

## Jurassic Coast World Heritage Team



### Summary Annual Report April 2008 – March 2009

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#### FOREWORD

The 2008 / 2009 year was as exciting as it was challenging for the management of the Jurassic Coast World Heritage Site. Financially, the disappointment with the decision of South West Regional Development Agency (SWRDA) to pull out of their funding agreement was tempered a little by the excellent news from the Arts Council to support the delivery of an Arts Programme and the Heritage Lottery Fund's decision to support the Durlston Castle project. The Team grew in strength and unity over the year, particularly with the appointment of Sam Scriven and the return of Sally King after a well-deserved sabbatical, and continued to deliver a range of initiatives locally, regionally and nationally. The strength of the wider partnership in supporting the Jurassic Coast is evidenced many times over, in particular Devon County Council and East Devon District Council's ongoing support for the visitor centre developments in Seaton and Exmouth, and Dorset County Council's excellent work as the minerals planning authority in resisting the threat to re-start quarrying at the Coastal Strip in Portland. Finally, this was the year in which the majority of the work on the revised Management Plan was undertaken, and my great thanks to all of those who helped with that.

Sam Rose, Jurassic Coast World Heritage Team Leader

#### INTRODUCTION

This report covers the work which the Jurassic Coast World Heritage Team has either led, coordinated, facilitated or been involved with during the 08/09 financial year. It is intended as a snapshot of the work undertaken, concentrating on the most significant policy areas (where appropriate) and projects. Almost without exception, this work was undertaken in partnership with a very large number of individuals and organisations from the length of the Jurassic Coast and wider.

This is **not** a report for the whole partnership, so if there was no financial or significant time involvement from the Team, other work undertaken by partners will not be recorded here. Future Annual reports will report against the targets and policies of the new Management Plan, and will record the wider input of the partnership into achieving these aims.

This report is ordered by the categories established for the 08/09 Business Plan. They are:

1. Conservation, monitoring and research;
2. Tourism and communications;
3. Sustainable transport and access;
4. Education and learning;
5. Arts;
6. Interpretation and Regeneration;
7. Cross-cutting;
8. Management.

#### ACKNOWLEDGEMENTS

The Steering Group and Team are very grateful to many organisations for the achievements highlighted below, and the many other achievements not recorded here in support of the World Heritage Site. In particular, we would like to thank Dorset and Devon county councils, Natural England, the Arts Council England (South West), SWRDA and the Jurassic Coast Trust for their financial support to the Team staff and projects. Furthermore on the funding side we recognise the considerable contributions, both in staff time and financial resources, made by individual Steering Group partners, and also that of the Fine Family Foundation and the Heritage Lottery Fund who are supporting many of the projects we are working with directly. Finally, we are indebted to the many individuals and small organisations who are doing their best for their World Heritage Site, whether that is for cleaning a beach or developing a new visitor centre

## 1. Conservation, monitoring and research

**Staff lead:** Richard Edmonds, Earth Science Manager. Sam Scriven, Earth Science Advisor (from Jan 09), Stuart Godman, Fossil Warden (school holidays only); Sam Rose, Jurassic Coast Team Leader

**Ongoing work:** Technical advice and support in relation to the earth science value of the World Heritage Site; support to the Science and Conservation Advisory Group (SCAG), and liaison with the Science and Conservation Advisory Network (SCAN); inland geological support for Dorset County Council, and Natural England; talks; events; publications; media; small scale research projects; support for management of the Fossil Code by Charmouth Heritage Coast Centre.

**Policy work:**

- Ongoing input into the developing Shoreline Management Plans (South Devon and Dorset and the Two Bays), so as to ensure the Plans take account of the values and management policies of the WHS, and represent Dorset County Council at the steering groups
- The development of a document titled "Towards a research strategy for the Jurassic Coast" by Plymouth University which will help guide future research priorities

**Project and other work:**

- Major role in 'Jurassic Life' HLF-funded project working with nine museums along the coast to enhance their fossil and geology collections and displays
- Active ongoing lobbying for the protection of the Portland Coastal Strip from quarrying threats
- Fossil conservation: discovery of crocodile in Durlston Bay; recovery of the Dinosaur footprints from Portland Quarry; excavation of Plesiosaur from Undercliffs National Nature Reserve (NNR) and subsequent repair of the hole
- Geology lecture series at Dorset County Museum
- Development of Gigapan (high resolution panoramic photographic system) for Site monitoring
- Organised Osmington beach clean-up to improve the presentation of the Site
- Weymouth Relief Road – establishing and overseeing a geological watching brief for the excavation of the road cuttings.

## 2. Tourism and communications

**Staff lead:** Sally King, Visitor Manager (on sabbatical Jan – Aug 2008); Julia Pulman, Marketing and Communications Officer; Lesley Garlick<sup>1</sup>, Devon CC lead officer for World Heritage

**Ongoing work:** Strategic work with the tourism industry, including the Tourism Working Group; ongoing website maintenance; promotion and media contacts; mini-guide production and distribution; support for The Quality Business Scheme and Welcome Jurassic Host; talks and events

**Policy work:**

- Continuing work linking to the Dorset and Devon Destination Management Organisations (DMOs). This has been a challenge in both counties
- For most of the year, Julia Pulman chaired the Destination Dorset Sustainability Working Group, aiming to build sustainability into all areas of the work across the county and across sectors

**Project and other work:**

- Development of the 'Explore the Jurassic Coast without your car' leaflet
- Spanish Jurassic Coast Mini Guide developed and printed in response to demand
- Regional Language Network / Colfox school project to develop multi-lingual podcasts about the JCWHS
- Ongoing development of a joint marketing project, to promote all four south west World Heritage Sites
- Individual website projects, such as geo-highlights published on [www.jurassiccoast.com](http://www.jurassiccoast.com)
- Partner in the 'Europe to Dorset' project which promotes Dorset to European visitors
- Support for Dorset (and East Devon) Coast and Countryside Guide
- Development of the JCWHS interactive display housing for use in visitor centres and museums

### 3. Sustainable transport and access

**Staff lead:** Sally King, Visitor Manager (on sabbatical Jan – August 2008); Lesley Garlick<sup>1</sup>, Devon CC lead officer for World Heritage

**Ongoing work:** Support for the Transport Working Group (re-started Sept 2008); liaison and lobbying with Dorset and Devon county councils public transport, Local Transport Plan (LTP) and highways staff, and First Bus; support for printing of X53 timetables

**Policy work:**

- A Jurassic Coast Transport Infrastructure Gap Analysis was commissioned and undertaken By Halcrow Ltd. The aim of his was to identify priorities for improving the sustainable transport infrastructure along the coast
- Working alongside many partners, the Coastal Corridor Action Plan was developed and put together as working document. This key piece of work coordinates improvements in the Dorset and East Devon coastal corridor
- Input into Coastal Car Park guidelines, being led by West Dorset DC, with the aims of improving consistency in quality and sensitivity to landscape

**Project and other work:**

- Lobbying to ensure correct branding of new X53 buses
- Involved in meetings to discuss travel plans for the Durlston Castle Project
- Support for a wide range of infrastructure improvements along the East Devon Coastal corridor
- Support for the third year of the Sidmouth Shuttle bus, with WHS branding

### 4. Education and learning

**Staff lead:** Anjana Ford, Education Coordinator

**Ongoing work:** Support for the Education Working Group; ongoing development of resources to link the Jurassic Coast with the curriculum; school visits; talks; events;

**Policy work:**

- Building relationships between schools, the Site and facilities and personnel involved in interpretation and management of the Site. Particular important to this was the publication of a revised Jurassic Coast Education Strategy; 'Making Sense of Our Site'
- Initiated and led, jointly with the UK national Commission for UNESCO, a national World Heritage Education project to enable all UK World Heritage Sites to improve their links to formal education
- Started a review of the purpose, function and format of the Education Working Group.

**Project and other work:**

- Delivered five teacher training events for 100 + teachers, and set up a teacher training placement
- The Jurassic Coast Team hosted three student placements, one a Nuffield Scholarship
- Two primary schools in Poole used the Jurassic Coast to develop a project - Land, Sea and Air - to explore how cross curricular learning can be used to inspire gifted and talented pupils
- Three primary schools in Dorset and Devon worked on a project called The Land That Time Forgot to explore the ancient past of the Jurassic Coast through creative means.
- Played an role at the Thomas Hardy School Science Fair, with over 1,500 pupils of all ages
- Delivered a fossil dig event as part of Bristol's Festival of Nature, as part of the launch of the BBC Natural History Unit/Open University series "Fossil Detectives"
- Work with the Dorset Library Service to help coordinate a series of family activity days around the Sir Arthur Conan Doyle book 'The Lost World' during February half term. Three activity days were delivered in libraries and museums using the large Ichthyosaur fossil dig.
- Developed new resources, such as fossil dig trays

## 5. Arts

*In early 2008, the Jurassic Coast World Heritage Team was awarded a grant of £150,000 from the Arts Council England, South West to deliver the Jurassic Coast Arts Programme (JCAP) from 2008 to 2011*

**Staff lead:** Daisy Sutcliffe, Jurassic Coast Arts Coordinator (from May 08 onwards); Cleo Evans, Dorset County Council Arts Officer (0/6 fte. dedicated to Arts Programme).

**Ongoing work:** Support for Creative Coast Group; advice and support to artists interested in developing a project as part of the JCAP; talks and events.

**Most of the early work on the programme has been project based. Projects supported include:**

- 'Desert Crossings' by State of Emergency
- 'Mapping the Jurassic Coast' at the Dorset County Museum by Jeremy Gardiner & Amanda Wallwork
- 'Stone: From axe heads to Zennor Head' exhibition Bridport Arts Centre by Judith Frost
- 'MEMO festival' 2009 on Portland
- 'Cabinet of Curiosities' by Forkbeard Fantasy, at the Lyme Regis Fossil Festival
- 'Jurassic Underworld' by Herbie Treehead's, featuring work by pupils from schools in Dorset and Devon
- 'Jurassic Journey' by Ben Osborne, working with Artsreach / Villages in Action –
- 'Coastal Voices' a partnership project looking to work with community choirs
- 'Universal Value' by Charlie Morrissey, with PVA MediaLab
- 'Bridging the gap' project to improve new South West Coast bridges at Newton's Cove and Charmouth
- Artistic involvement with the re-development of Durlston Castle into a Jurassic Coast centre

## 6. Interpretation and Regeneration

*In 2006, the Jurassic Coast Partnership had been allocated a grant from SWRDA of £7.1m, for a range of projects, known as the Jurassic Coast Framework Programme (JCFP). Apart from core costs, and support for the Jurassic Coast Trust and the Jurassic Coast Quality Business Scheme, each project was to draw down funding from SWRDA at an appropriate stage. In early 2009, SWRDA withdrew their offer in respect of any uncommitted funds. This has had significant implications on the ability for these projects to be delivered.*

**Staff lead:** Ben Wyer, Jurassic Coast SWRDA Programme Officer; Sam Rose, Jurassic Coast Team Leader

**Ongoing work:** Support to Jurassic Coast Communities Forum; ongoing support for monitoring of SWRDA grant to the Jurassic Coast Quality Business Scheme and Jurassic Coast Trust; ongoing support for projects in the JCFP, at Exmouth, Seaton, Lyme Regis, Chesil Beach and Durlston (Swanage); talks and events.

**Policy work:**

- Development of business plan for JCFP
- Support to development of RDPE Local Action Group funding bids in Dorset and East Devon

**Project and other work:**

*The bulk of work in this area has been in supporting the major JCFP projects identified above, of which the Durlston Castle project was awarded a grant from the HLF for £3.3m during this period. Other interpretation initiatives include:*

- Charmouth mini fossil festival, which the Team supported in a range of different ways
- Final stages of the Natural History Museum (NHM) travelling Ichthyosaur Exhibition, seen by more than 150,00 people over 15 months in 11 venues along the length of the Jurassic Coast
- Ongoing liaison with Beer Village Heritage Group over the fit-out of their new Centre
- Ongoing liaison with Portland Port Trust over the plans for the Engine Shed Interpretation Centre
- Support for other events, such as Purbeck Aware and the East Devon Marine Week
- JCWHS interactive installed at in at least three local businesses

## 7. Cross-cutting

**Staff lead:** Ben Wyer, Jurassic Coast SWRDA Programme Officer; Sam Rose, Jurassic Coast Team Leader; Daisy Sutcliffe, Jurassic Coast Arts Coordinator

**Ongoing work:** Maintenance of effective partnerships with external partners, particularly the Natural History Museum; strategic link for the Jurassic Coast in the SW region for 2012 cultural Olympiad.

**Policy work:**

- The commissioning and publishing of a major research project: the 'Economic, Social and Cultural Impact Study of the Jurassic Coast World Heritage Site' by consultants Era Ltd (see case study)

**Project and other work:**

- Business plan developed to determine feasibility of a major NHM dinosaur exhibition in Weymouth
- Coordination of technology-led information provision with partners

## 8. Management

**Staff lead:** Sam Rose, Jurassic Coast Team Leader; Lesley Garlick<sup>1</sup>, Devon CC lead officer for World Heritage

**Ongoing work:** Support for Steering Group and Management group (four each annually); line management of Team, including team meetings (ten annually); budgetary and other financial management; overall reporting responsibility to major external funders; liaison with Jurassic Coast Trust; ad-hoc reporting to DCMS; direct liaison with UNESCO; liaison with other World Heritage Sites, directly, and through the Local Authorities World Heritage Forum, the All Parties Parliamentary Group and ICOMOS;

**Policy work:**

- Revision of the Site Management Plan, including Strategic Environmental Assessment and public consultation<sup>2</sup>

**Project and other work:**

- Annual Seminar December 2008 at The Bull Hotel, Bridport. Theme of 'What Does WH Mean To You?' More than 80 attendees, with generally very positive feedback
- Representation a range of conferences, including Sally King being invited to present and lead sessions at the Sardinia March 2009 European Geoparks Network

## Other highlights...

The Team:

- hosted or involved in delegation visits to the JCWHS from Hungary, St Lucia, Spain, Vietnam and Northern Ireland;
- presented key lectures or workshop sessions at four major conferences or events, to more than **160** people, including an international conference in Sardinia;
- undertook filming for five national and regional feature programmes, and numerous radio and TV appearances in relation to the Lyme Regis landslide in May (including live on GMTV), and the Portland Coastal Strip;
- hosted school visits, delivered talks and or took part in careers days involved getting messages about the Jurassic Coast at more than ten events to more than **450** children, and a further **800** at the Thomas Hardy School science fair;
- took part in, presented at, or supported nine public and family focused activity events reaching more than **1500** people;
- delivered at least 16 public talks, to more than **800** people.

### NOTES

1. The contribution of Lesley Garlick (Devon County Council) in delivery of the Business Plan is additional to the World Heritage budget
2. All of the Team and many other individuals have been involved in the review of the Management Plan
3. All of the Team and other individuals undertake talks and events in support of raising awareness of the World Heritage Site
4. Although each section has one or more Staff leads, it is important to note that there is a lot of overlap between team members in areas of work, and most of the team are involved in each others projects to some extent.

### **Case study: ERA Impact Study**

In 2003, the Jurassic Coast WHS Management Plan Framework for Action stated that: "*We aspire to be the leading regional and national example of how achieving the conservation, understanding, enjoyment and sustainable use of the environment can also lead to economic and social development.*"

Five years on, a decision was taken to test the reality against this aspiration and a study was commissioned by non-profit regeneration consultancy Era Ltd, which was jointly funded by the South West Regional Development Agency and the County Councils of Dorset and Devon.

The study set out to 'measure the economic, social and cultural impact of the wide range of activities stimulated by the catalyst of World Heritage Site designation', and the results strongly suggested that it has exceeded expectations in bringing economic, social and cultural benefits to the region since being awarded UNESCO World Heritage Site status in 2001.

It concluded that World Heritage Site designation has resulted in stronger management and the creation of new partnerships, which have had significant positive impacts on the communities and business of the Jurassic Coast.

The creation of a distinctive 'Jurassic Coast' identity has increased media recognition, the study says. It has also given a boost to the area of Dorset and East Devon in terms of learning and education, business opportunities, facilities and services, especially benefiting the local tourism industry.

Researchers looked at the impacts of the status at all levels, from local to global. The study included a mix of desk-based research using existing data as well as the gathering of new evidence through workshops, individual interviews and survey questionnaires.

In the survey results, 94 per cent of all respondents said they see value in the Jurassic Coast World Heritage Site identity, while three quarters of tourism businesses said the identity had influenced their marketing.

The study finds that although there remain challenges for the management of the Site, there is a significant opportunity to build on achievements to date and help existing businesses and local entrepreneurs to develop new, high-quality products and services appropriate to World Heritage Site status.

The strength of the Jurassic Coast identity also brings with it great potential to create new business opportunities based on the outstanding natural environment. This is particularly important in light of the recession facing the UK and could create new jobs and sustain businesses in the region leading to lasting economic growth.

In addition, it is hoped that the findings will encourage community stakeholders to realise the potential for regenerating the coastal region over coming years, through continuing to inspire new initiatives and attracting funding to projects that link to the Jurassic Coast in the cultural, creative and educational sectors.

A second part of the study sets out a framework by which to monitor and evaluate the impacts of the Jurassic Coast initiatives in the future, which is intended to support projects in attracting funding, and capture the local achievements within the broader context of the Jurassic Coast and the South West Region, as well as nationally and internationally.

## World Heritage Team budget: End of year financial summary 2008/09

### Income 0809

	Direct spend on WHS Management Plan objectives through Dorset CC accounts	Additional direct spend on WHS Management Plan objectives not through Dorset CC
Dorset CC WHS budget	£189,444.10	
Devon CC WHS budget	£ 85,256.00	£48,244 <sup>3</sup>
Natural England	£ 30,000.00	
Other income 0809 <sup>1</sup>	£ 15,000.00	
SWRDA	£ 67,826.24	
Arts Council income <sup>2</sup>	£ 40,644.61	
	<b>£428,170.95</b>	<b>£48,244.00</b>

### Expenditure 0809

	Non-staff costs (including projects, grants, meeting costs)	All staff related costs: Salaries, travel, accommodation	Totals
Conservation	<b>£ 15,122.12</b>	£ 42,306.19	£57,428.31
Tourism	<b>£ 40,728.56</b>	£ 47,190.85	£87,919.41
Access	<b>£ 11,770.00</b>	£ 15,487.93	£27,257.93
Education	<b>£ 6,423.22</b>	£ 36,802.54	£43,225.76
Arts	<b>£ 16,823.92</b>	£ 29,500.61	£46,324.53
Interpretation	<b>£ 58,892.94</b>	£ 41,234.14	£100,127.08
Cross-cutting	<b>£ 27,730.45</b>	£ 25,288.96	£53,019.41
Management	<b>£ 7,260.14</b>	£ 31,159.42	£38,419.56
	<b>£184,751.35</b>	<b>£268,970.64</b>	<b>£453,721.99</b>

### Balance

Income 0809	<b>£458,170.95</b>
Expenditure 0809	<b>£453,721.99</b>
Balance to be carried forward	<b>£ 4,448.97</b>

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<sup>1</sup> Dorset Education (£12,500) and Dorset Museums (£2500) (HLF grant)

<sup>2</sup> This is spend against income that was received the previous FY

<sup>3</sup> Includes £8.5k Devon Curriculum Services and £30k for Devon capital interpretation projects