>Lead</p>
5.9	<b>Support boat trip operators to improve the quality of their offer to visitors through training opportunities and interpretation resources</b>	<ul style="list-style-type: none"> <li>◦ Encourage boat operators to undertake the Jurassic Coast Quality Business Scheme, and the 'WiSe' boat operator accreditation scheme</li> <li>◦ Evaluate the effectiveness of existing interpretation materials for use on boats and work with operators to develop effective tools</li> </ul>	<p>JCWHT, Harbourmasters, NE</p> <p>JCWHT</p>	<p>Lead</p> <p>Lead</p>
5.10	<b>Commercial boat operators will be advised against landing in sensitive parts of the Site without permission</b>	<ul style="list-style-type: none"> <li>◦ MCA guidelines will restrict access to the Undercliffs NNR</li> </ul>	MCA, NE	Advise
<b>Integrated public transport and related schemes</b>				
5.11	<b>Encourage visitors to the WHS to make sustainable choices and informed decisions about how they get there, how they get around, how long they stay and what they do when they get there</b>	<ul style="list-style-type: none"> <li>◦ Develop an ICT-based system which gives people up-to-date information about how to access key gateways and events along the WHS</li> <li>◦ Influence visitor management information in relation to the 2012 Sailing Events at Weymouth and Portland to be consistent with WHS principles</li> </ul>	<p>DvCC and DtCC Transport, JCWHT</p> <p>JCWHT, Team Dorset, DtCC</p>	<p>Partner</p> <p>Facilitate and lobby</p>
5.12	<b>Maintain and improve existing bus services serving the coast, including associated infrastructure such as bus stops and shelters, and information provision</b>	<ul style="list-style-type: none"> <li>◦ Maintain the existing CoastlinX53 service to at least 2008 standards of quality and frequency, and lobby to increase the frequency of the service at peak times</li> <li>◦ Explore the possibility of real-time information systems for public transport using the Jurassic Coast</li> <li>◦ Maintain or improve existing services that link the coast to the X53 service, such as the 157 (Exmouth to Sidmouth), and encourage adoption of Jurassic Coast branding</li> </ul>	<p>DvCC and DtCC Transport, bus companies</p> <p>DvCC and DtCC Transport</p> <p>DvCC and DtCC Transport, bus companies</p>	<p>Liaise and lobby</p> <p>Liaise</p> <p>Liaise and lobby</p>

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
		<ul style="list-style-type: none"> <li>◦ Improve the quality and accessibility of bus stops with increased information about the coast and how to access it on foot from bus stops</li> <li>◦ Explore the potential for Demand Responsive Transport to be an effective visitor management tool for visitors to the WHS</li> <li>◦ Encourage good practice in provision of accessible public transport information and consistency in branding</li> <li>◦ Monitor bus user numbers, patterns and behaviour for the X53 and linking services</li> </ul>	<p>DvCC and DtCC Transport</p> <p>DvCC and DtCC Transport</p> <p>JCWHT, CCAP partners, DvCC and DtCC Transport</p> <p>Bus companies, DvCC and DtCC Transport</p>	<p>Liaise and lobby</p> <p>Liaise and lobby</p> <p>Lead</p> <p>Liaise and lobby</p>
5.13	<b>Support the development of new key linking bus services to fill in gaps along the coastal corridor</b>	<ul style="list-style-type: none"> <li>◦ Develop a more effective link to Swanage from the X53 corridor</li> <li>◦ Explore improved services linking the hinterland of Dorset, Somerset and Devon with the Coast</li> <li>◦ Implement other key recommendations of the Halcrow Jurassic Coast Transport Gap Analysis report 2008<sup>40</sup> regarding filling in gaps in service provision</li> </ul>	<p>DtCC Transport, bus companies</p> <p>DvCC and DtCC Transport</p> <p>DvCC and DtCC Transport</p>	<p>Liaise and lobby</p> <p>Liaise and lobby</p> <p>Liaise and lobby</p>
5.14	<b>Develop and promote more effective transport interchanges and encourage joint ticketing operations</b>	<ul style="list-style-type: none"> <li>◦ Audit existing schemes, identify key existing and potential interchanges, liaise and lobby with private and public sector stakeholders</li> </ul>	<p>DvCC and DtCC Transport, train operating companies, bus companies, landowners, boat operators</p>	<p>Liaise and lobby</p>
5.15	<b>Encourage the development of seasonal or permanent park and ride facilities</b>	<ul style="list-style-type: none"> <li>◦ Implement key recommendations of the Halcrow Jurassic Coast Transport Gap Analysis report 2008 regarding Park and Ride, and Halcrow Norden Park and Ride study<sup>27</sup></li> </ul>	<p>DtCC, DvCC, landowners, private attractions</p>	<p>Liaise and lobby</p>

<sup>40</sup> Available from [www.jurassiccoast.com](http://www.jurassiccoast.com)

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
<b>Signage and information</b>				
5.16	<b>Signage and information panels, virtual information sources and other gateways will give consistent and clear information about the Site, how to access it, and how to move around it sustainably</b>	<ul style="list-style-type: none"> <li>◦ Simplify and improve signage at coastal car parks in ways that are sensitive to the local landscape</li> <li>◦ Audit, review and refresh existing WHS interpretation panels and identify locations where new panels might be suitable</li> <li>◦ Develop interactive systems for TICs, hotels and holiday parks and other visitor facilities and explore new media and technology use for information provision</li> </ul>	<p>CCAP partners</p> <p>JCWHT, DtCC / DCS, AONBs, NT, landowners</p> <p>JCWHT, JC Trust, private sector, AONBs</p>	<p>Partner</p> <p>Lead</p> <p>Partner, lead</p>
5.17	<b>Information for the general public about transport services will focus on alternatives to car use, and will be consistent, particularly across county borders, accurate, high quality, up-to-date, accessible and widely promoted</b>	<ul style="list-style-type: none"> <li>◦ Support key holiday parks, visitor centres and other major coastal tourism sites to develop travel plans, and promote sustainable transport options to visitors</li> <li>◦ Continue to provide, and evaluate effectiveness of official free printed and web-based information about sustainable access to the coast</li> <li>◦ Other public sector publications about transport along the WHS will be done in collaboration across Counties</li> </ul>	<p>DvCC and DtCC Transport</p> <p>JCWHT, DvCC and DtCC Transport</p> <p>DvCC and DtCC Transport</p>	<p>Liaise</p> <p>Lead</p> <p>Advise and facilitate</p>
5.18	<b>Support efforts to de-clutter coastal access routes following the Dorset Rural Road protocol and emerging Devon Policies, with transport interchanges and Park and Rides highlighted</b>	<ul style="list-style-type: none"> <li>◦ Produce rural highways advice for protected areas in Devon, taking account of Dorset best practice</li> <li>◦ Review quality and consistency of signage to visitor centres and facilities</li> <li>◦ Liaise with Highways Agency with respect to signage on the A35 trunk road in Dorset</li> </ul>	<p>DvCC, ED AONB</p> <p>DtCC, Dt AONB, JCWHT</p> <p>DvCC and DtCC Transport, JCWHT</p>	<p>Facilitate</p> <p>Advise and facilitate</p> <p>Advise and facilitate</p>
5.19	<b>High quality, sensitive and creative design will be encouraged in improvements to signage, outdoor furniture and other infrastructure</b>	<ul style="list-style-type: none"> <li>◦ Encourage contracting authorities to use artists and creative approaches in concept and design stage where the scheme allows</li> </ul>	<p>LAs, with JCWHT and Arts Officers</p>	<p>Advise and facilitate</p>

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
<b>Research and monitoring</b>				
5.20	<b>Target access-related research at locations where specific problems are highlighted and are directly related to issues identified in this Management Plan</b>	<ul style="list-style-type: none"> <li>◦ Use evidence from traffic counts, information systems and footpath counters on a case by case basis to identify specific research questions and work in partnership to achieve solutions</li> </ul>	DvCC, DtCC, ED AONB, JCWHT and other partners depending on research	Coordinate



AIM 6	Description	Key indicators	Targets (by 2014)
<p>To enable visitors to the Site and its setting to enjoy a <b>welcoming experience and high quality facilities</b></p>	<p>With World Heritage Status comes a responsibility to welcome visitors and local residents to the Site with <b>high quality services, facilities and infrastructure</b>, usually all based in the setting or surrounding area. This is the responsibility of public, private and third sector organisations jointly, and this aim sets out how the partnership aims to achieve this. Policies under this aim focus on working with the service industry to improve <b>quality and sustainability of the visitor offer</b>, and working with all partners to provide consistent information about the Site. Significantly, this aim also includes the development of <b>interpretation centres</b>, whether new or enhanced existing facilities, as these will often provide people's first real welcome to the World Heritage Site.</p>	<ul style="list-style-type: none"> <li>◦ Level of JCWHS interpretation and displays in existing visitor centres and museums</li> <li>◦ Number and quality of new or upgraded interpretation centres for the WHS</li> </ul>	<ul style="list-style-type: none"> <li>◦ Increase in fossil displays and interpretation in at least 8 existing museums or visitor centres</li> <li>◦ Complete centres at Durlston Castle, Chesil Beach and one in East Devon, with &gt; 75% positive public feedback</li> </ul>
<p><b>Timescale</b> Ongoing, but requiring regular review and detailed reassessment in 10-15 years</p>		<ul style="list-style-type: none"> <li>◦ Visitor satisfaction with facilities at key gateways</li> <li>◦ Effectiveness of interpretation in explaining WHS to visitors</li> <li>◦ Number of businesses: <i>i)</i> joining the Jurassic Coast Quality Business Scheme; <i>ii)</i> attending Welcome Jurassic Host, or; <i>iii)</i> becoming members of the Green Tourism Business Scheme</li> </ul>	<ul style="list-style-type: none"> <li>◦ Increase in satisfaction (Survey)</li> <li>◦ Increase in positive response of 15% of public surveyed (<i>from 46% in Devon, 54% in Dorset</i>)</li> <li>◦ <i>i)</i> At least 200</li> <li>◦ <i>ii)</i> At least 300</li> <li>◦ <i>ii)</i> Increase of 10% year on year in East Devon and Dorset</li> </ul> <p><i>(targets to be confirmed)</i></p>

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
<b>Visitor Management and the welcome to the Site</b>				
6.1	<p><b>Support existing visitor interpretation centres and museums to tell the stories and present the values of the WHS in clear, engaging and accessible ways</b></p> <p><i>Existing interpretation centres (from West to East) are: Fine Foundation Beer Village Heritage Centre; Charmouth Heritage Coast Centre; Chesil Beach Centre; Lulworth Cove Visitors Centre; Fine Foundation Marine Centre at Kimmeridge; Swanage Heritage Centre and Museum; Durlston Country Park Visitor Centre and Studland Bay Visitors Centre. Key museums are: Exeter; Budleigh Salterton; Sidmouth; Lyme Regis; Weymouth; Dorchester; Swanage and Wareham</i></p>	<ul style="list-style-type: none"> <li>Provide ongoing operational and financial support where existing arrangements exist</li> <li>Provide technical advice and strategic funding support where necessary</li> <li>Maintain a good working relationship between JCWHT and Dorset Coastlink, and promote wider collaboration and sharing of good practice</li> <li>Encourage improvements to accessibility and inclusive practice</li> </ul>	<p>LAs, Dorset Wildlife Trust, Private sector, JCWHT</p> <p>JCWHT</p> <p>JCWHT, Dorset Coastlink, coastal visitor centres</p> <p>JCWHT, specialist organisations</p>	<p>Partner</p> <p>Coordinate</p> <p>Partner</p> <p>Facilitate</p>
6.2	<p><b>Support the development, delivery and management of new or improved visitor facilities to interpret, understand and celebrate the WHS, in Gateway Towns where there is a gap in provision and an identified need</b></p> <p><i>Focusing on Exmouth, Seaton, Lyme Regis, Chesil Beach Centre, the Engine Shed on Portland, and Durlston Castle at Swanage, ensuring that the projects are complementary, integrated, high quality and sustainable</i></p>	<ul style="list-style-type: none"> <li>Provide technical advice, strategic support and coordination for the delivery of key projects identified in the Interpretation Action Plan</li> <li>Undertake a gap analysis for interpretation of the WHS in Gateway Towns</li> <li>Include the major developments in the LDFs of the four District Councils</li> </ul>	<p>LAs, Local partnerships, JCWHT, SWRDA</p> <p>JCWHT</p> <p>EDDC, WDDC, WPBC, PDC</p>	<p>Partner, coordination and advisory role</p> <p>Lead</p> <p>Liaise</p>
6.3	<p><b>Encourage and support new facilities to meet high standards of quality, sustainability and accessibility in construction, design and delivery of interpretation messages</b></p>	<ul style="list-style-type: none"> <li>Projects should aspire to meet BREEAM very good or excellent standard</li> <li>Encourage all partners to ensure buildings and interpretation about the Site meets or exceeds access and inclusion standards</li> <li>Facilities should undertake the Green Tourism Business Scheme or an equivalent process</li> </ul>	<p>Local partnerships</p> <p>Local partnerships</p> <p>Local partnerships</p>	<p>Partner</p> <p>Facilitate</p> <p>Facilitate</p>

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
6.4	<b>Support, maintain and improve visitor physical infrastructure in Gateway Towns and other access points on a year-round basis, including car parks, public toilets, tourist information centres (TICs), viewpoints and seafront public spaces</b>	<ul style="list-style-type: none"> <li>◦ Maintain and improve high quality facilities and adequate year-round provision</li> <li>◦ Improve clarity of information and signage at car parks</li> <li>◦ Develop guidance for the inclusion of artists and other culture professionals at the earliest stage of development and throughout the projects</li> <li>◦ Monitor and evaluate visitor satisfaction levels and repeat visit intentions</li> </ul>	<p>LAs, privately funded TICs in East Devon Parish Councils, Landowners, Private sector</p> <p>LAs, Private car park operators, CCAP partners</p> <p>JCWHT, DvCC, DtCC, PASW, ACE SW</p> <p>LAs, JCWHT</p>	<p>Lobby</p> <p>Liaise and partner</p> <p>Facilitate</p> <p>Partner</p>
<b>Maintaining tranquillity</b>				
6.5	<b>Identify and maintain tranquil areas along the coastal corridor</b>	<ul style="list-style-type: none"> <li>◦ Investigate the concept of zoned management of the coastal corridor in order to define and identify tranquil areas</li> <li>◦ Discourage fast motorised craft from remote or tranquil beaches within the Site</li> <li>◦ Discourage excessive levels of Jurassic Coast tourism-related air traffic over the WHS</li> </ul>	<p>AONBs, DCF, DMF, JCWHT, NE, EA</p> <p>LA harbourmasters, DCF, DMF</p> <p>CAA</p>	<p>Partner</p> <p>Advise</p> <p>Advise</p>
<b>Safety of visitors to the Site</b>				
6.6	<b>Official<sup>41</sup> interpretation and educational materials produced about the Site will, where appropriate, provide clear safety messages to visitors</b>	<ul style="list-style-type: none"> <li>◦ Ensure that all official WHS printed and on-line material produced through the Steering Group or Jurassic Coast Trust contain consistent and up-to-date safety messages, including links to tide tables</li> </ul>	Steering Group	Lead

<sup>41</sup> Official information is that produced by the JCWH Team or JC Trust, or by another organisation with input and endorsement from the JCWH Team

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
6.7	<b>Landowners and land-managers of the Site will be encouraged to help visitors understand how they can enjoy the coast safely</b>	<ul style="list-style-type: none"> <li>◦ Provide official WHS printed material to coastal landowners and land-managers</li> <li>◦ Work with landowners to define and raise awareness of their responsibilities, and establish an appropriate section on <a href="http://www.jurassiccoast.com">www.jurassiccoast.com</a></li> </ul>	JCWHT  JCWHT, Landowners, CLA	Lead  Facilitate
6.8	<b>Coastal visitor and tourist information centres, and accommodation providers will continue to provide safety advice to the public</b>	<ul style="list-style-type: none"> <li>◦ Information will be made readily available within the centres, and through other media</li> <li>◦ TICs and coastal visitor centres will provide information about tide times</li> </ul>	LAs, privately funded TICs, private sector  LAs, privately funded TICs	Coordinate  Liaise
<b>Sustainable Tourism and business improvement</b>				
6.9	<b>Jurassic Coast tourism partners will aim to adhere to UNESCO's Principles for Tourism<sup>42</sup> in World Heritage Sites, and to good practice in sustainable tourism</b>	<ul style="list-style-type: none"> <li>◦ Encourage public and private sector tourism organisations to integrate UNESCO key principles into policies, strategies and information provided to the wider general public</li> <li>◦ Build principles into the Jurassic Coast Quality Business Scheme or equivalent</li> <li>◦ Close working relationships with delivery partners, both public and private sector, will be maintained and strengthened</li> </ul>	LAs, SWT, VisDev, DesDor, JCWHT  DNFTP, TSN Devon, JCWHT  LAs, SWT, VisDev, DesDor, JCWHT, AONBs, Private Sector	Advise  Advise and coordinate  Facilitate
6.10	<b>Support initiatives to improve the quality and sustainability of tourism businesses, and their understanding and ownership of the WHS</b>	<ul style="list-style-type: none"> <li>◦ Encourage businesses to undertake the Jurassic Coast Quality Business Scheme, (QBS) or equivalent, and Welcome Jurassic Host, particularly in light of the opportunities that might arise from Weymouth and Portland hosting the sailing for the 2012 Olympic Games</li> <li>◦ Encourage businesses to undertake the Green Tourism Business Scheme (GTBS)</li> </ul>	LAs, DNFTP, TSN Devon, JCWHT, VisDev, DesDor, JC Trust  LAs, JCWHT, VisDev, DesDor, SWT	Facilitate, advise  Facilitate

<sup>42</sup> Appendix E

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
		<ul style="list-style-type: none"> <li>◦ Host or input to existing business forums and provide a mechanism for keeping tourism businesses up to date with information about the WHS, funding streams and sustainability</li> <li>◦ Encourage and support local people to become professional or voluntary tourist guides to the WHS</li> <li>◦ Actively promote tourism businesses that have achieved GTBS or JCQBS certification</li> </ul>	<p>LAs, JCWHT</p> <p>JCWHT, JC Trust</p> <p>LAs, JCWHT, VisDev, DesDor, SWT</p>	<p>Facilitate</p> <p>Coordinate</p> <p>Partner</p>
<b>Publications and literature</b>				
6.11	<b>Official information about the Site and setting will aim to be of the highest quality, communicating key messages about the Site, the WH Convention and UNESCO in appropriate and accessible ways</b>	<ul style="list-style-type: none"> <li>◦ A free official 'mini-guide' to the coast will be printed and distributed to key public outlets and tourism businesses the length of the coast, and regularly evaluated for its effectiveness. The Guide will be made available in a range of language, depending on resources and priorities, and will be available on <a href="http://www.jurassiccoast.com">www.jurassiccoast.com</a></li> <li>◦ High quality relevant saleable products will be developed where gaps currently exist in the market</li> <li>◦ Commercial publishers providing information about the Site will be encouraged to check accuracy and consistency</li> </ul>	<p>JCWHT</p> <p>JC Trust</p> <p>JC Trust, JCWHT</p>	<p>Lead</p> <p>Advise</p> <p>Advise and liaise</p>
6.12	<b>Tourism authorities and the private sector will be encouraged to ensure all information that relates to the WHS is clear, accurate and consistent with the official information, and avoids duplication</b>	<ul style="list-style-type: none"> <li>◦ Tourism officers and businesses will be encouraged to consult with the JCWH Team to ensure their publications are accurate and consistent with respect to the WHS. Key facts for the tourism industry will be made available on <a href="http://www.jurassiccoast.com">www.jurassiccoast.com</a></li> </ul>	JCWHT, LAs	Advise
<b>Visitor management and risk</b>				
6.13	<b>Maintain emergency plans to implement the most effective response for visitors and communities to major incidents such as Avian Flu, Foot and Mouth, oil spills or other pollution incidents, to minimise impact on the Jurassic Coast</b>	<ul style="list-style-type: none"> <li>◦ Emergency planners to consult the JCWH Team when updating plans that relate to incidents or emergencies that might affect how people visit the Site.</li> </ul>	DvCC, DtCC, JCWHT, LAs, SWT, VisDev, DesDor	Advise



AIM 7	Description	Key indicators	Targets (by 2014)
<p><b>To raise public awareness of the Site, its Outstanding Universal Value, and of the values of World Heritage, locally to globally</b></p>	<p>Despite their high profile internationally, awareness of World Heritage Sites is relatively poor in the UK. This aim sets out how the partnership will address this locally to globally, focusing on the values of World Heritage and the values of this Site, and how to communicate these messages widely. Policies under this aim are generally outward-facing, and relate to the <b>provision and dissemination of information</b> and <b>responsible promotion</b></p>	<ul style="list-style-type: none"> <li>◦ Public awareness of Dorset and East Devon Coast World Heritage Site and reason for designation</li> <li>◦ Number of unique visits to <a href="http://www.jurassiccoast.com">www.jurassiccoast.com</a></li> <li>◦ Participation in public events, attendance and feedback from specific Jurassic Coast events</li> </ul>	<ul style="list-style-type: none"> <li>◦ Increase awareness of Site and reasons for designation in Poole, Bournemouth and Exeter</li> <li>◦ Increase of 5% year on year</li> <li>◦ Participation in at least 10 public events per year</li> <li>◦ Increasing attendance and positive feedback from Jurassic Coast events</li> </ul>
<p><b>Timescale</b> 5 years</p>		<ul style="list-style-type: none"> <li>◦ Number of “Friends of the Jurassic Coast”</li> </ul>	<ul style="list-style-type: none"> <li>◦ Increase of 20% year on year (<i>tbc in discussion with JC Trust</i>)</li> </ul>

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
<b>Raising awareness of World Heritage</b>				
7.1	<b>All Steering Group partners will raise awareness of the WHS (and their role in its management) within their organisations, and with their partners and clients where relevant</b>	<ul style="list-style-type: none"> <li>Steering Group partners raise the profile of the WHS and their role in its management where appropriate</li> <li>JCWH Team provide information, resources and presentations in support of this policy</li> </ul>	All SG partners, JCWHT  JCWHT	Support  Lead
7.2	<b>The World Heritage and UNESCO Emblems will be used to raise awareness about the Site in line with UNESCO guidelines</b>	<ul style="list-style-type: none"> <li>JCWH Team will determine appropriate use of the UNESCO emblems as per guidelines following guidance from DCMS and UNESCO</li> </ul>	JCWHT, DCMS	Lead on use of emblem
7.3	<b>The Jurassic Coast logo and branding will be used in accordance with the Brand Guidelines and the Deed of Assignment between Dorset County Council and the Jurassic Coast Trust</b>	<ul style="list-style-type: none"> <li>Guidance for use of the JCWHS brand will be available from the JCWH Team and JC Trust</li> </ul>	JC Trust and JCWHT	Liaise and advise
7.4	<b>Maintain and further develop relationships with other UK and international WH and UNESCO Sites to raise awareness of World Heritage and other UNESCO designations</b>	<ul style="list-style-type: none"> <li>Collaborate with other UK WHS via LAWHF, DCMS, ICOMOS-UK and the APPGWH</li> <li>Work with the other three South West WHS, the English Riviera UNESCO Geopark and North Devon's UNESCO Biosphere Partnership in joint awareness-raising initiatives</li> </ul>	JCWHT, other UK WHS, LAWHF, DCMS  JCWHT, other SW WHS, English Riviera UNESCO Geopark, North Devon's Biosphere Partnership	Partner and lead  Partner and lead
<b>Events</b>				
7.5	<b>Deliver a varied and accessible Jurassic Coast events programme including events that focus solely on the World Heritage Site, as well as integrating with existing events along the coast</b>	<ul style="list-style-type: none"> <li>Develop a Jurassic Coast events programme that includes a diverse range of activities to meet different audiences (e.g. seminars, cultural events, talks, walks etc)</li> <li>Support the Lyme Regis Fossil Festival as a flagship event for the Jurassic Coast WHS, and the Jurassic Coast Earth Festival 2012 as a nationally significant opportunity</li> <li>Have activities and a presence at existing events across the length of the Site (e.g. Purbeck Aware, County Shows)</li> </ul>	JCWHT, local community groups and partnerships, JC Trust  LRDT, NHM, HERDA, JCWHT  JCWHT	Coordinate and lead  Partner  Partner

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
		<ul style="list-style-type: none"> <li>Develop a protocol for holding and promoting events on or close to the Site itself</li> <li>Evaluate events in terms of awareness, understanding, access and desire for more</li> </ul>	JCWHT  JCWHT	Lead  lead
7.6	<b>Target and support events and activities that raise awareness and involvement amongst new audiences, and give priority to responding to requests from such groups</b>	<ul style="list-style-type: none"> <li>Work with the Dorset and Devon multicultural networks, youth services, disability groups, older peoples networks, Prison Services, and other groups</li> <li>Work more closely with communities in Exeter, Poole and Bournemouth</li> </ul>	JCWHT, County Council youth services other local partnerships and community groups  JCWHT	Lead  Lead
7.7	<b>Consider the role arts might play in raising and broadening awareness and understanding in events</b>	<ul style="list-style-type: none"> <li>Involvement of the Jurassic Coast Arts Coordinator, or County Council Arts Officers</li> </ul>	JCWHT, DvCC and DtCC Arts Officers	Lead and advise
<b>Responsible promotion</b>				
7.8	<b>Keep wider audiences informed as to any key developments in relation to the Site, and work with the media so that key messages are accurately presented</b>	<ul style="list-style-type: none"> <li>Build relationships with key local media organisations, and lobby regional, national and international media to positively promote the WHS</li> <li>Issue press releases, and respond quickly to major events</li> </ul>	JCWHT, DvCC and DtCC communications teams  JCWHT, DvCC and DtCC communications teams	Partner and lobby  Lead
7.9	<b>Relevant tourism material produced by public and private bodies will highlight the WHS, its reason for designation and its global significance, promote its exploration through sustainable means, and highlight key gateways to the Site, such as visitor and interpretation centres, museums and field studies centres</b>	<ul style="list-style-type: none"> <li>Make available a summary information pack about the WHS for all tourism partners</li> <li>Arrange regular meetings between JCWH Team and representatives of tourism partners</li> <li>Encourage Visit Britain to effectively articulate the values of the JCWHS</li> </ul>	LAs, VisDev, DesDor, SWT, JCWHT  LAs, VisDev, DesDor, SWT, JCWHT  JCWHT	Advise and review  Coordinate  Lead
7.10	<b>The official website for the WHS, <a href="http://www.jurassiccoast.com">www.jurassiccoast.com</a> will be maintained and developed as the first point of contact for people to find out more about the WHS, and to provide a virtual experience for everyone</b>	<ul style="list-style-type: none"> <li>Maintain up-to-date content, regularly refreshed and keeping pace with changing technology and DDA compliance</li> <li>Make all management information available online</li> </ul>	JCWHT  JCWHT	Lead  Lead

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
7.11	<b>Provide information and respond to queries about the WHS from national and international media covering events such as the 2012 Olympic Games Sailing in Portland and Weymouth Bay</b>	<ul style="list-style-type: none"> <li>Develop multi-lingual online resource for international media</li> </ul>	JCWHT, WPBC, Regional Language Network	Lead
<b>Communication and dissemination of information</b>				
7.12	<b>Enable the general public, stakeholders, landowners and other partners to be kept up to date with news about the WHS through a variety of means, and targeting a very wide range of audiences</b>	<ul style="list-style-type: none"> <li>Publish an E-newsletter, the Jurassic Post, and have E-alerts for breaking news stories</li> <li>Support and provide content for the Dorset Coast and Countryside Magazine</li> <li>Maintain a functional contacts database and disseminate annual review to key stakeholders (e.g. landowners)</li> <li>Communicate how the Site is managed for the wider public</li> <li>Programme public meetings about the WHS and respond to requests for talks</li> </ul>	<p>JCWHT</p> <p>DtCC / DCS, Dt AONB, JCWHT</p> <p>JCWHT</p> <p>JCWHT</p> <p>JCWHT</p>	<p>Lead</p> <p>Partner</p> <p>Lead</p> <p>Lead</p> <p>Lead</p>

AIM 8	Description	Key indicators	Targets (by 2014)
<p>To support and demonstrate <b>exemplary World Heritage Site management</b> through accountable governance, a secure resource base, inclusive partnerships and effective administration</p>	<p>Underpinning effective management of the Site is a need for effective processes and principles, and policies for this are outlined under this aim. Partnership is a fundamental consideration of UNESCO in managing WH Sites, and, although always a challenge, the maintenance and development of partnerships that will enable the plan to be achieved is critical. Alongside this, there is a need for strong, accountable and transparent governance for decision-making, and effective back-office and administrative support. Policies relating to monitoring and evaluation are also identified here in order to ensure that we can learn effectively from past work, and disseminate good practice.</p>	<ul style="list-style-type: none"> <li>◦ Progress with development of new partnership agreement for management of WHS</li> <li>◦ Level of funding available for implementation of Management Plan</li> <li>◦ Number of agreements in place with significant national partners</li> <li>◦ Extent to which public feel well-informed about management of the WHS</li> <li>◦ Outcome of UNESCO periodic report (2011)</li> </ul>	<ul style="list-style-type: none"> <li>◦ Agreement in place and signed by end 2009</li> <li>◦ Five Annual Reviews published</li> <li>◦ Core funding increased or maintained at 2009 level<sup>43</sup></li> <li>◦ At least two significant (&gt;£50k) external grants received by JCWH Team or JC Trust</li> <li>◦ Agreement with NHM signed by 2009 and one other national or international partnership by 2014</li> <li>◦ Increase by 15% (<i>from 23% in Devon, 19% in Dorset</i>)</li> <li>◦ Successful outcome, no issues of serious concern</li> </ul>
<p><b>Timescale</b> Ongoing, with new governance arrangements in place by 2010</p>			

<sup>43</sup> Accounting for inflation / deflation

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
<b>Accountable governance</b>				
8.1	<b>Maintain an effective and fit-for-purpose management structure for the WHS</b>	<ul style="list-style-type: none"> <li>Review governance arrangements within the first six months of this Plan, and implement required changes</li> </ul>	Management Group, Steering Group	Advise
8.2	<b>Increase accountability and transparency of decision making</b>	<ul style="list-style-type: none"> <li>Produce and annual report of progress against Management Plan aims</li> <li>Publish Steering Group minutes and other key documents on <a href="http://www.jurassiccoast.com">www.jurassiccoast.com</a></li> <li>Provide regular opportunities to engage the local authorities' elected members</li> <li>Hold regular public meetings about the WHS</li> </ul>	JCWHT JCWHT LAs, JCWHT JCWHT	Lead Lead Lead with LA partners Lead
8.3	<b>Maintain the Jurassic Coast World Heritage Team as the key implementation body for the WHS Management Plan</b>	<ul style="list-style-type: none"> <li>Dorset County Council continue to host the JCWH Team</li> <li>Dorset County Council continue to act as accountable body for funding applications and agreements relating to the core work of the team in delivering this plan</li> </ul>	DtCC DtCC	Advise DtCC of requirements
<b>Secure resources</b>				
8.4	<b>Ensure sufficient resources in place to enable effective delivery of the Management Plan</b>	<ul style="list-style-type: none"> <li>Dorset and Devon CCs and Natural England continue to provide appropriate core funding to ensure the JCWH Team is able to undertake its core functions</li> <li>Broaden the resource base for core funding and delivery of the specific elements of the Plan</li> <li>Develop annual costed delivery plan for implementation of Management Plan aims</li> </ul>	DvCC, DtCC, NE JCWHT, SWRDA, ACE SW, HLF, other funders JCWHT	Facilitate Support / lead Lead
8.5	<b>Support the Jurassic Coast Trust's role in raising funds to support delivery of Management Plan objectives</b>	<ul style="list-style-type: none"> <li>Develop a working protocol between the JC Trust and JCWH Team</li> </ul>	JCWHT, JC Trust	Lead, with JC Trust

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
<b>Inclusive partnerships</b>				
8.6	<b>Establish clear relationships with central government departments and agencies with respect to management of the Site</b>	<ul style="list-style-type: none"> <li>◦ Seek confirmation of role of Steering group from DCMS</li> <li>◦ Regular communication between DCMS and DEFRA</li> </ul>	DCMS DCMS, DEFRA	Facilitate Lobby
8.7	<b>Maintain or develop regional, national or international partnerships that are beneficial for the WH Site, and for Dorset, East Devon and the wider South West</b>	<ul style="list-style-type: none"> <li>◦ Maintain a formal agreement with the NHM and identify other key national or international partnerships</li> <li>◦ Evaluate effectiveness of partnerships</li> </ul>	JCWHT, NHM, Steering Group JCWHT, Steering Group	Lead Lead
8.8	<b>Provide support in management practice to other World Heritage and UNESCO Sites at their request, and where there is backing from DCMS</b>	<ul style="list-style-type: none"> <li>◦ Maintain a partnership with Pitons Management Area, St Lucia</li> <li>◦ Respond positively to requests where resources allow</li> </ul>	JCWHT JCWHT	Lead Lead
8.9	<b>Represent the Site's interests with appropriate national World Heritage Site bodies</b>	<ul style="list-style-type: none"> <li>◦ Maintain membership of the Local Authorities World Heritage Forum (LAWHF)</li> <li>◦ Continue to Play an active role in WHS Coordinators Forums (including the All Parties Parliamentary Group and ICOMOS-UK)</li> <li>◦ Continue to play an active role on the UK National Commission for UNESCO Education Committee</li> <li>◦ Develop role with UK Committee for IUCN</li> </ul>	DvCC, DtCC, JCWHT JCWHT JCWHT JCWHT, NE	Advise Lead Lead Lead
8.10	<b>Improve the inclusiveness of all actions and activities undertake as a part of this plan</b>	<ul style="list-style-type: none"> <li>◦ Follow County Council policies on recruitment and governance, and encourage partners to undertake similar best practice, particularly within voluntary bodies</li> <li>◦ Develop an 'equality and diversity checklist' for use by all partners on project delivery</li> </ul>	All partners JCWHT, DvCC and DtCC Equality teams	Facilitate Lead and disseminate

Policy no.	Policy	How policy will be delivered (actions and approaches)	Organisations responsible for delivery of policy	JCWHS team role
<b>Effective administration</b>				
8.11	<b>Ensure management function is well supported, but still value for money to funding agencies</b>	<ul style="list-style-type: none"> <li>◦ Maintain administration costs at &lt;5% of total core budget</li> <li>◦ Appropriate administrative support provided by host authority</li> </ul>	JCWHT DtCC	Monitor Advise of needs
8.12	<b>Reduce environmental impact and carbon footprint of the team and management function</b>	<ul style="list-style-type: none"> <li>◦ Investigate opportunities for virtual meetings and video conferencing</li> <li>◦ Encourage public transport use and car-sharing wherever possible for all internal and external meetings</li> <li>◦ Follow “Green Event” guidelines wherever possible for JCWHS-related activities and events</li> </ul>	JCWHT, Working Groups, host authority  All Steering Group partners, JCWHT  All partners	Facilitate  Facilitate  Facilitate
8.13	<b>Undertake ongoing monitoring and periodic evaluation of progress against the Management Plan aims</b>	<ul style="list-style-type: none"> <li>◦ Establish monitoring database for this Management Plan and produce Annual Monitoring Report</li> <li>◦ Undertake evaluation in 2012 and 2014 to assess progress and lessons</li> <li>◦ Develop a simple evaluation plan prior to the commencement of individual projects</li> <li>◦ Respond to UNESCO requirements for Periodic Reporting</li> </ul>	JCWHT  JCWHT  JCWHT  Steering Group	Commission  Commission  Lead  Lead

## 6. IMPLEMENTATION

This short chapter will be written after the consultation on this draft of the Plan and the Governance Review have been undertaken. It will focus on delivery plans, delivery framework and approaches, and monitoring and evaluation.

The key points to note at this stage are:

1. The policy table will form the basis for developing Annual Delivery Plans for implementation of the Management Plan. These will identify costed actions and specific outputs to be achieved over the course of a year by the partnership, which will be reported against in the form of an Annual Report. Effective planning and budgeting will be critical in order that the aims of the Plan are met;
2. Advisory or Working Groups will continue to play a key role in the delivery mechanism. They can be very effective at helping many partners to all work towards a mutually beneficial common aim. The role of the JC Trust in the delivery framework will be clarified through development of a protocol as envisaged in Policy 8.5.
3. Monitoring and Evaluation has been integrated throughout the policies, actions and approaches of this document. The key requirement for UNESCO is that the Site stays in as good or better condition than at inscription, and so justifiably, focus in monitoring has been in this area. A simple high level monitoring and evaluation framework will be established to track progress against the aims and policies.

**END OF CONSULTATION DRAFT**

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