



INTERPRETATION ACTION PLAN

March 2005

"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 social and economic development" (Dorset and East Devon Coast World Heritage Site Framework for Action)



DORSET AND EAST DEVON COAST WORLD HERITAGE SITE

CONTENTS

1 INTRODUCTION 3
 2 CONTEXT 4
 3 INTERPRETATION 7
 4 JURASSIC COAST STORIES 9
 5 THE ASPIRATION 11
 5.1 Site-wide projects 11
 5.2 Site-specific projects 16
 6 MEANS OF DELIVERY 29

Figure 1 Map of the World Heritage Coast with coastal and Inland Gateway Towns, Anchor Towns and other communities

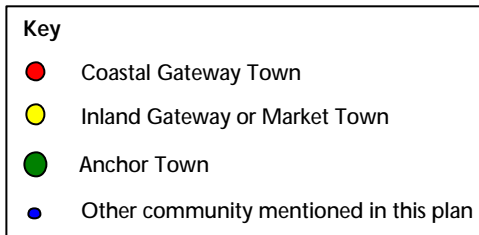
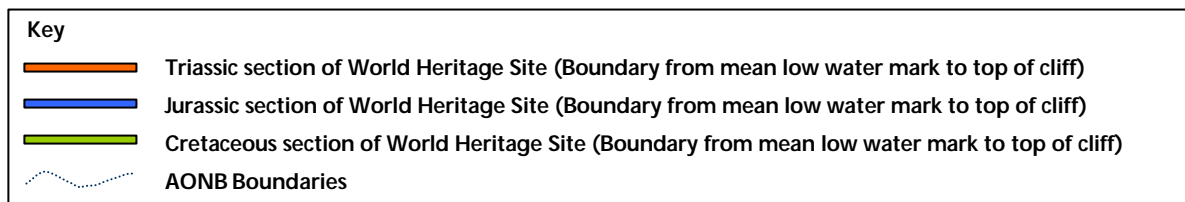


Figure 2 Map of the World Heritage Site and AONB Boundaries



1 INTRODUCTION

The Dorset and East Devon Coast World Heritage Site, also known as the Jurassic Coast, is England 's first and only natural World Heritage Site. The Site is a 95 mile stretch of the South West coast from Exmouth in East Devon to Studland in Dorset (see Fig 1). It was awarded World Heritage Site status in December 2001 by UNESCO (United Nations Educational, Scientific and Cultural Organisation) because of its outstanding earth science interest. It is the only place where 185 million years of the Earth 's history are sequentially exposed in dramatic cliffs, secluded coves, coastal stacks and barrier beaches. The tilt of the rocks creates a unique 'walk through time ' from 250 million to 65 million years ago, through the Triassic, Jurassic and Cretaceous periods as you journey eastwards along the Site.

The Jurassic Coast World Heritage Site (JCWHS) connects the sea with the broader countryside, most of which is designated as Area of Outstanding Natural Beauty (AONB), nationally important for landscape, biodiversity and archaeology. This wider area is referred to as the World Heritage Coast, and the wealth of outstanding natural heritage within it, combined with the social and cultural heritage found in the coastal 'Gateway Towns' (see Fig 1) means the whole area has a range and diversity of heritage interests perhaps unsurpassed in the UK. It is also a stunningly beautiful and largely undeveloped part of the UK, valued as much for those reasons as for heritage interests by resident and visiting populations.

This Interpretation Action Plan (IAP) outlines the long-term vision for effective, accessible and sustainable interpretation of the World Heritage Site, in the context of the broader World Heritage Coast. It sets out a range of projects that, if achieved, would enable everybody to interpret for themselves the stories that make the Jurassic Coast both so important and globally unique, and to see how these stories fit into the broader picture of landscape, biodiversity and local history and culture. If the combined projects outlined in this plan are realised in full, it would enable the story of the whole World Heritage Site to be explored in many different ways, and specific local stories along the World Heritage Coast to be told in more detail. Interpretation would be able to appeal equally to the casual summer seaside visitor as to the geology special interest group.

The actions identified here have come about as a result of a long and ongoing consultation process with individuals, organisations and businesses in the coastal Gateway Towns, and with local authorities and local, regional and national agencies. The projects identified in section 5, the Aspiration, have all been identified through the consultation process, and are intended for implementation by different elements of the broader Jurassic Coast partnership (see JCWHS Management Plan and Framework For Action). For more details of the consultation process please contact the Jurassic Coast team.

Finally, this is a working document, and will change periodically as plans are developed, but at any one point in time it represents the Jurassic Coast World Heritage Steering Group's aspiration for interpretation along the coast. It provides a broad framework within which projects for interpretation are set out, but each individual project described will have its own execution plan and timetable, along with details of risks, assumptions, rationale, actions and plans for monitoring and evaluation. As a result, the plan does not have a fixed timeframe, but does attribute priority of each project, enabling partners and potential funders to see how each project relates to the overall objectives for management of the Site.

Document structure

Section 2 of the document outlines the context in which this plan is written, identifying relevant Management Plan objectives and other documents which have been used to develop or influence the development of the IAP. This is followed in section 3 by a brief discussion about interpretation, both in terms of the resource to interpret and the audience who will be interpreting. Section 4 outlines the different stories relevant to each of the Gateway Towns and their environs, using a hierarchical structure of interpretation themes relevant to the Jurassic Coast and other natural or social stories. Section 5 provides details of the projects identified to interpret the JCWHS, with detailed information about each initiative, the partnership involved in its delivery, priority with respect to WHS objectives, timing and cost. This section is divided into projects relating to the whole WHS (Site-wide) and interpretation projects that are specific to a location (site-specific). To follow this, Section 6 briefly outlines the means by which the projects will be delivered and a list of specific Plan-wide resource requirements to be able to achieve this. Finally, section 7 gives a bibliography of key documents and contact details.

Process

This document has been agreed by the Dorset and East Devon Coast World Heritage Site Steering Group. It is a working document, and any changes – particularly to sections 5 and 6 – will need further endorsement by the Steering Group. A progress report relating to the projects identified in section 5 will be published quarterly alongside this document, and will be available to download at www.jurassiccoast.com

Contact and further information

For information about this document, please contact Sam Rose, World Heritage Projects Co-ordinator on 01305 228656, or sam.rose@dorsetcc.gov.uk

For more information about the World Heritage Site, or to download any of the documents referred to in this document, please go to www.jurassiccoast.com

2 CONTEXT

Interpretation projects for the JCWHS must fall within the context of the agreed management strategies and action plans, and of the World Heritage Site vision and principles. The WHS Management Plan provides the foundation policies and a Framework for Action (FFA) identifies the work programme. The JCWHS Marketing, Education and Transport strategies all feed into the FFA and provide direction in their specific areas. The actions described here all lead to outcomes that will meet the objectives and policies identified in the Management plan, and they link to actions and policies identified in the other strategies. In particular there is considerable overlap between the actions here and those in the education and marketing action plans. Furthermore, policies identified in the transport strategy must account for the development of and access to interpretation facilities in and around the coastal and inland gateway towns. The other key document underpinning this plan is a Scoping Study into Interpretation facilities undertaken by the Natural History Museum, London, which provided the framework for consultation and set out a broad list of recommendations. Many of the actions within this plan are in response to these recommendations.

This section describes briefly how the IAP relates to each of these documents and in what context interpretation actions can be prioritised. Documents are listed in section 7, and can be found at www.jurassiccoast.com.

2.1 Vision and success criteria

The Vision and Critical Success Factors as set out in the Jurassic Coast World Heritage Site Framework for Action (FFA) are as follows. These Critical success factors apply equally for the projects outlined in this plan.

<p>VISION Our fundamental vision is that World Heritage Status in Dorset and East Devon will inspire people to celebrate, appreciate and enjoy the World Heritage Site, 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, benefiting local people, visitors and the environment throughout the area.</p> <p>We will take a lead to secure the World Heritage Site as a place where:</p> <ul style="list-style-type: none"> • Globally important geology and geomorphology is recognised and conserved, for science, education, and public enjoyment; • First class facilities are provided to enable local people and visitors to understand and learn about its special qualities in accessible, innovative and interesting ways; • Research is actively encouraged and science is advanced; • The public profile for the earth sciences is raised, and their relevance to today's world is demonstrated; • Visitors experience high quality in relation to the Site and its management, and the services, infrastructure and hospitality they receive; • Awareness of other World Heritage Sites throughout the globe, and their environmental, social and economic needs is generated, and national and international partnerships are forged; • Global recognition leads to new projects and initiatives within the local communities and businesses that enhance quality of life in sustainable ways: respecting the environment, meeting social needs and benefiting the economy; • Strong and sustainable partnerships between the public, private and voluntary sector come together to make the vision a reality. 	<p>CRITICAL SUCCESS FACTORS Five factors have been identified as fundamental measures of the success of the JCWHS work programme; benchmarks against which the performance of the work programme should be measured:</p> <p>The Site remains in a condition that warrants WHS status</p> <p>Investment (and policy development to encourage it) takes place so that visitor management and facilities adapt to meet visitor's changing aspirations, and create educational opportunities</p> <p>Growth in tourism and the economy related to WH status remains within the capacity of the infrastructure and the environment</p> <p>Local communities and business are inspired by World Heritage Status, resulting in new local activity that is high quality and consistent with WH principles</p> <p>Key partners understand the strategic benefits of WHS and are motivated to commit resources and leadership to achieving them</p>
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Interpretation projects must meet one or more of the success factors outlined above in order to justify being pursued. Likewise, in line with the vision, interpretation actions must aspire to be first class, produce a high quality experience, stem from strong partnerships and adhere to the principles of sustainability. The aim for quality is stressed throughout all Jurassic Coast strategies, and the level of quality required in the implementation of all strategies will only be achieved with a high level of collaboration and partnership.

2.2 Site Management Plan and Framework for Action (FFA)

The Site Management plan is the key Jurassic Coast management reference document, with the FFA forming the detailed output implementation plan. Within the management plan are 82 policies, relating to 6 objectives. This plan will contribute significantly to at least four of the policies identified in the Management plan (policies 57-60) and two major areas of work outlined in the FFA (5 and 6). They are:

Policy 57	A World Heritage information and interpretation plan will be established to bring together the aspirations and actions of the representatives of existing providers, and agree an interpretive programme for the Site.
Policy 58	Close control on the quality of interpretive signage and publications about the Site will be maintained. A family of high quality literature will be produced which will provide the lead range of interpretive information about the Site.
Policy 59	The County and local museums, visitor centres and private sector geological attractions will be encouraged to give appropriate profile to earth science within their public displays, and ensure that the information they provide is of a high quality. Joint working between centres will be encouraged wherever possible.
Policy 60	Effective distribution arrangements for interpretive material will be agreed, making full and appropriate use of the World Wide Web.

Other policies within the Management Plan have bearing on this IAP, particularly those relating to conservation, tourism, education and access; some of these will constrain how interpretation facilities may be developed.

The FFA enables the Management Plan policies and objectives to be translated into a work programme, and sets out two key work areas of action within which the projects identified in this IAP must fit. They are:

<p>5. INFORMATION, INTERPRETATION & COMMUNICATION</p> <p>5.1 Develop a Visitor Information and Interpretation Strategy and Plan for the WHS and WHC as a whole to serve as a framework for local developments and proposals, to:</p> <ul style="list-style-type: none"> • <i>Improve information provision in visitor contact points;</i> • <i>Develop an integrated programming approach to events along the JC and identify new festival opportunities to enhance distinctiveness in the Gateway Towns;</i> • <i>Develop the provision of a WHC website, and its relationship with other website provision;</i> • <i>Ensure local engagement is a key strand of the Strategy.</i> • <i>Establish a hierarchy of interpretation approaches;</i> • <i>Consider appropriate interpretation vehicles</i> <p>5.2 Agree definition of the purpose and objectives of a WHS Centre; undertake options analysis and evaluate the feasibility of a WHS Centre, if opportunity arises.</p> <p>5.3 Develop a Communications Strategy and plan for the WHS and WHC as a whole, to:</p> <ul style="list-style-type: none"> • <i>Establish and engage key stakeholders in the programme;</i> • <i>Establish strong information and communication strategies about the work of the WHS/WHC;</i> • <i>Develop an awareness building campaign to inform residents and visitors of the value and significance of the WHS in economic, educational and scientific development terms.</i> 	<p>6. REGENERATION OF GATEWAY & MARKET TOWNS</p> <p>6.1 Provide advice and support packages to encourage relocation of businesses of value to the WHS/WHC to the area.</p> <p>6.2 a) Encourage Gateway and Market Towns to consider the value and benefit of WHS within their strategic and community development planning, and identify specific projects for development. b) Strengthen the Gateway and Market Towns as integrated destinations and brands through engagement with the WHS.</p> <p>6.3 Encourage investment in high quality measures to improve the built and natural environment, in order to encourage inward investment and enhance quality of life.</p> <p>6.4 Assist in the identification of strategic priorities for sustainable product development and associated employment opportunities, e.g., visitor centres, harbour developments, niche tourism, services and infrastructure, etc.</p> <p>6.5 Encourage use of business advisory services for the WHS/WHC to support existing businesses and develop new start-ups.</p> <p>6.6 Encourage rural diversification and local supply chains to help in economic development.</p> <p>6.7 Invest in high quality retail and catering facilities linked to high quality local product sourcing.</p>
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2.3 Natural History Museum Scoping Study

Underpinning this IAP is a Scoping Study on interpretation facilities undertaken by the Natural History Museum (London) in 2003, which has been adopted by the World Heritage Steering Group and forms the framework within which plans for interpretation are to be considered. The report presents a range of recommendations and science themes which are outlined in brief in section 4, and which were used as the basis for the consultation in each of the gateway towns. The report also proposed a hierarchy of provision which is broadly used to classify the site-specific projects in section 5. Many of the other recommendations within the study have been, or are currently being addressed, and the interpretation themes were used as the basis for the consultation which led to this document.

While the Scoping Study provided a framework for interpretation, this IAP puts actual projects and aspirations into that framework, all of which have been identified by the individuals, communities, authorities and agencies along the coast. The full list of NHM recommendations can be seen in the Scoping Study, and although some are specific actions which will be directly addressed in this plan, others are approaches, such as the sharing of information and learning, which will be adopted in the implementation of this plan. One of the most significant of these is the recommendation to upgrade existing interpretation facilities and develop a linked network of high quality visitor facilities, before thinking about the possibility of a large single facility for interpreting the Site. The aspiration for this network is reflected by the projects in section 5.

2.4 WHS Education Strategy

The WHS Education Strategy defines interpretation as “*an educational activity which aims to reveal meanings and relationships through the use of original objects, by first hand experience and by illustrative media, rather than simply to communicate factual information*”¹. Interpretation is set alongside ‘information’, ‘facilities’ and ‘inspiration’ as one of four factors that is needed in order to educate. In this case, the inspiration is the World Heritage Site, and the information is the wealth of knowledge built up about the Site over the last few hundred years. Although some facilities exist already in part, the actions within this IAP define the broader aspirations for facilities to help provide the infrastructure for education.

Many of the actions in this document will help to address the actions outlined in the Education Strategy; not just the built facilities but the website, or print material. There is a need for clarity in terms of the delivery of actions of this type – some actions may be more appropriate for delivery by the WHS Education Working Group. Successfully addressing the overlap between Interpretation and Education will be a priority for those involved in Interpretation delivery, and the Education Strategy is an essential reference to consult when implementing the actions. Education and lifelong learning is of the utmost importance to all projects related to the World Heritage Site, particularly with respect to the involvement of local communities, and their ability to engage with the coast at all ages. The learning component is something that will be given detailed attention project by project.

¹ (Tilden, F. (1957) *Interpreting Our Heritage*, 1st Ed.)

2.5 WHS Marketing Strategy

Published in March 2004, the World Heritage Site Marketing Strategy and action plan aims to:

- 1) utilise the recognition of the coast as a WHS to strengthen the local economy and performance of tourism enterprises in the surrounding area;
- 2) ensure that the WHS offers a high quality, world class visitor experience;
- 3) increase awareness understanding and enjoyment of the special character of the site amongst local people, enterprises, educational groups and all kinds of visitor; and
- 4) help conserve the site through effective visitor management and raise support for its conservation from visitors and the tourism sector.

The overlap with interpretation is of the utmost importance to meet these aims. At the most fundamental level, providing a set of high quality interpretation facilities, such as visitor centres, meets all four aims and provides a basis for marketing the coast sustainably. The Marketing strategy contains useful recommendations with respect to audience segmentation which should directly influence the interpretation actions, and the Marketing Action Plan has a number of shared vehicles for presenting information, such as the website, and displays.

2.6 WHS Transport Strategy

The WHS Transport Strategy provides a detailed analysis of how provision or support for more sustainable transport may be provided along the coast, both in terms of direct access to the site, and more widely with respect to visitor and local community transport. The strategy investigates all modes, from walking to use of the private car, but this study also explores the possibility of boat-based transport and the use of existing transport based attractions such as the Swanage railway. The transport strategy is being used to influence Local Transport Planning by Dorset and Devon County Councils, and it is envisaged that schemes it proposes will support both the tourism infrastructure and local communities in ways that actually enhance the natural environment.

The two key areas of overlap between the Transport Strategy and the IAP are with respect to transport focused interpretation and existing or new facilities. The former will encourage interpretation on board trains boats and buses, as part of the transport experience, such as recently done on the Jurassic Bus the CoastlinX53. The transport strategy must also identify clear policies for enabling people to access existing or new Interpretation facilities; the main means by which people will interpret the coast. A high quality linked network of interpretation facilities must be served by a commensurate high quality, sustainable range of public and private transport options.

2.7 AONB Management plans

The boundaries of the Dorset and East Devon Areas of Outstanding Natural Beauty encompass areas of nationally important landscape designated by the UK Government. Their boundaries encompass nearly all of the World Heritage Site itself, and a large proportion of the surrounding countryside; the only area outside their boundaries is Portland in Dorset. Having recently completed statutory management plans, and in their role as part of the broader delivery mechanism for achieving World Heritage Site objectives, it is important to account for the policies contained therein with respect to World Heritage Site interpretation. The areas of overlap between plans are being explored and areas of mutual concern, for example coast path signage or static interpretation panels are being treated as collaborations.

2.8 WHS Museums Working group

The WHS Museums Working Group has developed clear terms of reference and started an audit of resources relating to the WHS. Of all of the WHS working groups outside the Gateway Town group it is likely that it will have the most direct input and involvement with the IAP, as museums (along with other non-museum interpretation centres) provide an existing, not insubstantial, body of infrastructure for WHS interpretation. Their terms of reference are entirely consistent with the concepts discussed so far, including aiming to work in partnership, and include the need to coordinate developments and interpretation of the Jurassic Coast in the appropriate museums, and to be inclusive in recognising that there are contributions to the made to the development of the World Heritage Site by a variety of museums.

2.9 Other documents

There are a range of other parish and local plans, County-wide strategies, Regional and National strategies which have a bearing on interpretation of the JCWHS. These are not discussed here, but all have relevance in certain areas, such as Tourism, or economic regeneration, or local issues, and should be considered on a project by project basis. These documents include the Regional Economic Strategy (SWRDA), the Sustainable Development Framework for the South West (Regional Assembly), Towards 2015 (SW Tourism), the Dorset Coast Strategy (Dorset Coast Forum), Local Authority regeneration strategies and Corporate Plans, (Dorset and Devon County Council), Dorset Cultural Strategy (Dorset County Council), Regional Strategy for the SW Environment 2004-2014 (Regional Assembly).

2.10 Summary

The challenge of the IAP is to consider the ideas and proposals put forward through the consultation process in the context of both the NHM Scoping Study into Interpretation Facilities and the broader WHS management objectives. While WHS status gives global value and international importance, it should be recognised that there are many complementary stories to tell along the site.

The WHS Management Plan, FFA and other strategies point to some of the IAP actions being site-wide and largely the responsibility of the World Heritage Team and direct implementation partners. However, the achievement of the Vision in full will require the mainstreaming of the WHS messages into existing, partner-led ideas and plans. Although complex and requiring combining and balancing WHS objectives with other concerns, it is hoped that the end will be a jointly-owned and long-term aspiration to achieve high quality, linked interpretation facilities and resources for the Jurassic Coast.

3 INTERPRETATION

3.1 Definition & Guiding principles

WH Steering Group has adopted the definition and guiding principles proposed by the Natural History Museum scoping Study in order to deliver Interpretation of the JCWHS.

*" Interpretation is a communication process that forges emotional and intellectual connections between the interests of the audience and the inherent meanings in the resource."*²

For interpretation to be successful both the resource to be interpreted, and the target audience to do the interpreting must be clearly defined.

3.2 Resource

The resource alluded to here is primarily the World Heritage Site itself, including all physical attributes such as the rocks, fossils and landforms, and additionally the less tangible factors, such as the history of science and the aesthetic values of the coast as a landscape feature. But the resource is wider than just this and is also the wider natural and cultural context in which the World Heritage Site sits. This might be represented by the stories of building stone and quarrying along the coast, or the biodiversity that changes as the underlying geology changes.

3.2.1 Interpretation Themes

The flagship theme for the whole World Heritage Site is 'The Walk through Time'. By this we mean that geological time should be a key concept that is conveyed in the interpretation, and that a journey through time is used as the lead story to link up the total picture of past life and earth processes provided by the World Heritage Site.

Because the site is so extensive and diverse, and to provide a structure for the stories that we want to communicate about the JCWHS, the NHM Scoping study recommended that a set of primary and secondary interpretation themes are used. These can then be applied to each part of the coast to determine their unique mix of stories (or unique selling point (USP)). Because of the remote and inaccessible nature of much of the Site itself, the infrastructure for interpretation is largely focused in and around the coastal Gateway towns. In addition to being a gateway to a unique part of the WHS, each of these towns have their own social and cultural story, and so to reflect this, a third set of interpretation themes is used, based on stories that are not based on natural heritage, but those of importance to the town. The principal interpretation themes are shown in the table below.

Primary interpretation themes	Worlds of the dinosaurs	Fossils and Past Environments
	The ever-changing coast	Coastal Geomorphology
	Birthplace of a science	History of Geology
	Geology for the future	The Future of the Science of Geology
	World Heritage Sites for today and tomorrow	World Heritage Sites, their conservation and sustainability
Secondary interpretation themes	Geology and the landscape	Geology and geomorphology's influence in creating the landscape
	Local stone – local character	Local stone and local character
	Stories of stone	Use of rocks and stone
	Great nature's open book	How wildlife depends on the coast's geology
	Inspiration from the coast	Artistic activity inspired by the coast
Additional themes	Sea stories	Non geological coastal stories
	Local History & culture	Strong local interest and heritage stories
	Archaeology	Archaeological heritage and
	Transport & geography	Specific features relating to the location within the site

The unique mixture of stories for each town is critical to show the complete picture of the location-specific stories along the Site, and which when brought together enable the complete story of the whole JCWHS and wider World Heritage Coast to be recognised.

GUIDING PRINCIPLES
The coast and specimens from it are the starting points for all communication – interpretation should refer visitors to the landscape as much as possible
Interpretation must be appropriate to the needs of its audiences
Interpretation should respond to local diversity
Interpretation should allow for emotion and enjoyment as well as intellectual engagement
Interpretation (activities and facilities) must be sustainable and responsive to the conservation needs of the site
Site-wide and local interpretation must be complementary, not competitive

² National Association for Interpretation

3.3 Audience

This section identifies the key audiences for interpretation along the World Heritage Site. Currently, it is based on broad recommendations from the NHM Scoping Study and the WHS Marketing Strategy, although as more detailed research into audiences are undertaken at the different projects along the coast, our understanding of audiences will increase.

3.3.1 Priority audiences

- ? The key task of interpretation will be to connect with a 'lay audience', defined in the NHM study as families with children aged 7-14. It is essential that existing and proposed facilities and resources can provide simple, good quality information about the World Heritage Site to this audience, both local residents and visitors. Further information and more detail with respect to lay audiences is available in the NHM Scoping Study.
- ? A second priority is to ensure that interpretation is accessible to all, in particular to groups with specialist needs. These might be people with disabilities (sensory or mobility), or other groups who have particular barriers to accessing the World Heritage Site (see 3.3.2 below).
- ? In relation to tourism, there is a further priority to consider the needs of visitors with a special or specific interest in the Site, or specific market sectors that are important to the different gateway towns. The World Heritage Site Marketing Strategy identifies the need to enhance provision for groups that are most likely to visit out of season, including:
 - Older couples visiting without children
 - Walkers
 - People with a special interest in the coast's geology and geomorphology
 - International visitors
 - Educational (A-level and higher) and industry training audiences

In support of these priorities, Interpretation facilities must be open and attractive all year round, catering for the more mass appeal market during the summer and more the more specialist market out of season. By their nature facilities should encourage repeat visits.

As site-specific projects are developed along the coast, each will have a detailed investigation into the likely audiences for their facility. This work will consider factors such as existing tourism market, range of accommodation or transport infrastructure, and how each project will attract and maintain its audiences, and will be reported in more detail as information becomes available.

All of the strategies also strongly recognise the need to equally consider local residents as well as visitors. The spin-offs from engaged, active and positive local communities are significant in reaching a far broader audience; *"local people are the first points of contact for visitors to the Coast and positive word-of-mouth recommendations will be important"* (NHM Scoping Study). Because the projects identified in this plan have come largely from the local communities, it is hoped that this will enable the document to have a larger degree of local ownership.

3.3.2 Accessibility and Inclusion

The NHM scoping study report says *"Interpretation should always be developed in reference to inclusion policies... The JCWHS would benefit from developing a common strategy for these issues, to which each facility could reference."* Also *"The JCWHS should strive to go beyond legislation to Best Practice: for example, exceeding legislative minimum door widths and ramp gradients within facilities, and providing interpretation resources for a variety of intellectual abilities.... The site should generate an Access Policy and a Social and Ethnic Inclusion Policy to cover issues such as these."*

It is a priority for the World Heritage Steering Group to follow up this recommendation and prepare inclusion and access policies for the WHS. This action will cross-cut all World Heritage Site strategies and action plans, and consideration of access and inclusion issues will be mainstreamed into the development of all WHS interpretation, from website accessibility, through multi-language or spoken guides, to all mobility access. Access and inclusion will be central to all developments. Guiding principles will be inserted into later versions of this plan.

4 JURASSIC COAST STORIES

One of the unique properties of the JCWHS is that there are such a vast range of different stories to discover along the 95 miles of coast, both geological and other. This provides huge potential for interpretation that is different at each location, but which shows how that site fits within the bigger Site-wide context. As discussed in section 3.2, the NHM study recommended a range of themes against which each part of the coast can be explored. The coastal Gateway Towns, and Wareham (with respect to rural Purbeck), were consulted about the key stories for their towns and environs, as the locations from which people will be able to interpret the Site and wider World Heritage Coast. The following table summarises the main stories for each town, and shows where areas of duplication might be, or where there are gaps in the WHS story coverage. Clearly, there is scope for going into much more detail at each town, and each of the projects in section 5 will do that. For further information for now, the Official Guide to the Jurassic Coast, the Nomination Document or the website all contain more detail about each area.

TOWN	Primary interpretation themes	Secondary interpretation themes	Additional themes
	<ul style="list-style-type: none"> * <i>Worlds of the dinosaurs</i> * <i>The ever-changing coast</i> * <i>Birthplace of a science</i> * <i>Geology for the future</i> * <i>A World Heritage Site for today and tomorrow</i> 	<ul style="list-style-type: none"> * <i>Geology and the landscape</i> * <i>Local stone – local character Stories of stone</i> * <i>Great nature's open book</i> * <i>Inspiration from the coast</i> 	<ul style="list-style-type: none"> * <i>Sea stories</i> * <i>Local History & culture</i> * <i>Archaeology</i> * <i>Transport & geography</i>
EXMOUTH	<ul style="list-style-type: none"> • Red Cliffs, evidence of the red deserts from the Triassic period, and of the dawn of the era of dinosaurs • Constantly changing sandy beach • Links to the Met office 	<ul style="list-style-type: none"> • Exe Estuary Internationally important wildlife site (RAMSAR designation) • Beautiful coastal views • Inspiration for famous artists 	<ul style="list-style-type: none"> • Traditional seaside holiday resort; one of Britain's first • Important for fishing • Historic blue plaque route & Royal Marines • "Avocet Line" train link & close to Exeter Airport • Jurassic Coast cruises - Stuart line • Western gateway to the WHS
BUDLEIGH SALTERTON	<ul style="list-style-type: none"> • Budleigh pebbles in red cliffs and on beach, relic of vast ancient river system as part of Triassic desert 	<ul style="list-style-type: none"> • Close to Woodbury common; pebbled heathlands • Blackhill Quarry • Otter Estuary – important bird life 	<ul style="list-style-type: none"> • Former landing for Paddle steamers • Sir Walter Raleigh • Salt making & lime kilns • Roman villa on the Otter, Woodbury castle & hill forts • Fantastic sea views • Cycle path - Exmouth
SIDMOUTH	<ul style="list-style-type: none"> • Red Cliffs, evidence of the red deserts, and closest town to important Triassic fossil sites • Dramatic active cliffs, including Ladram bay stacks and 'Chit rock' arch • Link to stories of Astronomy & deep time at Norman Lockyer Observatory 	<ul style="list-style-type: none"> • The Dramatic Red cliffs and coast has inspired artists & writers 	<ul style="list-style-type: none"> • A distinctive Regency resort • Home of UK's oldest civic society • Annual folk festival • Character shops • High quality 4* hotels
BEER	<ul style="list-style-type: none"> • White chalk cliffs in "the wrong place" • Dramatic Hooken landslide and ongoing active erosion 	<ul style="list-style-type: none"> • Quarries in the landscape • Beer building stone • Famous also for using local flint as a building material • Important local flora & fauna, inc Bats in Beer Quarry Caves, orchids, and marine life • Thriving local artistic community 	<ul style="list-style-type: none"> • Important for fishing and smuggling • Beer head important for navigation • History of quarrying going back to Roman times • long history of lace making, • Source of stone age flint tools • Boat trips – visiting WHS from the sea
SEATON & AXMOUTH	<ul style="list-style-type: none"> • Start of the Jurassic period • Only place along Site where you can walk to all three Eras • Dynamic changing beach • Access to The Undercliff • William Coneybeare (Axmouth) and William Buckland both advanced the science of Geology around Seaton 	<ul style="list-style-type: none"> • Axe river and marshes; local nature reserve & important bird life site • Access to the Undercliff National Nature Reserve; important wilderness habitats • "Landslide art" from Bindon Landslide 	<ul style="list-style-type: none"> • Axe harbour & fishing • Location of the First holiday camp • Archaeology; stone age and Romans • Seaton Tramway • End of the Wessex cycleway
LYME REGIS & CHARMOUTH	<ul style="list-style-type: none"> • Globally important fossil sites; particularly for marine reptiles and dinosaurs. Extensive evidence of early Jurassic seas • Black Ven; active land slips • Access to The Undercliff (LR) • Mary Anning's home and the birthplace of Earth Sciences (LR) 	<ul style="list-style-type: none"> • Coastal erosion and protection case-study (LR) • Local material – Lias used in construction • Access to the Undercliff National Nature Reserve; important wilderness habitats (LR) • Important habitats on landslides • Marine life • Hub of local galleries and artists, many coast inspired 	<ul style="list-style-type: none"> • Fishing and historic port; including the Cobb harbour (LR) • Traditional holiday destination (LR) • Boat trips – visiting WHS from the sea (LR) • Direct access to fossils on the beach

TOWN	Primary interpretation themes	Secondary interpretation themes	Additional themes
	<ul style="list-style-type: none"> * <i>Worlds of the dinosaurs</i> * <i>The ever-changing coast</i> * <i>Birthplace of a science</i> * <i>Geology for the future</i> * <i>A World Heritage Site for today and tomorrow</i> 	<ul style="list-style-type: none"> * <i>Geology and the landscape</i> * <i>Local stone – local character</i> * <i>Stories of stone</i> * <i>Great nature's open book</i> * <i>Inspiration from the coast</i> 	<ul style="list-style-type: none"> * <i>Sea stories</i> * <i>Local History & culture</i> * <i>Archaeology</i> * <i>Transport & geography</i>
BRIDPORT & WEST BAY	<ul style="list-style-type: none"> • Dramatic East Cliff; golden Bridport Sands • Important fossil site between West bay and Burton Bradstock • Start of Chesil Beach – world famous barrier beach • Coast protection case study & harbour regeneration 	<ul style="list-style-type: none"> • Bothenhampton stone quarries – local character • Gravel exports from Chesil beach, all round the world as boat ballast • Flax growing, hemp for rope making • Very active artistic community – Inspiration from the coast; art, film, writing, photography, festivals, performance and other events • East Cliff an important nesting site • Voluntary marine reserves off coast • Within Dorset AONB – stunning scenery along coast and inland 	<ul style="list-style-type: none"> • Fishing industry, including sea angling on Chesil beach. • History of smuggling • Ship building, Rope and net making, extensive history of harbour • Focus for migration (particularly to Newfoundland) and strong family history and migration studies • Extensive underwater archaeology • Important for Watersports, and visiting WHS from the sea • Important local food industry & historic Brewery
PORTLAND	<ul style="list-style-type: none"> • Jurassic seas to Jurassic land; important fossil sites including marine reptiles, dinosaurs and fossil forests • Dramatic coastal scenery and active landslides on cliffs • Access to Chesil Beach and the Fleet lagoon 	<ul style="list-style-type: none"> • Evidence of quarrying is everywhere and has a dramatic influence on the landscape • Portland stone has been used as prime building stone world-wide, including St Paul's cathedral. It is used throughout Portland • Important wildlife habitats, including in disused quarries. Particularly birds and butterflies; DWT reserve • Extensive sculpture (Tout quarry) and other stone and landscape inspired art 	<ul style="list-style-type: none"> • Portland Bill lighthouse & Portland Port. New National Sailing academy • Portland Castle & Causeway Fort • Important recreational site, particularly for Watersports and rock climbing • Some archaeology • Military history • Its location makes it a strategic 'Viewpoint' for the WHS
WEYMOUTH	<ul style="list-style-type: none"> • Traces fossils at nearby Bowleaze cove • 'Burning cliffs' at Ringstead Bay 	<ul style="list-style-type: none"> • Fleet lagoon, internationally important RAMSAR Site • Nature reserves, including an RSPB reserve • Weymouth and Portland Nature guide • Annual sea and JCWHS inspired festivals 	<ul style="list-style-type: none"> • Traditional seaside holiday resort; one of Britain's first • Long maritime history and currently a busy ferry port • Nothe fort • Strong festival programme • Good infrastructure, inc. rail link • Commercial centre off site • Location puts it at the heart of the site; access to Purbeck, Chesil Beach and Portland, and Jurassic West Dorset • Viewing & visiting the WHS from the sea
RURAL PURBECK & WAREHAM	<ul style="list-style-type: none"> • 'Textbook' geomorphology at Lulworth cove & Durdle door • The "Lulworth Crumple" • the Fossil Forest at Lulworth • Globally important Kimmeridge Jurassic marine fossils and Steve Etches collection • Kimmeridgian Oil field • Chalk stacks at Old Harry Rocks 	<ul style="list-style-type: none"> • Cliffs extensively quarried for Purbeck stone along coast and inland, • Chalk Ridge dominates the landscape; important biodiversity areas, particularly in MOD range land • Purbeck stone; high quality Purbeck marble • Important chalk habitats 	<ul style="list-style-type: none"> • History of quarrying throughout Purbeck • Tyneham village and the MoD • MOD • Extensive archaeology including major hill forts • The most undeveloped and rural part off the whole WHS
SWANAGE	<ul style="list-style-type: none"> • Walking with dinosaurs; extensive dinosaur trackways • Important fossil sites; cretaceous mammals • Dramatic coastal scenery and active landslides on cliffs • Important coastal geomorphology • Samuel Beckles fossil pits 	<ul style="list-style-type: none"> • Cliffs extensively quarried for Purbeck stone (inc Tilly Whim caves at Durlston head), • Landslides dominate the coastal landscape • Purbeck stone; high quality Purbeck marble • Durlston SAC and SSSI, special protection area for wildlife; birds, orchids & extensive local marine life • George Burt's Great Globe and Arcadian landscape 	<ul style="list-style-type: none"> • Traditional seaside resort • Long history of fishing and stone industry • Durlston Lighthouse • George Burt's Victorian legacy • Radar development • Historic Town walks • Swanage railway • Important for coastal boat trips • Eastern Gateway to the WHS

5 THE ASPIRATION

Projects that describe the aspiration for interpretation of the JCWHS are divided as follows:

Section 5.1 Site-wide projects

These mainly aim to tell the story of the whole World Heritage Site (e.g. Official guide), or will be common actions implemented the length of the site (e.g. static panels)

Section 5.2 site-specific projects

These are projects that draw significantly on their location for the interpretation messages they are telling, and might interpret a variety of complementary messages, including the story of the whole World Heritage Site

Each project is presented here in brief, with a description of: the potential impact on JCWHS interpretation; the key interpretation messages; the partners involved in its delivery; the estimated cost bracket; and the priority, timescale and recommendations. Please note that Priority coding A, B or C is given based solely on the 'fit' with WHS Management objectives, accepting that other (non WHS-related) reasons for giving a higher priority may exist.

As they progress, each project will have a full implementation or execution plan, including risks, schedules, detailed budgets, ongoing monitoring and periodic evaluation. Project status, both in terms of outputs and funding, will be monitored in a quarterly Progress report. The information contained here, in sections 5.1 and 5.2, should only need updating when there is a major change in a project, at which point the change or changes will need endorsement by the World Heritage Steering Group.

Finally, the projects described here have all come from a combination of the Gateway Town meetings and ongoing consultation with communities, agencies, Local Authorities and other local and regional partners. The plan therefore represents a community-led aspiration and one where the communities are aiming to work together, rather than in competition.

Acronyms for sections 5.1 and 5.2

JCWHS	Jurassic Coast World Heritage Site	WHS	World Heritage Steering Group
WHT	World Heritage Team	TRWG	World Heritage Transport Working Group
EWG	World Heritage Education Working Group	WHCT	World Heritage Coast Trust
NT	National Trust	SWCP	South West Coast Path National Trail
EN	English Nature	NNR	National Nature Reserve
EDDC	East Devon District Council	WDDC	West Dorset District Council
AONB	Area of Outstanding Natural Beauty		

The reference to timescale indicates when the project may be delivered, or start to be delivered. **Short term** indicates delivery in 2005, **medium term** in 2005-2008, and **long term** 2008-2015.

5.1 Site-wide projects

The following table (pages 12-16) brings together the interpretation projects proposed for the whole site. For the purpose of this plan, interpretation services are grouped into three categories. Although there is inevitable overlap between these categories, it provides a useful structure for planning actions.

1. Physical interpretation

Tangible objects that serve a specific interpretation function. For example: *displays, signs and panels.*

2. Virtual interpretation

Publication or IT-based resources that may be used at any location to help interpret multiple sites. For example: *websites; video; animations, publications, exhibitions*

3. Experiential interpretation

Interpretation through experience, normally involving bringing the story to life. E.g.: *fossil walks; presentations; boat trips; walks; bus trips; art, festivals.*

It is critical throughout all these projects that information must be accurate, of the highest quality and that detailed thought is given to issues of inclusion and access.

Project title & aims	Impact for JCWHS interpretation	Delivery bodies and responsibilities	Estimated cost bracket	JCWHS Priority, Timescale for implementation, Recommendations
1. Physical interpretation				
<p>1.1 DISPLAYS and EXHIBITIONS</p> <p>To develop and install generic or tailored display material for Tourist Information Centres (TICs), Museums, Visitor Centres and other venues along the coast.</p> <p>This should include:</p> <p>a) 'Point of sale' displays for leaflets and saleable products</p> <p>b) More detailed interpretation displays or posters</p>	<p>By providing consistent messages and using a common house style, displays will have a high impact on awareness of the Jurassic Coast as a diverse but integrated Site; TICs, museums and visitor centres are well visited and often people's first point of call</p> <p>The material within the displays should be focused at a lay audience but with pointers to more detailed information (e.g. website), helping interpretation at all levels</p> <p>There is also high potential for greater inclusion through site locations, access & use of different languages and multimedia</p>	<p>WHT will lead and coordinate this action, in collaboration with each of the identified venues along the site</p> <p>For a list of possible display venues please see the table at the end of this section</p>	£10k – 20k	<p>Priority A</p> <p>Short term (ongoing for updates)</p> <ul style="list-style-type: none"> Care must be taken not to 'saturate' the market with JC material and maintain a balance of consistent and reinforcing site-wide coverage with distinct and diverse site-specific messages Some of this material should be for short-term while a facility is being upgraded A range of product should be made that can be used in Cafés, restaurants, B&Bs etc.
<p>1.2 ROAD-SHOW</p> <p>To establish a travelling exhibition with material, exhibits and displays suitable for broad interpretation, and more detailed formal or informal education</p>	<p>A 'Jurassic Coast Road-Show' would have significant interpretative potential, particularly for outreach to coastal towns and villages that have no interpretation facility of their own, holiday parks and inland towns and villages</p> <p>The education impact is also huge, and there is a great potential for wider inclusion by involving ITC and the arts, and working with, for example, youth centres</p> <p>This facility could travel wider throughout Dorset, Devon, the broader South West and nationally</p>	<p>The EWG will lead this project, in collaboration with the WHT, East Devon and Dorset AONB teams</p> <p>External partners would need to be sought to manage this facility on a daily basis</p>	TBC - Capital and staff costs must be considered	<p>Priority B/A</p> <p>Medium term</p> <ul style="list-style-type: none"> Potentially a high priority, but would need a partner lead and funding Recommend a feasibility study undertaken to investigate costs, audiences and long-term viability This project should link into the strong existing events programme along the coast
<p>1.3 INTERPRETATION PANELS</p> <p>To develop and install JCWHS interpretation panels introducing people to the Site at key gateways or public spaces (e.g. car parks, seafronts, villages, Jettys, Holiday Parks)</p>	<p>Panels deliver a short and informative message raising awareness of the existence of the JCWHS, and the significance of a particular part of the Site</p> <p>They can provide simple but effective ways of delivering year round interpretation messages; all mobility access and issues of inclusion need to be addressed</p> <p>WHS panels will focus almost exclusively on the factors important for JCWHS designation</p>	<p>WHT is responsible for coordination of content and development</p> <p>Installation is led by Dorset Countryside Service and East Devon AONB team</p>	<£10k	<p>Priority A</p> <p>Short term (ongoing maintenance and updating)</p> <ul style="list-style-type: none"> This project must be coordinated with other interpretation providers (e.g. AONB teams, National Trust) Due care must be given not to urbanise the countryside Mainstreaming access and inclusion issues is a high priority
<p>1.4 GATEWAY TOWN SIGNS</p> <p>To install 'Welcome to the World Heritage Site' Gateway Town, Rail Station, Bus station and Airport signage</p>	<p>High Quality Gateway Town and Rail Station entry signs have high potential for raising resident and visitor awareness of the site, and to foster an increased feeling of ownership amongst town residents</p>	<p>Coordinated by WHT, in collaboration with Highways authorities, town councils and Station operating companies</p>	<£10k	<p>Priority A</p> <p>Short term</p> <ul style="list-style-type: none"> Awareness and profile raising must be supported by commensurate interpretation facilities and information in each town / station. Care must be taken to avoid increased roadside 'clutter'

Project title & aims	Impact for JCWHS interpretation	Delivery bodies and responsibilities	Estimated cost bracket	JCWHS Priority, Timescale for implementation, Recommendations
<p>1.5 TRAIL-BASED SIGNAGE</p> <p>To create town, or area-based interpretation trails, to explore the importance of a specific theme to a town or an area, or to link the South West Coast Path (SWCP) National Trail through Gateway towns</p>	<p>Trails can provide an effective and interesting way of engaging people – particularly children – with an issue of local interest; for example a Mary Anning trail round Lyme Regis</p> <p>More effective through town signage of the SWCP – the main arterial route linking the whole Site – would increase orientation, and art or theme-based signage would help raise awareness</p>	<p>Town authorities should lead town-based interpretation, with support from the WHT for issues of consistency</p> <p>The SWCP team will have a role in working with towns to develop SWCP signage through towns</p>	<£10k	<p>Priority B/C</p> <p>Short / medium term</p> <ul style="list-style-type: none"> Coordinate with SWCP team to look at Jurassic Coast based signing of SWCP through Gateway towns Signage for interpretation facilities within towns is a higher priority; considered in transport strategy
2. Virtual interpretation				
<p>2.1 WEBSITE</p> <p>To improve the Jurassic Coast website, making it more visitor friendly and more accessible as an interpretation tool for lay, specialist and education audiences.</p>	<p>An effective website has very high impact potential for interpretation of the JCWHS. The website should allow people to experience the JCWHS virtually, as well as providing them with the information they need to visit the site, or to delve deeper into the education or scientific background.</p> <p>The site must equally feel owned by the local communities yet be suitable for an increasing international audience.</p> <p>The website offers considerable potential for social inclusion and more complete accessibility, but care must be taken to avoid excluding the part of the population without web access.</p>	<p>The WHT will coordinate website redevelopment, with direction from the Marketing Sub-Group, Education Working Group & Science and Conservation Advisory Group.</p> <p>Dorset and Devon County Councils with the WHT are currently responsible for implementation and maintenance.</p>	<i>TBC - Long term dev^t of website yet to be costed</i>	<p>Priority A</p> <p>Short & medium term</p> <ul style="list-style-type: none"> An effective website is a very high priority for the JCWHS, not just for interpretation, but for education, conservation, marketing and tourism The Jurassic Coast 'Virtual Experience' will be a key growth area for Site interpretation It is recommended that the long-term needs for the website as a multi-purpose tool is researched by specialists
<p>2.2 'JURASSIC NET' INFORMATION SYSTEM</p> <p>To create a coast-wide virtual information and interpretation system, to be accessed directly through terminals at Jurassic Coast Interpretation centres, and remotely at schools and other facilities, and which goes into much greater detail that is currently possible for a website</p>	<p>A system of this type, primarily accessed at the main Jurassic Coast visitor or interpretation centres, has unlimited scope for interactive interpretation, both of the whole Site, and for each of its locations</p> <p>Being able to providing much more detailed and 'data-heavy' resources (such as high definition films or interactive video games) than the website, this system would enable those interested to explore and understand the World heritage Site in much more detail.</p> <p>It would also provide real-time links locally or globally, e.g. with other WH Sites, or with scientists in the field</p>	<p>Because of the potentially high cost implications, this project would have to be developed through a public / private partnership, involving the WHC Trust</p> <p>The WHT and working groups would ensure accuracy and consistency of message</p>	<i>TBC</i>	<p>Priority B/A</p> <p>Medium term</p> <ul style="list-style-type: none"> Potentially a very high priority initiative, the cost implications and feasibility should be considered at the earliest possible opportunity. Information needs for this project must be considered at the same time as for the website The system should be established in all Interpretation Centres to link the different sites along the entire 95 miles of JCWHS
<p>2.3 JURASSIC COAST 'LIVE'</p> <p>To provide information and interpretation about the JCWHS on a mobile phone, or Personal Digital Assistant</p>	<p>With advances in phone technology, and particularly with location-based systems, it is possible to receive instant information about the place that you are visiting at the touch of a button.</p> <p>Aside from the tourism, transport and purely information-based implications, the scope for this system to allow people to engage with the landscape whilst they are out experiencing it are vast; particularly so for such an elongated site</p>	<p>Because of the potentially high cost implications, this project would have to be developed through a public / private partnership, involving the WHC Trust</p> <p>The WHT and working groups would ensure accuracy and consistency of message</p>	<i>TBC</i>	<p>Priority B</p> <p>Medium term</p> <ul style="list-style-type: none"> Potentially a high priority initiative, the cost implications and feasibility should be considered at the earliest possible opportunity. Information needs for this project must be considered at the same time as for the website and Jurassic Net

Project title & aims	Impact for JCWHS interpretation	Delivery bodies and responsibilities	Estimated cost bracket	JCWHS Priority, Timescale for implementation, Recommendations
<p>2.4 FREE PRINT & OTHER MATERIAL</p> <p>To develop, print and distribute a range of free leaflets and other products to support JCWHS interpretation. These might include guides to the JCWHS, walking guides (self-guided walks & town trails), town guides, and material for boats, buses and trains, or PowerPoint presentations and photo libraries.</p>	<p>In parallel with the website, interpretation must be well supported by a limited range of very high quality free print material.</p> <p>This material is aimed primarily at the lay audience, but with links to further information sources for the more interested visitor.</p> <p>There is considerable scope for more inclusive awareness raising; including foreign and major UK ethnic language (e.g. Urdu, Hindi) versions, large-print, cassettes, CDs etc. They will also all available on the website.</p>	<p>The WHT has responsibility for 'in-house' JCWHS guides, and for ensuring consistency when the product is developed by a partner (e.g. National Trust, individual Town).</p> <p>The WHC Trust should be approached if a partner requests the use of the Jurassic Coast logo for its product</p>	<p>In-house guides <£10K pa</p>	<p>Priority A</p> <p>Short term (<i>regular ongoing updates</i>)</p> <ul style="list-style-type: none"> The 'family' of JCWHS in-house material should be a high priority, but the scope should be limited so that guides can remain current and up-to-date It is recommended that partners producing material directly relevant to JCWHS interpretation should contact the WHT
<p>2.5 SALEABLE PRODUCTS (general)</p> <p>To produce commercial products, such as books, posters, postcards, walks packs and CD-ROMs. Enabling visitors to engage in more detail through books, CDs etc, or publicise / remember their visit through postcards posters etc.</p>	<p>High quality products such as the Official Guide to the Jurassic Coast, or JCWHS posters have a key role to play in awareness raising and site interpretation. By being something to take away, keep and re-read, these products also help to reinforce the destination and brand. Paying for something also increases retention and ownership.</p> <p>It is likely that as more visitor facilities come on stream, there will be increased demand for a diverse range of products.</p>	<p>Official products are the responsibility of the WHC Trust, working with the WHT for consistency.</p> <p>Partners (e.g. National Trust, Visitor centres) are encouraged to work through the Trust for use of the Jurassic Coast logo and through the WHT for ensuring accuracy and consistency.</p>	<p><i>Product dependant</i></p>	<p>Priority B</p> <p>Ongoing</p> <ul style="list-style-type: none"> Official products will raise money for the ongoing conservation and education programmes via the Trust. Information must be accurate, of the highest quality and that thought is given to inclusion and access; partners are encouraged to consider the same issues.
<p>2.6 INTERACTIVE JURASSIC COAST DVD</p> <p>To provide information and interpretative material about the whole JCWHS in the form of a DVD, including a specially made film about the whole site and its significance</p>	<p>One of the range of WHC Trust-led saleable product, this project has the potential to have very wide impact in both interpretation and education.</p> <p>Particularly amongst children, this could be an invaluable resource, and something that – by its design – encourages people to explore the site.</p>	<p>Because of the potentially high cost implications, this project would have to be developed through a public / private partnership, involving the WHC Trust</p> <p>The WHT and working groups would ensure accuracy and consistency of message</p>	<p><i>TBC</i></p>	<p>Priority B/A</p> <p>Short / medium term</p> <ul style="list-style-type: none"> Potentially a high priority initiative, the cost implications and feasibility should be considered at the earliest possible opportunity. Information needs for this project would overlap with those of website and Jurassic Net
<p>2.7 VISITOR PASSPORT</p> <p>To create a Visitor Passport for the JCWHS</p>	<p>A visitor passport will have several key interpretation roles. First it is hoped that it would encourage people to become more involved in the coast, to want to visit the different places along it, and to engage more directly with their environment.</p> <p>Secondly it will help people to identify with the whole Site, and encourage repeat visits - but to different parts of the coast.</p>	<p>WHT and WHC Trust</p>	<p><£10k</p>	<p>Priority A</p> <p>Short term</p> <ul style="list-style-type: none"> This product must show the diversity of offer under the banner of the Jurassic Coast. It is important that it should not be too simplistic, or simply a 'collection' book, but a fun and interactive learning tool

Project title & aims	Impact for JCWHS interpretation	Delivery bodies and responsibilities	Estimated cost bracket	JCWHS Priority, Timescale for implementation, Recommendations
3. Experiential interpretation				
<p>3.1 INTERPRETATION FROM THE SEA</p> <p>To enable visitors to see and interpret the JCWHS from the sea, either through dedicated trips or through interpretation on existing boat usage, e.g. fishing, general leisure</p>	<p>As so much of the cliffs and beaches are inaccessible, this has very high impact potential for interpretation of the JCWHS.</p> <p>Suitable boats would enable some all-mobility access, although this would inevitably be the larger operator. However, smaller boats would enable more specialist groups to have closer low-impact access.</p>	<p>Boat based interpretation is at the initiative of the individual operators, with WHT support where practical.</p> <p>The JCWHS Transport Strategy identifies this as a key policy area</p>	<p><£10K for resources to support boat operators</p>	<p>Priority A</p> <p>Ongoing</p> <ul style="list-style-type: none"> Encouraging and enabling boat operators to provide interpretation from the Sea is a high priority for the JCWHS Boat operators interested in this are recommended to contact the team to talk through ideas
<p>3.1 INTERPRETATION BY BUS</p> <p>To enable visitors to access and interpret the JCWHS from the local bus network based on the spinal route provided by the CoastlinX53 service from Exeter to Bournemouth.</p>	<p>Although the amount of the JCWHS that is visible from the bus routes is limited, the use of the X53 service is a tremendous opportunity for awareness raising and low-level interpretation.</p> <p>It is also encouraged as an excellent example of more sustainable transport.</p>	<p>The WHT can provide support for interpretation materials on bus services, but the lead on these projects must be private service operators, often in collaboration with the County Transport Services</p>	<p><£10K for resources to support boat operators</p>	<p>Priority A</p> <p>Ongoing</p> <ul style="list-style-type: none"> Bus operators should be encouraged to provide appropriate interpretation
<p>3.3 FESTIVALS</p> <p>To host festivals or events celebrating the JCWHS, or with a closely related Jurassic Coast theme</p>	<p>High impact potential for raising awareness amongst lay audiences, engaging different groups (including more excluded groups), and for profile-raising, particularly out of season.</p>	<p>These events are the responsibility of the individual towns or local authorities along the coast.</p> <p>A JCWHS Cultural Delivery Group may play a role in delivery</p>	<p>Event dependent</p>	<p>Priority B</p> <p>Ongoing</p> <ul style="list-style-type: none"> Town and district Authorities are encouraged to develop events along the Jurassic Coast theme and providing advice in support of these events is a priority for the JCWHS.
<p>3.4 ARTS</p> <p>To develop public art projects linked to JCWHS, or with a closely related Jurassic Coast theme</p>	<p>High impact potential for raising awareness amongst lay audiences, engaging different groups (including more excluded groups), and for profile-raising, particularly out of season.</p>	<p>These events are the responsibility of the individual towns or local authorities along the coast.</p> <p>A JCWHS Cultural Delivery Group may play a role in delivery</p>	<p>Project dependent</p>	<p>Priority B</p> <p>Ongoing</p> <ul style="list-style-type: none"> Town and district Authorities are encouraged to develop arts projects along the Jurassic Coast theme and providing advice in support of these events is a priority for the JCWHS.
<p>3.5 WALKS & LECTURES</p> <p>To programme and deliver lectures, talks and guided walks about aspects of the JCWHS and to link into guided walks and lectures about related themes</p>	<p>Some highly effective events such as fossil walks led from the Charmouth Heritage Coast Centre are among the best examples of direct, hands-on JCWHS interpretation possible; by directly engaging people with the environment and with experts</p> <p>Through carefully programmed events it is possible to appeal to both the specialist audience as well as the general public.</p>	<p>The WHT has a role to play in terms of coordination, but this is also the responsibility of individual interpretation centres, societies and other groups along the coast.</p>	<p>Event dependent</p>	<p>Priority A</p> <p>Ongoing</p> <ul style="list-style-type: none"> Consistency is important, and there may be a role for a Jurassic Coast training and accreditation system Health and safety is an issue for any guided walks

Displays and Exhibitions (Project 1.1)

The following table shows locations identified as suitable for simple and generic Site-wide, or in some cases more detailed Site-specific display material. There is some overlap here with the site-specific interpretation projects in section 5.2 below.

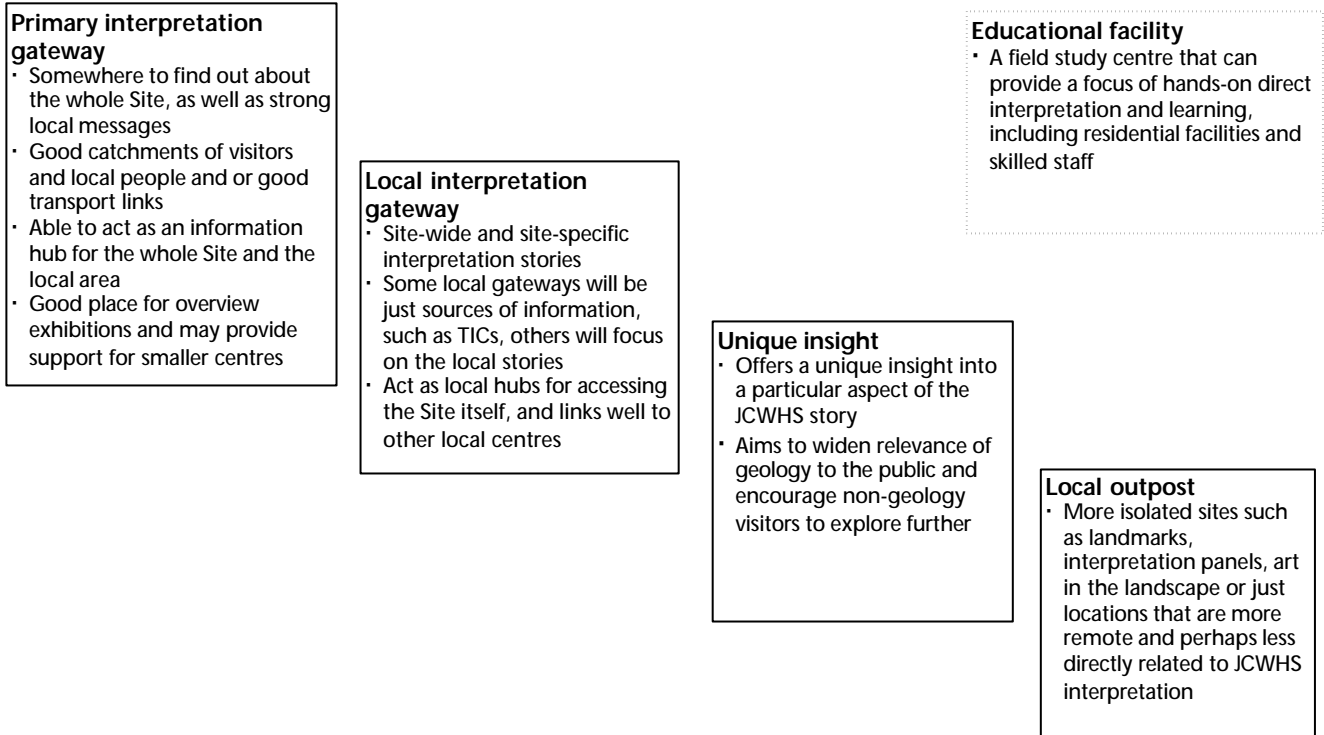
Tourist Information Centres (TICs) due for exhibition displays, enabling them to act as Local or Primary Gateways		Local Museums at which no specific developments are planned, but which may receive some upgrading of JCWHS display or materials enabling them to act as Local Gateways	Other Visitor Centres which should have some temporary (until the whole centre is upgraded) or permanent upgrading or provision of JCWHS exhibition materials	
Phase 1 (2004/05)	Phase 2 (2005) <i>All to be confirmed</i>		Centre	Display status
Exmouth TIC	Exeter TIC	Exmouth Museum & Library	Beer Heritage Centre	Temporary
Budleigh TIC	Honiton TIC	Fairlynch Museum, Budleigh Salterton	Chesil Beach Centre	Temporary
Sidmouth TIC	Axminster TIC	Sidmouth Museum	Portland Bill Centre	Permanent
Seaton TIC	Sherborne TIC	Seaton Museum	Lulworth Cove Heritage Centre	tbc
Lyme Regis TIC	Shaftesbury TIC	Branscombe	Swanage Heritage Centre	Temporary
Bridport TIC	Blandford TIC	Portland Museum	Centre	
Weymouth TIC	Wimborne TIC	Weymouth Museum	Durlston Castle	Temporary
Dorchester TIC	Poole TIC	Square & Compass, Worth Matravers	Axmouth sea discovery centre café	Permanent
Swanage TIC	Bournemouth TIC			
Wareham TIC	Christchurch TIC			

5.2 Site-specific projects

This table below (pages 17-28) brings together all site-specific interpretation projects related to JCWHS interpretation proposed at the Gateway Town meetings and in the subsequent extended consultation. The result is an aspiration for a comprehensive linked network of complementary visitor centres, which tell their own story and link to the story of the whole World Heritage Site. The reference to timescale is the same as for the Site-wide projects, and indicates when the project may be delivered, or start to be delivered. **Short term** indicates delivery in 2005, **medium term** in 2005-2008, and **long term** 2008-2015.

Each project is referred to in terms of an interpretation hierarchy. This hierarchy broadly follows that proposed by the NHM scoping study. The additional category of Educational Facility has been added to incorporate the aspiration at Field Studies Centres along the coast, although this does not fit into the hierarchy per-se.

Interpretation Hierarchy



Underlying all of these developments must be considerations of high quality commensurate with WHS status, consistency of message, sustainability, participation, access and inclusion. Above all, in order for the aspiration to be realised, there is a need for a high degree of co-operation and collaboration. All sites should be linked so as to be individual parts of a WHS wide interpretation system; to enable people to be at one location and understand the whole site, to know what stories the diverse centres tell, to know what events are happening and to enable them to find the most effective and enjoyable way of exploring the coast. Finally, although not explicitly stated in the 'Delivery partners' column, the World Heritage Steering Group will be linked into all of these projects through the World Heritage Team.

Project & Role in Interpretation Hierarchy	Impact for JCWHS interpretation	Key Jurassic Coast Interpretation messages	Delivery partners	Estimated cost bracket	WHS Priority* Timescale Recommendations
Exeter					
Discussions yet to be held on Anchor Town enhancements. Initial view of World Heritage Team is that core task is to work through the Royal Albert Museum, and to enhance the profile at the main transport nodes in the City – Airport, Bus Station and Railway Station.					
Exmouth					
ED1 EXE ESTUARY AND JURASSIC COAST INTERPRETATION CENTRE; PROPOSED NEW FACILITY <i>(provisional name)</i> Role Primary interpretation gateway	Exmouth is the western gateway to the World Heritage Site, and the 'start' of the walk through time, but has no existing facility that is able to interpret the Site. The proposed new facility would encompass interpretation of the JCWHS, the Exe Estuary, its wildlife, and interconnections, particularly climate change. There is great potential for a significant centre to contribute to education, interpretation and research of the natural heritage and natural history of the area	<ul style="list-style-type: none"> Start of the World Heritage Site Triassic Period – deserts at the age of reptiles Find out about the whole World Heritage Site Find out the links to wildlife and biodiversity Explore the links with Climate Change Sustainable building with excellent public transport links 	Exmouth community, East Devon District Council (EDDC), Exmouth town council, Devon County Council (Devon CC) and Exe Estuary Partnership (through the Cycleau group)	Estimated costs anywhere between £4m and £6m depending on feasibility	Priority A Medium to long term <ul style="list-style-type: none"> Feasibility study and options appraisal must be undertaken to investigate viability Long term revenue case to be proved, strengthened by large visitor and resident base Strong links to other local Interpretation centres and services (e.g. boat trips) must be developed
ED2 NEW INFORMATION OR INTERPRETATION POINT AT QUEENS DRIVE Role Local interpretation gateway	The location of Queens Drive means that it would not be appropriate for a <i>major</i> WHS interpretation facility. However, there is considerable scope for JCWHS interpretation and information within the commercial opportunity that has been proposed for this site Such a facility would help in orienting people, providing information, increasing awareness and linking people to the WH Site proper and to other interpretation centres.	<ul style="list-style-type: none"> This is where you really enter the World Heritage Site You are right at the boundary of JCWHS cliffs, sea and Estuary 	EDDC, Devon CC	To be confirmed	Priority A / B Medium term <ul style="list-style-type: none"> Links must be made between this site and the proposed major Exmouth facility Environmental improvements are needed regardless of any creation of new facilities Must be a high quality gateway to a World Class Site
ED3 EXMOUTH GEONEEDLE; ACCESSIBILITY ENHANCEMENTS Role Local outpost	Improving all-mobility access at this existing development will directly improve the ability of people previously unable to reach the Geoneedle's potential to interpret the site	<ul style="list-style-type: none"> The Geoneedle is a celebration of the achievement of World Heritage Site status. The landmark is made of the rocks from all along the Site 	Devon CC, EDDC and National Trust	Up to £30k	Priority A Short term <ul style="list-style-type: none"> Lessons in accessibility learnt from this site should be shared across other sites This should set benchmarks of good practice in access
Budleigh Salterton					
ED4 EAST DEVON PEBBLEBED HEATHS; PROPOSED NEW VISITOR FACILITY <i>(provisional name)</i> Role Unique insight role Local outpost	The proposed site is currently a quarry on Woodbury Common with scheduled close date. It is not primarily a JCWHS interpretation opportunity, but there is potential as part of a wider development to tell the story of the landscape associated with Budleigh Pebblebeds, and to make a feature of the pebbles that were quarried here. It would also provide a viewpoint across both the JCWHS and the Exe Estuary	<ul style="list-style-type: none"> These are the same rocks you can see in the cliffs at Budleigh, but here you can view them safely You can see the scale of the huge river that left the pebbles here 250m years ago 	Clinton Devon Estates	Costs not determined	Priority C Medium to long term <ul style="list-style-type: none"> More work needed before prioritisation can be made effectively A proposed centre should link to JCWHS other developments in Exmouth, Beer and Seaton English nature and East Devon AONB to be involved at all stages due to SAC

Project & Role in Interpretation Hierarchy	Impact for JCWHS interpretation	Key Jurassic Coast Interpretation messages	Delivery partners	Estimated cost bracket	WHS Priority* Timescale Recommendations
ED5 BICTON COLLEGE FIELD STUDIES CENTRE; PROPOSED NEW FACILITY <u>Role</u> Educational facility	There are currently no residential field studies centres in East Devon. This project, which is at a very early stage, would aim for a new facility to meet the locally expressed needs, and link into the College's accredited training programmes in outdoor education. Hands-on engagement with the environment is one of the most effective forms of interpretation and learning. This centre would provide accommodation, expertise and on site interpretation as well as safe field-based learning.	<ul style="list-style-type: none"> Principally East Devon stories, accessible at the coast or on the Pebblebed heaths Whole Site interpretation 	Bicton College	Not known	The priority can only be determined when the vision is more clearly expressed, but the JCWHS would put a high priority (as already expressed in the Education Strategy) on the creation of a suitable facility in East Devon
BUDLEIGH SALTERTON TIC <u>Role</u> Local interpretation gateway	No proposals for development at this facility. See Site-wide Projects, Project 1.1 for potential Display materials.	<ul style="list-style-type: none"> Whole JCWHS interpretation, with more knowledge about facilities in the local area 	EDDC	n/a	n/a
ED6 FAIRLYNCH MUSEUM <u>Role</u> Local interpretation gateway	Some small improvements to displays and information provision in this small local museum	<ul style="list-style-type: none"> Budleigh pebbles Triassic red deserts 	Local Museum Trust, Devon CC	<£2k	Priority B Short term
Otterton & Ladram Bay					
OTTERTON MILL <u>Role</u> Additional attraction	Offer of space for temporary exhibitions and arts links – good link to coast at Budleigh Salterton	n/a	Otterton Mill	n/a	n/a
ED7 VISITOR FACILITY AT LADRAM BAY HOLIDAY PARK <u>Role</u> Unique insight Local outpost	Until recently a small marine visitor facility provided interpretation at this site. The excellent location, captive Holiday Park audience and facilities, proven educational potential and links through the SWCP make this a potentially high impact location for WHS interpretation	<ul style="list-style-type: none"> The stacks at Ladram Bay are spectacular You can see the desert rocks up close here Important fossils from the dawn of the dinosaurs have been found here 	Ladram Bay Holiday Park	Costs not determined	Priority B Medium term <ul style="list-style-type: none"> Any facility must link to other local sites Development must be landowner-led but with input from WHT and East Devon AONB
Sidmouth					
ED8 NORMAN LOCKYER OBSERVATORY <u>Role</u> Unique insight Additional attraction	An existing facility, the NLO is a leading site for interpretation of astronomy. There is scope to develop JCWHS stories related to deep time, although they may be ancillary to the main purpose of the centre. There is a unique opportunity to link to other World heritage Sites through astronomy. Enhancements for centre not yet clear	<ul style="list-style-type: none"> Astronomy helps us to appreciate the vast scale and timescales of the evolution of our solar system, planet and the evolution of life; there is a clear link to the 'Walk Through Time' 	EDDC own the site but it is operated by the NLO	Not yet known	Priority B/C Short term <ul style="list-style-type: none"> The potential for involvement with the JCWHS needs to be explored in detail The scope to integrate WHS themes within the existing offer at the Centre, and to promote it more widely should be the WHSG priority
SIDMOUTH TIC <u>Role</u> Local interpretation gateway	No proposals for development at this facility. See Site-wide Projects, Project 1.1 for potential Display materials.	<ul style="list-style-type: none"> Whole JCWHS interpretation, with more knowledge about facilities in the local area 	EDDC	n/a	n/a

Project & Role in Interpretation Hierarchy	Impact for JCWHS interpretation	Key Jurassic Coast Interpretation messages	Delivery partners	Estimated cost bracket	WHS Priority* Timescale Recommendations
<p>ED9</p> <p>SIDMOUTH MUSEUM; RHYNCHOSAURUS EXHIBITION</p> <p><u>Role</u> Local interpretation gateway</p>	<p>Small museum with interesting local geology gallery; important for interpreting local rocks and fossils</p> <p>New exhibition planned to interpret the Rhynchosaurus found locally</p>	<ul style="list-style-type: none"> Learn about the era of the Rhynchosaurus You can see rare Triassic fossils here 	Sid Vale Association, Devon CC	<£10k	<p>Priority A</p> <p>Short term</p> <ul style="list-style-type: none"> The support for exhibiting local fossils in local museums is a high priority Discussions needed to identify long term role for this Museum
<i>Beer</i>					
<p>ED10</p> <p>BEER VILLAGE HERITAGE CENTRE</p> <p><u>Role</u> Local interpretation gateway</p>	<p>Beer has an existing temporary building – The Beer Marine Heritage centre – that hosts a local exhibition focusing on the local marine life. The aspiration is for a new, permanent building to more effectively interpret the JCWHS and existing complementary stories</p> <p>The existing facility has 10 years track record, but is unsustainable as a temporary structure. A new centre has considerable potential for interpretation, and to better cross-promote Beer Quarry Caves, Pecorama, Branscome village and other existing or proposed facilities</p>	<ul style="list-style-type: none"> Beer is a thriving village whose history is developed on stone quarrying, fishing, smuggling and lace-making The rocks here are Chalk, formed in ancient tropical seas Beer Stone is nationally important for building and local flint buildings also reflect the geology 	Beer Village Heritage, EDDC & Devon CC	Not yet clear, although capital likely to be under £500k	<p>Priority A</p> <p>Medium term</p> <ul style="list-style-type: none"> Mixed use potential and revenue costs must be considered Solution must be accessible to all and sensitive in line with its position in the AONB and JCWHS Must consider development as part of a wider plan for Beer village Build on existing strong volunteer base
<p>ED11</p> <p>BEER QUARRY CAVES; FACILITY ENHANCEMENT</p> <p><u>Role</u> Unique insight</p>	<p>Beer Quarry Caves is one of the highlights of the coast for an experience that is linked to a JCWHS theme; the strong messages of stone quarrying and stone working are told here in a graphic way, but there is more potential to use it for geological interpretation.</p> <p>Current audience impact is limited by seasonality, limited infrastructure and the limited number of guides. The potential is enormous, but issues of bat conservation (the caves are a SSSI) must be considered at all times.</p> <p>Potential to interpret bat habitats as a complementary theme</p>	<ul style="list-style-type: none"> This is where Beer Stone was quarried This is how stone has helped determine the character of Beer This is what a quarryman's life was like through the ages 	Beer Quarry Caves Co., Clinton Devon Estates (landowner), English Nature (SSSI), East Devon AONB, Devon CC	<p>Development costs have not been quantified, and short-term improvement work could be inexpensive.</p> <p>Long term costs very dependent on potential for site development in relation to SSSI interests.</p>	<p>Priority A/B</p> <p>Short to medium term</p> <ul style="list-style-type: none"> Short term could be undertaken to work to improve visitor reception; currently not high quality Build partnership between the BQC company, EN, landowners, ED AONB and others to identify true scope of potential enhancements Look at links with working quarry opposite site Clarify position with respect to effects of disturbance on bats
<p>PECORAMA</p> <p><u>Role</u> Additional attraction</p>	<p>Existing successful attraction, with recent successful diversification through creation of gardens. Classroom and exhibition space</p>	<ul style="list-style-type: none"> Good view of coast 	Pecorama	N/a	<p>Potential for developing strong links with Beer World Heritage Centre and Quarry caves</p>

Project & Role in Interpretation Hierarchy	Impact for JCWHS interpretation	Key Jurassic Coast Interpretation messages	Delivery partners	Estimated cost bracket	WHS Priority* Timescale Recommendations
Seaton					
ED12 SEATON AND AXE VALLEY WORLD HERITAGE COAST CENTRE; PROPOSED NEW INTERPRETATION FACILITY <i>(provisional name)</i> <u>Role</u> Primary Interpretation Gateway	<p>There is currently no facility in Seaton that provides mainstream or education-focused interpretation of the WHS, or has scope to develop to do so.</p> <p>Seaton is significant as the only gateway town where visitors can walk relatively quickly to parts of the World Heritage Site with rocks from all three Geological eras.</p> <p>The potential for interpretation here is high (both with visitors and residents) if a centre is linked into the other key assets of Seaton and Axmouth; the Axe valley and estuary wildlife, the marine life, the Undercliff NNR and the tramway attractions.</p>	<ul style="list-style-type: none"> This is the start of the Axmouth-Lyme Regis Undercliff National Nature Reserve The massive Bindon landslide is part of the Undercliff Rich source of information about the Undercliff and the Axe Estuary; Geology in the landscape Access to the Triassic, Jurassic and Cretaceous within walking distance 	EDDC, Seaton Development Trust, Devon CC, Seaton tramway, Seaton Museum, Seaton TIC	Estimated capital costs anywhere between £0.5m and £2m depending on feasibility	Priority A Medium term <ul style="list-style-type: none"> Feasibility study and options appraisal must be undertaken to determine viability Location must be close to WHS itself Long term revenue case to be proved Strong links to other local attractions must be developed The centre must link into strong local assets; Axe Estuary and wildlife (inc. volunteers), Undercliff NNR and Tramway
ED13 SEATON LABYRINTH PROJECT <u>Role</u> Local outpost	<p>Outdoor project to develop a spiral of time within community gardens in Seaton, using stone from coast and JCWHS imagery such as ammonites, and a sensory interpretation panel.</p> <p>Interesting and novel project, engaging people in the environment through art and meditation.</p>	<ul style="list-style-type: none"> the location enables people to see all three geological Eras of the WHS. 	Seaton Labyrinth Project, Devon CC	<£15k	Priority B Short term <ul style="list-style-type: none"> Impact in communicating with WHS core audiences should be examined Must consider long term maintenance
SEATON TIC <u>Role</u> Local interpretation gateway	No proposals for development at this facility. See Site-wide Projects, Project 1.1 for potential Display materials.	<ul style="list-style-type: none"> Whole JCWHS interpretation, with more knowledge about facilities in the local area 	EDDC	N/a	Look at links with proposed Visitor Centre & Tramway
SEATON MUSEUM <u>Role</u> Local interpretation gateway	Seaton Museum has interesting collections and could be developed significantly as the local focus for World Heritage interpretation. The scope to do this is severely hampered by difficult access to the museum, and very limited resources.	<ul style="list-style-type: none"> See Harbour Road comments above. 	Seaton Museum	N/a	See Harbour Road comments above.
Lyme Regis					
WD1 LYME REGIS MUSEUM; EXTENSION <u>Role</u> Local interpretation gateway Unique insight	<p>Lyme Regis Museum is currently the key established facility for visitors interpreting the JCWHS in Lyme Regis, alongside a much wider canvas of exhibits and themes within the Museum.</p> <p>The Museum is planning an extension, which would add to the Museum's permanent presentation of geology and provide learning spaces, educational staffing and temporary exhibitions related to JCWHS interpretation themes.</p>	<ul style="list-style-type: none"> Mary Anning's home and the birthplace of Earth Sciences Globally important fossil sites; particularly for marine reptiles. Extensive evidence of early Jurassic seas Black Ven; active land slips The Undercliff NNR 	Lyme Regis Philpot Museum	Costs being investigated	Priority A / B Medium to long term <ul style="list-style-type: none"> Lyme Regis's position and status along the JCWHS warrants a significant facility for interpretation. This project should work in collaboration with other projects in Lyme to deliver that The level of WHS priority depends on the detailed nature of plans put forward

Project & Role in Interpretation Hierarchy	Impact for JCWHS interpretation	Key Jurassic Coast Interpretation messages	Delivery partners	Estimated cost bracket	WHS Priority* Timescale Recommendations
<p>WD2</p> <p>LYME REGIS CULTURAL QUARTER PROJECT</p> <p><u>Role</u> Local interpretation gateway Unique insight</p>	<p>The Cultural Quarter Project is a new project that would see the redevelopment of Lyme's Marine Theatre and the adjoining area to Lyme Regis Museum to provide a World Heritage Site Visitor Centre.</p> <p>This centre would interpret the role that the Town and surrounding area played in the birth of the earth sciences and its place in the 'Walk Through Time'.</p> <p>The Theatre would be an extension of the Museum during the day and revert to theatre use during the evening; proving a strong link between the JCWHS and the arts. The Project would aim to include gallery space for local fossil collectors to exhibit their collections.</p>	<ul style="list-style-type: none"> An extension of the messages currently conveyed at Lyme Regis Museum, with a more exclusive focus on the JCWHS messages 	Lyme Regis Arts Trust, with Lyme Regis museum, town Council and Development Trust	Estimated capital costs anywhere between £2m and £3m depending on feasibility	<p>Priority A /B (feasibility dependent)</p> <p>Medium to long term</p> <ul style="list-style-type: none"> Until the scope of this project has been refined its WHS priority cannot be identified. It has the potential to address a significant need, not sufficiently addressed within the scope of existing plans for the Museum. An initial feasibility is recommended before the project is considered further
<p>WD3</p> <p>LYME REGIS FIELD STUDIES CENTRE</p> <p><u>Role</u> Educational facility</p>	<p>There is a real need for a residential field studies centre in this part of West Dorset. The existing site at Woodberry down is likely to close in 2005, and this project would aim for a renovated or new facility to meet multiple needs of the town and countryside.</p> <p>Hands-on engagement with the environment is one of the most effective forms of interpretation and learning. This centre would not just provide accommodation, but expertise and on site interpretation as well as safe field based learning.</p>	<ul style="list-style-type: none"> Globally important fossil sites; particularly for marine reptiles. Extensive evidence of early Jurassic seas Black Ven; active land slips The Undercliff NNR Mary Anning's home and the birthplace of Earth Sciences 	Lyme Regis Development Trust, Lyme Regis Museum, Charmouth Heritage Centre and Lyme Regis Town Council	Estimated total costs at about £3m depending on feasibility	<p>Priority A</p> <p>Medium to long term</p> <ul style="list-style-type: none"> This project should link into all other local developments, as wide apart as Chesil beach and Exmouth This must aim to be a high quality, year round mixed use facility which has the support of the whole community
<p>LYME REGIS TIC</p> <p><u>Role</u> Local interpretation gateway</p>	No proposals for development at this facility. See Site-wide Projects, Project 1.1 for potential Display materials.	<ul style="list-style-type: none"> Whole JCWHS interpretation, with more knowledge about facilities in the local area 	Lyme Regis Town Council, WDDC	N/a	N/a
Charmouth					
<p>WD4</p> <p>CHARMOUTH HERITAGE COAST CENTRE; RENOVATION AND EXTENSION</p> <p><u>Role</u> Local interpretation gateway Unique insight</p>	<p>Charmouth – Lyme Beach is currently the highest profile part of the World Heritage Site in terms of telling geological stories. It is the best place for gaining hands on experience of fossil collecting, and the interpretive role of CHCC is critical to both presenting the Site, and helping to educate visitors on responsible and safe fossil collection. The CHCC extension project was conceived in advance of WHS status, and is justified in relation to an established business plan that has successfully attracted HLF and other partner funding.</p>	<ul style="list-style-type: none"> This is one of the best places globally to find fossils of marine life from the Lower Jurassic period They, and the fossil insects, wood and dinosaurs, provide evidence of life on Earth 190/200m years ago You can find fossils yourself, safely and responsibly. Many are common but you could find something special The landslides here are spectacular, with rich wildlife 	Charmouth Heritage Coast Centre Trust, Charmouth Parish Council, West Dorset District Council (WDDC), Dorset CC	Approx. £450,000	<p>Priority A</p> <p>Short term</p> <ul style="list-style-type: none"> Although retaining its individual identity, the Centre must link its identity strongly to the JCWHS as a whole, and to other centres telling different WHS parts of the story Share learning from developing the centre with other projects along the coast

Project & Role in Interpretation Hierarchy	Impact for JCWHS interpretation	Key Jurassic Coast Interpretation messages	Delivery partners	Estimated cost bracket	WHS Priority* Timescale Recommendations
<p>WD5</p> <p>WEST DORSET FOSSIL EXHIBITION / MUSEUM</p> <p><u>Potential role</u> Primary or local interpretation gateway Unique insight</p>	<p>A key gap in interpretation is a first class exhibition of the spectacular fossils from the West Dorset coast.</p> <p>This would include the story of the collection and preparation of fossils, a skilled local industry that has not yet been effectively told. The local collectors have the aspiration for this exhibition but not the resources.</p> <p>The impact of such a scheme could be extremely high and one of the principal reasons why people would visit the World Heritage Site.</p>	<ul style="list-style-type: none"> • These are the spectacular Jurassic fossils of West Dorset. • This is how fossils are prepared so that they can be studied and preserved. • Local collectors have worked together to create this display • The story of evolution of life and past environments can be seen through the fossil record 	Not identified	Not known, but any option will have significant cost	<p>Providing the facilities to exhibit JCWHS fossils near to the site is a high priority for the JCWHS, but it is not possible to give priority to this specific project until ideas are developed further.</p> <p>Long term</p> <ul style="list-style-type: none"> • It is important to check that the needs expressed here are not being met by plans for other centres or museums • Build a strong local partnership and community support to take this further
Bridport and West Bay					
<p>WD6</p> <p>WEST BAY DEVELOPMENT; MOUND BUILDING AND PIERS</p> <p><u>Role</u> Local outpost Potentially also a local interpretation gateway</p>	<p>West Bay seafront has recently undergone redevelopment as part of a coast protection scheme led by West Dorset District Council. WDDC have identified that the scheme has two potential WHS interpretation opportunities:</p> <ol style="list-style-type: none"> 1. The end of the piers will provide superb views along the coast, and there is an opportunity for new interpretive panels, or WHS themed public art. 2. West Bay Mound (overlooking the new harbour) is proposed as the site for a landmark building, with the possibility of multi-use space on the first floor, in which there might be potential for JCWHS interpretive or educational purposes. Effective interpretation at West Bay has the potential to reach a large number of people. 	<ul style="list-style-type: none"> • You can see the JCWHS between Exmouth and Portland from here • The fantastic East Cliff is made of sandstone, and contains important fossils • This is the start of Chesil Beach, the pebbles here are small, and get bigger towards Portland • West Bay is a superb illustration of the challenge of coast protection, and how approaches have changed over the last century 	WDDC	The total capital cost for the Mound building is estimated at between £1m and £1.5m depending on the facilities provided	<p>Priority B/A</p> <p>Medium term</p> <ul style="list-style-type: none"> • This is not primarily a WHS project but creates significant opportunities • Outdoor interpretation on the pier is relatively low cost and a high priority • WHT should continue to participate in discussions with the community, WDDC and their architects over development of proposals for the mound building
<p>BRIDPORT MUSEUM</p> <p>WEST BAY SALTHOUSE</p> <p>EYPE CHURCH CENTRE FOR THE ARTS</p> <p>BRIDPORT ARTS CENTRE</p>	<p>Although discussed at the Gateway Town meeting in Bridport, no firm proposals were made for developments at any of these facilities.</p> <p>The Salhouse hosts an information point and a interesting display about the Coastal protection scheme.</p> <p>The Arts centres are very supportive and have hosted innovative Jurassic Coast or Sea-themed arts programmes.</p>	<ul style="list-style-type: none"> • The key JCWHS messages from West Bay are above, but the Jurassic Coast is just one of a number of strong local heritage and natural History themes of the Bridport & West Bay area 	N/a	N/a	<p>The aspiration in Bridport is more for heritage centre(s) focusing on rope and net making, and migration, than the Jurassic Coast. As important, vibrant, communities at the centre of the JCWHS, it is important that Bridport and West Bay decide the way in which they can most effectively define themselves in terms of that Jurassic Coast, however big or small that may be.</p>

Project & Role in Interpretation Hierarchy	Impact for JCWHS interpretation	Key Jurassic Coast Interpretation messages	Delivery partners	Estimated cost bracket	WHS Priority* Timescale Recommendations
BRIDPORT TIC Role Local interpretation gateway	No proposals for development at this facility. See Site-wide Projects, Project 1.1 for potential Display materials.	<ul style="list-style-type: none"> Whole JCWHS interpretation, with more knowledge about facilities in the local area 	WDDC	N/a	N/a
<i>Abbotsbury</i>					
ABBOTSBURY SWANNERY AND GARDENS Role Additional attraction	No proposals for development at this facility.	<ul style="list-style-type: none"> Gardens are close to Chesil Beach – vast and unique barrier beach The Fleet lagoon is accessible at the Swannery 	Abbotsbury tourism (Ilchester estates)	N/a	There is potential to develop some interpretation linked to attractions at Abbotsbury; it is a unique location and would fill a gap in interpretation coverage
<i>Dorchester</i>					
<i>WD7</i> DORSET COUNTY MUSEUM; JURASSIC COAST GALLERY Role Primary interpretation gateway	<p>The County Museum has an aspiration to expand and modernise the current geology gallery, as a significant enhancement within an existing facility.</p> <p>It would not represent a change in the overall shape of earth science provision at the Museum, but would increase quality and accessibility.</p> <p>Able to cater for a varied audience including more interested and specialist visitors.</p>	<ul style="list-style-type: none"> These are the rocks and fossils, and the underlying geology of the whole World Heritage Site These same rocks lie under the rest of Dorset You can find out about the scientific activity that is going on here We have events where you can hear from leading international scientists 	Dorset County Museum, Dorset CC	£450,000	<p>Priority A</p> <p>Short term</p> <ul style="list-style-type: none"> The Museum has an existing revenue stream for long term sustainability The gallery should also be a resource for engaging scientists with the people and the Site The project could be a pilot for a JC Net type system (see Site-wide projects 2.2)
BREWERY SITE Potential Role Possible site for a future primary interpretation gateway	<p>This site is available as a possible location for a significant development.</p> <p>It is not an existing facility, and as an idea is less developed than any other proposal, so is not considered further at this stage of studies</p>	N/a	Private developer	Not assessable at this stage	Requires a vision, scope, feasibility and evaluation alongside other major development sites
DINOSAUR MUSEUM Role Additional attraction	No proposals are yet available for this facility, although a collaboration could be advantageous for both parties; this is a popular small museum	N/a	Dinosaur Museum	N/a	N/a

Project & Role in Interpretation Hierarchy	Impact for JCWHS interpretation	Key Jurassic Coast Interpretation messages	Delivery partners	Estimated cost bracket	WHS Priority* Timescale Recommendations
Weymouth					
WP1 WEYMOUTH PAVILION SITE; PROPOSED VISITOR CENTRE <u>Role</u> Primary interpretation gateway	<p>Weymouth is the biggest Coastal Gateway Town along the Jurassic Coast, has a large population and is very popular with tourists, but the only information centre available in Weymouth is the TIC on the Weymouth Esplanade, which is limited in size. A WHS information or interpretation centre has been proposed as part of any future development scheme in the pavilion area (earmarked for regeneration).</p> <p>This location offers benefits in its proximity to other tourist amenities, has car parking nearby, and is adjacent to Weymouth Harbour, where there is potential for enhanced provision of marine based trips and interpretation associated with the WHS.</p> <p>The potential here is to increase awareness with a large lay audience of locals and visitors, and enable people to find out about the whole site in one place.</p>	<ul style="list-style-type: none"> You can get an overview of the WHS here From here you can go to Purbeck, Portland, Chesil Beach, West Dorset or East Devon. Each has a different story to tell There are spectacular fossils close by here The views towards Purbeck from Weymouth beach and seafront are tremendous You can catch a boat from here to see the site from the sea 	Weymouth and Portland Borough Council, who also own the facility.	Proposed aspiration is likely to have capital costs upwards of £2m	Priority A Medium to long term <ul style="list-style-type: none"> This site has high potential to provide a significant facility for the WHS, but key questions remain to consider in relation to scope, vision and viability These need to be considered as a priority, through the development of a feasibility study and business plan Any proposed centre should link with existing or planned facilities in Weymouth, Portland and the surrounding area
WEYMOUTH MUSEUM <u>Role</u> Additional attraction	No proposals for development at this facility. See Site-wide Projects, Project 1.1 for potential Display materials.	n/a		n/a	n/a
Portland					
WP2 CHESIL BEACH CENTRE; EXTENSION <u>Role</u> Local interpretation gateway Unique insight	<p>This is a small-scale existing facility right on Chesil Beach at Ferrybridge, focusing on the Fleet ecosystem, bird life and Chesil beach.</p> <p>This project aims to extend the centre to provide a larger indoor space able to hold groups, particularly educational groups, and to improve the current exhibitions and catering offer.</p> <p>The Chesil Beach Centre is ideally located, enabling people to get onto the Site and along the Fleet by boat; this project has very good potential interpretation impact</p>	<ul style="list-style-type: none"> This is Chesil Beach and the Fleet You can walk onto the beach from here and appreciate its enormous size The Fleet is one of the most important ecosystems in Europe. The pebbles here are bigger than those at West Bay Gateway to Portland 	WPBC, with Crown Estate, Ilchester Estates and Dorset CC	Estimated capital costs at under £500k	Priority A Short-medium term <ul style="list-style-type: none"> Established centre that is critical to WHS management, and best location for interpreting story of Chesil Beach Likely to be achievable due to site, planning authority attitude and relative low cost The Centre has a key role in managing visitor pressure in the Nature Reserve Build on strong volunteer base

Project & Role in Interpretation Hierarchy	Impact for JCWHS interpretation	Key Jurassic Coast Interpretation messages	Delivery partners	Estimated cost bracket	WHS Priority* Timescale Recommendations
<p>WP3</p> <p>INDEPENDENT QUARRY AND LEARNINGSTONE CENTRE; PROPOSED LEARNING AND VISITOR CENTRE</p> <p><u>Role</u> Unique insight</p>	<p>The project aims to undertake conservation and education of the natural and cultural heritage of Portland, represented by the geological story and quarrying history; the story of stone</p> <p>The aim is to convert the Drill Hall into a learning and visitor centre, and restore the Independent quarry into a multi-purpose site with a 'walk through time', a wildlife area, and performance / workshop space</p> <p>As well as being a project for education and the local community, the project would attract the many people who go to Portland Bill and leave without seeing any of the rest of the island</p>	<ul style="list-style-type: none"> • This is Portland Stone, and this is how it was quarried • This is how Portland has been shaped by the quarry industry – ancient and modern • Portland Stone is important for building and sculpture • Portland produces spectacular and superb fossils • Walk through time • Portland's unique flora, ecology 	<p>Portland Stone and Quarry Trust (PSQT)</p> <p>This project is part of the broader Quarry Park identified below</p>	<p>Estimated capital costs between £4m and £6m, although includes significant input in kind from Quarry operator</p>	<p>Priority B / A (depending on wider Portland plans and feasibility)</p> <p>Medium to long term</p> <ul style="list-style-type: none"> • This is an ambitious project and markets, audiences, and operational structure must be thoroughly researched • Portland is a focal point for the WHS but there is no clear picture of how this project might link to other proposals • Portland projects must have a high level of community ownership, and must be linked
<p>WP4</p> <p>PORTLAND QUARRY PARK</p> <p><u>Role</u> Unique insight</p>	<p>The Quarry Park idea includes everything to do with the quarrying of Portland Stone and the landscape created by it. The older quarries in the north of the Island contain a unique combination of geology, industrial archaeology, stone heritage, wildlife and art. They offer a fantastic opportunity for the Island through education and tourism.</p> <p>The included quarries are Tout (sculpture) and Kingbarrow (wildlife), Independent and the Drill hall, parts of Inmosthay and Jordan.</p>	<ul style="list-style-type: none"> • In terms of the JCWHS, most of Portland is inaccessible (the site is the cliffs) but the World Heritage story for Portland is the story of Portland Stone 	<p>Dorset Wildlife Trust, PQST, English Nature, Portland Stone Centre, WPBC, WHT</p>	<p>n/a</p>	<p>There is huge potential on Portland, but there is no consensus yet on how the fantastic natural and man-made resources of the island should be interpreted. This should be a priority for the island and the different organisations working there</p>
<p>WP5</p> <p>SOUTHWELL BUSINESS PARK; JURASSIC COAST CINEMA</p> <p><u>Potential role</u> Local outpost</p>	<p>Very early idea for a film theatre in Southwell Business park enabling coach parties who come to Portland Bill to see a short presentation about the Jurassic Coast WHS</p>	<ul style="list-style-type: none"> • The whole JCWHS and Portland's place in it 	<p>Southwell Business Park</p>	<p>Not known</p>	<p>This is an interesting idea, and if developed must link carefully to the other developments in Portland and the wider area</p>
<p>PORTLAND BILL VISITOR CENTRE</p> <p><u>Role</u> Additional attraction</p>	<p>No proposals for development at this facility, other than some upgrade of interpretation material. See Site-wide Projects, Project 1.1 for potential Display materials.</p>	<ul style="list-style-type: none"> • Most southerly point on JCWHS 	<p>WPBC</p>	<p><£5 k for upgrading interpretation material</p>	<p>N/a</p>
<p>PORTLAND MUSEUM</p> <p><u>Role</u> Local outpost</p>	<p>This is a small-scale museum. It has an interesting geological collection, but there are no proposals for development within the JCWHS context</p>	<ul style="list-style-type: none"> • As rest of Portland 	<p>N/a</p>	<p>N/a</p>	<p>N/a</p>

Project & Role in Interpretation Hierarchy	Impact for JCWHS interpretation	Key Jurassic Coast Interpretation messages	Delivery partners	Estimated cost bracket	WHS Priority* Timescale Recommendations
Rural Purbeck & Wareham					
PB1 LULWORTH HERITAGE CENTRE; ONGOING DEVELOPMENT <u>Role</u> Local interpretation gateway Unique insight	<p>Lulworth Cove is visited by more than 400,000 people each year and is a prime site for interpretation both of a lay audience and the more specialist market. It is also a focus for educational groups of all ages.</p> <p>There is ongoing enhancement of the excellent Heritage Centre, which, if done sensitively and is well linked into the JCWHS context, could have a very high impact.</p>	<p>The existing messages at Lulworth are:</p> <ul style="list-style-type: none"> • Geomorphology, the 'perfect' Lulworth cove and Durdle door • Stair hole and active geological processes • Fossils and the fossil forest • Coastal erosion • Management and tourist pressure 	Lulworth Estate	N/A	<ul style="list-style-type: none"> • Lulworth Estates are encouraged to link into the broader network of JCWHS developments
PB2 MUSEUM OF JURASSIC MARINE LIFE; PROPOSED NEW FACILITY <u>Role</u> Unique insight	<p>This new museum would principally conserve and exhibit the internationally important Etches collection of Jurassic marine life fossils from the Kimmeridge clay.</p> <p>The facility would also open up opportunities for research and education.</p>	<ul style="list-style-type: none"> • You can see very rare, and hard to conserve, fossil fish, dinosaurs, reptiles, crustaceans and ammonites • The fossils can help us see how the marine life has changed from the past to the present • You can find out more about the geology of Purbeck and the Kimmeridge Clay 	Museum of Jurassic Marine Life	Total project costs estimated at <£750k	<p>Priority A / B</p> <p>Medium term</p> <ul style="list-style-type: none"> • In principle an enhanced display of the spectacular Purbeck fossils would be a valuable addition to the excellent interpretation on offer at Lulworth. • Being able to show local fossils locally is a high priority although it must be done well, to appeal to a wide audience, and must link to other similar schemes
FINE FOUNDATION MARINE CENTRE, KIMMERIDGE <u>Role</u> Local outpost Unique insight	<p>No new development is proposed at this location.</p> <p>The centre was built recently to provide marine information, and there is local scope to increase the material available to interpret the local geology.</p>	<ul style="list-style-type: none"> • Geology is found on the seabed too, and different rocks create different habitats • The sea is constantly changing the shape of the coast • You can see the first oilfield in Dorset here 	Dorset Wildlife Trust & the Fine Foundation	N/a	<p>There is potential to link in more closely with this centre, and to place it strategically within the wider context of JCWHS stories</p>
PB3 LANDERS QUARRY, LANGTON MATRAVERS <u>Role</u> Unique insight	<p>This project is to establish a vocational and recreational centre for stone carving in Purbeck. Beyond this focus, the project also will provide unique safe underground access to a Purbeck Quarry, the traditional means of quarrying in this part of the coast, and a small indoor interpretive exhibition, focused primarily on the quarrying story, with teaching and workshop space for stone skills.</p> <p>The site will present the only accessible dinosaur trackway in Purbeck, and provide access to all the Purbeck beds.</p>	<ul style="list-style-type: none"> • This is the story of Purbeck quarrying, you can visit one of the traditional workings. • You can learn about and try the handcraft of stone carving here. • This is a good place to see where dinosaurs once walked in the landscape. • Would be a safe place to see the Purbeck Beds – much of the coast is unsuitable for public visits 	Purbeck District Council The site will be given free of charge to a new Purbeck Stone Centre Trust.	The total cost estimated at c. £400,000	<p>Priority B</p> <p>Medium term</p> <ul style="list-style-type: none"> • Not primarily justified on the basis of JCWHS interpretation but would be a valuable additional, in a similar vein to Beer Quarry Caves, and potential Portland developments

Project & Role in Interpretation Hierarchy	Impact for JCWHS interpretation	Key Jurassic Coast Interpretation messages	Delivery partners	Estimated cost bracket	WHS Priority* Timescale Recommendations
LEESON HOUSE FIELD STUDIES CENTRE <u>Role</u> Educational facility	As with the proposed Lyme field study centre (<i>WD3</i>), direct engagement with the environment is one of the most effective forms of interpretation and learning. This existing centre provides accommodation, expertise and on site interpretation as well as safe field based learning. There are no developments planned here except to increase the links between the site and Durlston Country Park and castle	<ul style="list-style-type: none"> As Durlston Castle (see below, <i>PB5</i>) 	Dorset CC	N/a	Linking field studies centres to existing or planned interpretation centres, and the Site itself, is a high priority, especially for educational groups
<i>PB4</i> PURBECK INFORMATION AND HERITAGE CENTRE (WAREHAM TIC); ENHANCEMENTS <u>Role</u> Primary interpretation gateway & transport hub	Wareham is seen as the 'Gateway to Purbeck', and the TIC is the main visitor facility in the town, with a small interpretation and exhibition space available. This is not a large facility, so the degree of interpretation of the WHS will be small, however it is a key objective to provide information to manage visitor pressure throughout Purbeck.	<ul style="list-style-type: none"> You have arrived in Purbeck, a special place with sensitive countryside and a distinctive part of the JCWHS You can visit these places to find out more about the JCWHS interests in Purbeck. Use your car as little as possible; there are lots of good options for public transport 	Purbeck District Council	Estimated costs are c£20k	Priority A Short to medium term <ul style="list-style-type: none"> High priority in view of role in shaping visits to Purbeck. Limited interpretive impact due to space Link with Train Station is a high priority, to provide information at a rail / bus interchange
<i>PB5</i> STUDLAND GEONEEDLE <u>Role</u> Local outpost	A landmark monument to match that at Orcombe Point, Exmouth	<ul style="list-style-type: none"> This is a celebration of the achievement of the WH status. This is the eastern end of the Site, and the needle is made from rocks from the Site 	Dorset CC with National Trust and Fine Family Foundation	Total cost c. £30k	Priority A Short term <ul style="list-style-type: none"> Simple project to increase awareness and ownership
<i>Swanage</i>					
<i>PB6</i> SWANAGE MUSEUM AND HERITAGE CENTRE; FACILITY UPGRADE <u>Role</u> Primary interpretation gateway	This is an existing visitor centre about Swanage and the area's heritage. Current exhibitions need upgrading, with an increase in amount and quality of material geared towards the JCWHS. The centre will be an information hub for the JCWHS in Swanage and Purbeck; but in particular concentrating on linking people to Durlston Castle, the major development in the town.	<ul style="list-style-type: none"> You can find out about the whole JCWHS here Information from here will lead you to Durlston Castle, Lulworth, the quarries or other local centres relating to the JCWHS 	Purbeck District Council, Swanage Museum, Dorset CC	Estimated costs are <£50k	Priority A/B Short to medium term <ul style="list-style-type: none"> Potential to orientate and distribute visitors from key location. Revenue sustainability is an issue.
SWANAGE PIER <u>Role</u> Additional attraction	Seeking to review and develop new interpretation focused on local fisheries and tourism. This is primarily a walking pier, but some boat trips leave from here and others from a different part of the seafront.	N/a	Swanage Pier Trust	N/a	Priority C <ul style="list-style-type: none"> This is potentially an interesting project, but its justification is not based on JCWHS in particular.

Project & Role in Interpretation Hierarchy	Impact for JCWHS interpretation	Key Jurassic Coast Interpretation messages	Delivery partners	Estimated cost bracket	WHS Priority* Timescale Recommendations
<p><i>PB7</i></p> <p>SWANAGE GEOLOGICAL EXPOSURE SITE; SUTTLE'S QUARRY</p> <p><u>Role</u> Unique insight</p>	<p>This new project aims to create an accessible rock face within a disused quarry in which the rock sequence (and hence evolutionary timeline) is shown and interpreted; a site where the geology of the WHS can be interpreted safely</p> <p>This will be done in the context of the traditional Purbeck stone quarrying industry and it's impact upon the local landscape</p>	<ul style="list-style-type: none"> Walk through time in Purbeck; evolutionary timeline Story of Purbeck stone Safe access to the exposures that are difficult to access on the coast itself 	Suttle's Stone Quarries Ltd & Swanage Town Council	Not known. The project will have two stages, the first being relatively inexpensive.	<p>First phase: Priority A / B</p> <p>Short term</p> <ul style="list-style-type: none"> Interpretation must be very high quality, and appeal to more than just a specialist market A strong link to Durlston castle, Leeson House and other local projects is recommended
<p><i>PB8</i></p> <p>DURLSTON CASTLE PROJECT</p> <p><u>Role</u> Primary interpretation gateway Unique insight</p>	<p>Durlston Country Park receives more than 400,000 visitors a year due to its spectacular location, unique mixture of wildlife and existing visitor centre. It is also directly on the South West Coast Path National trail.</p> <p>The Castle within the park is being redeveloped to replace and expand the existing centre, and provide a high quality facility to interpret the JCWHS, the wildlife and the local history, and support catering, arts exhibitions and conference programmes.</p> <p>This project will link into existing and new local centres e.g. the quarry sites. It will be developed as The Eastern Gateway to the WHS.</p>	<ul style="list-style-type: none"> Lower Cretaceous fossils, including dinosaurs, reptiles and mammals Geomorphology, including Old Harry Rocks, and concordant / discordant coastline Samuel Beccles, fossil collector Dramatic cliff top walks and spectacular views Local history connection with stone; George Burt, Great Globe etc Link to nearby Purbeck quarries, uses for local stone 	Dorset CC	Estimated total costs for phase 1 including purchase of lease £2m	<p>Priority A</p> <p>Medium to long term</p> <ul style="list-style-type: none"> Dorset County Council flagship project for WHS Draft Business Plan and Management Plan in existence Major community development (Friends of Durlston) Building on success of existing visitor centre The project must be profit generating
Bournemouth & Poole					
Discussions yet to be held on Anchor Town enhancements. Initial view of World Heritage Team is that core task is to work through the TICs and to enhance the profile at the main transport nodes in the City – Airport, Bus Station and Railway Station.					

6 MEANS OF DELIVERY

This plan will be achieved through a combination of human and financial resources. The first two parts of this section outline the different agencies, bodies and people who are already or may be involved in the development, delivery and ongoing maintenance of the different actions, and their role. The third part looks at specific, identified human resource needs. Financial resources for achieving delivery of these projects are being sought through a coordinated approach (via the World Heritage Steering Group) to regional and national funding agencies. For more information please see the IAP –Progress Report or contact the World Heritage Team. As with section 5, this section, though broadly complete, will be open to change as the delivery mechanisms develop and change with time.

6.1 Management, coordination and delivery of Site-wide interpretation, and input into site-specific projects

World Heritage Team (WHT)

Responsibilities: The WHT, hosted by Dorset and Devon County Councils is responsible for coordination of WH Site-wide and site-specific interpretation, for advising on interpretation issues and services at specific sites and for ensuring consistency of interpretation message. The team comprises two earth scientists to provide specialist advice, knowledge and input in the earth sciences, a visitor manager, an education coordinator and a projects coordinator. Other responsibilities include training, production and distribution of a small range of free publications, and branding. Supporting the management of the World Heritage Site is this team's primary mandate.

Via: The WHT workload is determined by the Management Plan, FFA and Strategies / Action Plans developed in collaboration with the broader WHS partnership; specifically the Steering Group and its Working Groups³. The work programme is agreed and ratified by the World Heritage Steering Group. English Nature (EN) input into the work of the Earth Science Manager and Advisor, and their aims of geological conservation are entirely consistent with those in the WHS management plan.

WHS Working Groups

Responsibilities: The Education, Museums, Tourism, Gateway Towns Working Groups, along with the SCAG and Creative Coast groups all have a major role to play in advising, supporting and in some cases delivering interpretation related initiatives.

Via: The IAP, the Education and Marketing Strategies and other relevant documentation from the groups.

East Devon AONB team

Responsibilities: The East Devon AONB team is responsible for the development and implementation of the East Devon AONB management plan. The team plays a major role in the delivery of WHS interpretation in East Devon, such as interpretation panels, access, walks and events, and works closely with the WHT in this context.

Via: East Devon AONB Management Plan, Interpretation Strategy and Coastal Path Corridor Plan and interpretation working group

Dorset Countryside and Dorset AONB team

Responsibilities: The Dorset AONB team is responsible for the development and implementation of the Dorset AONB management plan. With Dorset Countryside Service, the AONB team will play an increasing role in the delivery of WHS interpretation in Dorset, such as interpretation panels, access, walks and events, and will work closely with the WHT in this context.

Via: Dorset AONB Management Plan, proposed Coastal Path Corridor Plan

World Heritage Coast Trust

Responsibilities: Although the Trust's role has only begun to evolve, its remit to support conservation and education will ensure it has a significant role in grant funding for work in this area. It will also support Site wide actions, such as commercial and free publications, and play a major role in managing the brand. Training will be one of the issues that the WHCT may be able to support.

Via: IAP, Education strategy, AONB interpretation strategies, Coast Path Corridor Plans, WHS Marketing Strategy

Private Sector

Responsibilities: There are significant opportunities for the private sector to become involved in Site-wide interpretation. For example a number of web-sites have been set up in relation to the Site, and which will seek to use advertising and linking to be commercially viable. The role of the WHT in this case will be to work with the companies to ensure accuracy and quality. The role of the Trust will be to endorse products as 'Official Jurassic Coast products'.

Via: Private enterprise, IAP

³ See Framework For Action for detailed governance structure of the JCWHS

6.2 Management, coordination and delivery of site-specific interpretation

Site specific interpretation will be undertaken by a diverse range of different bodies, loosely categorised as public agencies; volunteer or civil society groups and commercial operators. The following classification includes all three of these types of bodies:

Local Authorities

Responsibilities: To support or directly undertake the consultation, coordination, facilitation, and implementation of projects within their Authority, and to provide or help secure a funding package

Via: Corporate objectives; local, regional and national plans; IAP for guidance

Landowners (e.g. The National Trust, Lulworth Estates, Clinton Devon Estates, MOD and English Nature)

Responsibilities: Individual interpretation facilities and services, such as visitor centres, guided walks and events. Land management and conservation responsibilities.

Via: IAP for guidance, their own business plans, detailed feasibility studies etc.

Existing Visitor centres and Museums (e.g. Chesil Beach Centre, Philpot Museum)

Responsibilities: Individual interpretation facilities and services, but with additional curatorial objectives and balance of emphasis on science and education

Via: IAP for guidance, their own business plans, detailed feasibility studies etc.

Promoters (Including marketing organisations)

Responsibilities: Appropriate promotion, packaging, events

Via: WHS Marketing Strategy and this IAP for guidance, campaigns, regional objectives (e.g. South West Tourism)

Private Sector Service Providers (e.g. Discover Dorset tours)

Responsibilities: Individual interpretation facilities and services, provision of accurate information

Via: IAP for guidance, their own business plans and literature

Community groups (local groups, such as Town Development Trusts, normally in collaboration with local authorities, landowners and commercial partners)

Responsibilities: Consultation, coordination, local involvement and ownership, facilitating events and discussion, and project implementation

Via: Local plans and aspirations, IAP for guidance

6.3 Identified human resource needs

The following needs do not fit within the context of the Aspiration, outlined in section 5, but have been identified as necessary in order to achieve the projects described therein.

Project	Details	Existing work to address this need	Priority
PERIPATETIC INTERPRETATION AND CURATION SUPPORT FOR MUSEUMS AND VISITOR CENTRES	The NHM Scoping Study recommended this action based on a detailed analysis of the local needs. Specifically, there is need for staff to support interpretation (both facility- and activity-based, including audience considerations, design development and scripting) and Museological issues (collections management, archiving and so on for museum staff)	The Dorset CC Museums advisor plays a key role in this, but is only able to dedicate a small part of his time.	A This role would play a vital part in the upgrading and enhancement of interpretation and museum facilities along the coast
TRAINING FOR VOLUNTEERS, CENTRE STAFF, BUSINESSES AND COMMUNITY REPRESENTATIVES	There is an identified need for a programme of training for volunteer guides and local people to enable them to lead groups, provide information and direct interpretation, and generally be empowered to tell the story of the Jurassic Coast and wider countryside. There is also a broader support role needed to cover areas such as Health and Safety, Green tourism and Customer Service, and to build capacity in local communities to develop business plans, fundraise etc in support of interpretation initiatives	The Jurassic Host programme, as part of the broader 'Welcome to Excellence' scheme is run through Dorset and new Forest Tourism partnership, providing knowledge about the Jurassic Coast to local business and TICs.	A Supporting a knowledge-based local tourism and service industry is a priority for long term conservation and enhancement of the Coast and Countryside. It is recommended that potential for a scheme of this type is looked into in more detail.