

Living up to Expectations



As the international spotlight falls upon Dorset and East Devon there has never been a more important time to meet the quality standards associated with world class status.

This is an exciting time with unprecedented investment and drive for quality throughout every aspect of England's only natural World Heritage Site.

The Jurassic Coast Quality Business Scheme is an

integral part of that investment and a rare chance to access the support and assistance that will enable every tourism business to prepare for its part.

Please read on: this is good news for everyone associated with the Jurassic Coast and a chance to demonstrate your commitment to this unique area.

The Jurassic Coast Quality Business Scheme is managed by Dorset New Forest Tourism Partnership in conjunction with the Jurassic Coast World Heritage Site Team and other partners.

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Why become a Jurassic Coast Quality Business

As the international spotlight falls upon the area, the Jurassic Coast Quality Business Scheme sets out to raise standards and encourage and reward commitment to England's only natural World Heritage Site. Jurassic Coast Quality Business status provides reassurance to consumers, staff, colleagues, the community and the outside world that you are part of this drive for quality. For the business owner it is a useful, independent, and confidential appraisal of your business performance.

Who is eligible?

The Scheme is open to tourism providers including accommodation, retail, hospitality, transport, visitor attractions, holiday parks, leisure facilities.... If you are associated with the Jurassic Coast then the scheme is for you.

What is required?

To become a Jurassic Coast Quality Business will require you to successfully engage in a range of good business practices. For some this will simply be to rubber stamp what is already being done, for others there could be gaps (eg service procedures, operational compliance, marketing, legislation, quality assurance) which we'll help you to fill. By demonstrating your commitment to raising standards you too can become a Jurassic Coast Quality Business.

And the Procedure?

Firstly you will complete a self-appraisal questionnaire - available from the Partnership, (contact details overleaf). This you will need to fill in as honestly as possible. It is not a test but a starting point from which, together, we can discuss and agree an action plan for your size and type of business. Remember, we would like every successful tourism business to obtain Quality Business Status, so we're here to help. Building on your strengths, and through an enlightening process of workshops, seminars, one-to-one business advice coupled with a comprehensive reference manual there's plenty of scope to top-up on the necessary knowledge or skills.

When satisfied with your progress call our business advisor who will help to finalise your Jurassic Coast Quality Business status.

Using the Jurassic Coast Quality Business logo

All Jurassic Coast Quality Businesses will receive a certificate/window sticker to display on their premises. Those who also engage with supporting the work of the Jurassic Coast Trust (for example, through sponsorship, donation, or by taking part in their Visitor Payback Scheme) will have the right to use the Jurassic Coast branding within their promotional activities.

What does it cost?

To enter the Jurassic Coast Quality Business process costs just £50 per business to include one-to-one business support and step-by-step reference manual. All workshops, seminars, training sessions and master-classes are highly subsidised and available at minimal cost.

How long does it take?

All demonstrable good practices, previous training and accreditations such as Green Tourism Business Scheme, Customer Service, IIP will all help speed things up. Otherwise, expect this to be a process that will be made to fit around your business commitments.

Who's behind the Jurassic Coast Quality Business Scheme?

The Scheme is part of the wider South West Regional Development Agency's investment in the Jurassic Coast World Heritage Site - a potential £7.1 million contribution to a framework to develop marketing, information, interpretation and the business infrastructure. The Jurassic Coast Quality Business Scheme aims to help meet the expectations associated with World Heritage status for a quality-led sustainable tourism experience.

How to take part

Call the Jurassic Coast Quality Business Team for your self-appraisal questionnaire. Complete and return together with your payment of £50. You will receive a call from our advisors who will explain the next steps for your particular business.

We look forward to working with you and please call or visit www.dorsetnewforest.org for more more information.