

JURASSIC JANUARY

JURASSIC
COAST
TRUST

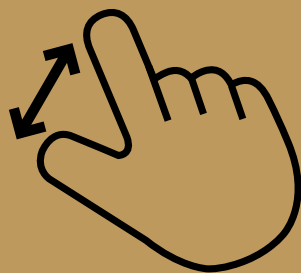
Sustainability in Business

Tuesday 28 January 2020

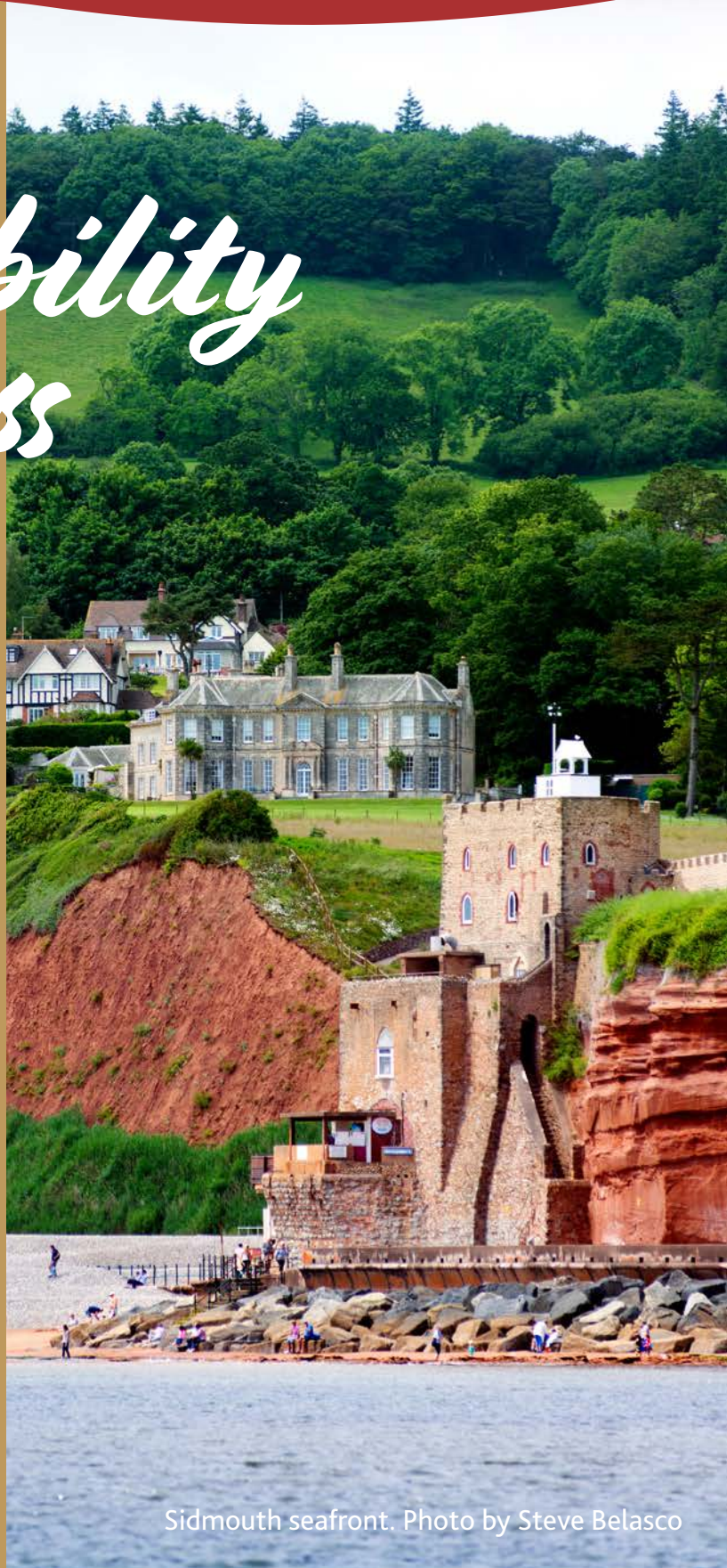
RNLI College, Poole



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Sidmouth seafront. Photo by Steve Belasco

WELCOME

to Jurassic January!



Jurassic January 2020 is focused on sustainability, a hot topic relevant to businesses of all types and sizes.

Here on the Jurassic Coast, we are uniquely positioned to use our World Heritage Site as a sustainable asset that can be incorporated into how all of us operate.

Today we aim to provide you with inspiring, informative and helpful talks from local and national business leaders, all focused on the wide-reaching topic of sustainability. Read on for a full run-down of today's speakers and exhibitors, plus a helpful introduction to the world of sustainability from Gwyn Jones, Director of the Association for Sustainability Practitioners.

We hope today also provides a useful networking opportunity to help kick-start your business into 2020.

We're delighted to have you along today and look forward to working with you in some way in 2020. If you have any questions or would like to speak to us about how we could help your business, please speak to one of our friendly team.

THANK YOU and
ENJOY the day

The Jurassic Coast Trust Team



The Jurassic Coast Trust is the independent charity responsible for looking after the Jurassic Coast World Heritage Site.

It's a special place - England's only natural World Heritage Site, starting at Exmouth in the west and running for 95 miles along East Devon and Dorset's coastline, finishing at Old Harry Rocks in the east, and showcasing 185 million years of the Earth's history.

Since being designated a World Heritage Site in 2001, the Jurassic Coast has become a formidable tourism brand, drawing millions of visitors each year and providing the setting for inspirational experiences that last a lifetime.

Keeping the coastline's natural beauty and distinctive wildness in tact is a big job, and relies on a broad group of organisations and individuals all playing their part. The Jurassic Coast Trust is one of those key players, working with partners along the length of the Site to ensure that it's looked after.

Speak to one of our team, take a look at our *Time to Inspire* magazine, and pick up a copy of our 2018-19 Annual Review for more details on the work we do.



Jurassic Coast Business Partners

As a local business, one of the best ways you can help to look after the coastline is by joining the Jurassic Coast Trust as a Business Partner.

Our group includes over 70 local companies, many of whom are here today at Jurassic January. By joining us you'll be doing your part to help us look after this incredible place for another 185 million years.

"The phenomenal geology of the Jurassic Coast fascinates both myself and our returning guests. The Jurassic Coast has been advantageous to the business here at Newlands from day one nearly 20 years ago, and building local links has undoubtedly increased our brand awareness and thus contributed towards our overall success. We are extremely excited to be extending these links as a Jurassic Coast Business Partner."

Natalie Ireland, Newlands Holiday Park



Business Partner Membership includes:

- A listing on our top-ranking jurassiccoast.org website, attracting over 1.5 million page views per year
- Use of the official Jurassic Coast Trust brand
- Access to our group of expert Jurassic Coast volunteers
- Invitations to our Business Partners networking events

Business Partner Membership starts at £250 per year and is payable as a donation to the Jurassic Coast Trust. To join email info@jurassiccoast.org or speak to a member of our team.

WHAT IS *Sustainability?*

Gwyn Jones, Association of Sustainability Practitioners

As the world approaches 2050 with a population predicted to increase and then peak at about 10 billion, we face unique challenges that no one has ever had to address. So there are few, if any, answers that we can turn to.

2020 saw our awareness and consciousness of the immediate (there are plenty more) problems of climate change and species extinction jump dramatically. Some say it's too late, some believe we still have time, some just bury their heads and deny there's a problem at all. But there is – we're seeing the impacts already.

Simply put our challenge is to live peacefully within our means – the limitations of the Earth. This is challenging because our social, economic, business and educational systems were not designed to meet this challenge, at this scale. And we are heavily invested in them so change is really hard.

Fairbourne in Wales, which was identified as unsustainable to defend due to predicted sea level rise. Photo by Hefin Owen via Flickr



These systems are complex and inter-related, just like nature's. That means for the average person understanding them is a daunting task or simply just not possible. So while as individuals we all need to act, it is often not clear what the best way to act is. There are some patterns emerging though.



Flooding in Venice in late 2019
Photo by Roberto Trombetta via Flickr



WHAT IS *Sustainability?*

The changes that are showing signs of working are those that bring us closer to the natural cycles and systems in nature.

These include:

Reducing waste in our industrial processes e.g. Circular Economy. Note nature does not produce waste – only humans do.

Caring more about and for each other – we are tribal by nature and live in large communities. Extending that compassion across all borders and beliefs. We are all inter-dependant.

Reducing consumption so that we do not deplete nature's resources and environmental services e.g. pollination, photosynthesis (turning sunlight into sugars), rich bio-diversity, clean water, arable land, clean air. All these are essential for life on Earth.

Rewilding to restore nature's systems and balance. But will this work on a global scale?

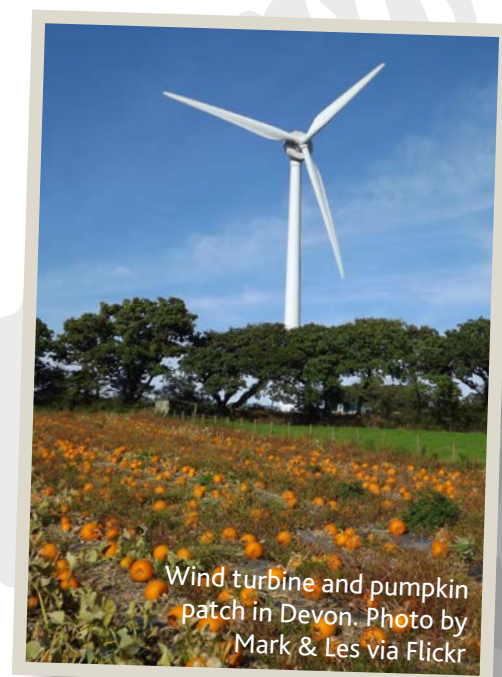
Many think that these steps clash with quality of life – especially in the Western countries. Indeed the lifestyle we have come to expect is completely unsustainable on a global scale – there simply is not enough resource to meet the demand. This is coupled to a need to clear up the mess we have been creating since the industrial revolution started: polluted rivers, seas, air, depleted arable land and forests. We need to regenerate a lot of these.

In essence the systems upon which our lives are built are NOT conducive to life on earth. We must adapt and find new ways to live together, and quickly.

The good news is this has already started and in many ways is advanced. We need to scale up these activities and create new sustainable systems, lifestyles and communities very rapidly. Our children expect nothing less of us.



Photo by Andrea Parrish-Geyer via Flickr



Wind turbine and pumpkin patch in Devon. Photo by Mark & Les via Flickr

SPEAKERS

at Jurassic January



Lucy Culkin

CEO, Jurassic Coast Trust

Lucy will introduce the day and the Trust's role as protector and conservator of the Jurassic Coast World Heritage Site.

Newly appointed in November 2019, Lucy is interested in listening to the views of our partners and local communities to understand needs and priorities of those who play a vital role in the sustainability of our outstanding natural landscape.

Please do come and talk to her during the day! She will be happy to share with you her passion for the coast and our emerging strategic plans.



Peter Moore

National Trust Giant's Causeway, Northern Ireland

We're delighted to welcome to Jurassic January Peter Moore, Project Manager of the Giant's Causeway for the National Trust.

Peter will talk about the 'Sustainability Project' currently underway at the Giant's Causeway and Carrick-a-Rede National Trust sites, including the basis of its origins, methodology and approach and presentation of the data collected to date, and its potential implications.



SPEAKERS

at Jurassic January



Anna Frizzell

RNLI

Greenhouse Gas mitigation activities have been the main focus for reducing future negative impacts on Climate Change. This mainly means reducing scope 1 and 2 emissions i.e. energy and fuel use and increasing the use of renewables and alternative fuels. This needs to continue apace and at scale if we are to become zero or low carbon organisations and communities.

However, at the same time, due to our historical emissions we are experiencing impacts today such as extreme weather and migration of flora, fauna and humans amongst other things. Therefore no matter what we do today, some impacts will get worse before they get any better and we need to consider and implement adaptation actions, in order to be prepared and resilient.



Gwyn Jones

Association of Sustainability Practitioners

Gwyn's passion is purpose-led enterprise – enterprise that serves community and the Earth.

Gwyn has no answers for you today - just questions that will deepen your understanding of what you need to do individually and collectively to support sustainable tourism on the Jurassic Coast. We are all entrusted with the future of this beautiful coastline. How we decide to live, work and be a steward for the Jurassic coastline and beyond, combined with the invitation we create for visitors will determine how “sustainable” tourism will be - or not.

This talk will hopefully inspire you to step into your role in creating sustainable tourism and get you to the first waypoint in that journey.



SPEAKERS

at Jurassic January



Patrick Ward

Purbeck Ice Cream

Patrick is Sales Director for Purbeck Ice Cream, and has been with the company for over 20 years. He will bring to this talk a wealth of experience in creating organisational sustainability.

Patrick will cover everything from sourcing local ingredients, to designing eco-friendly premises, to creating a positive and rewarding staff culture.



Karen Kennedy & Chrissie Guppy

Bagwell Farm Touring Park

Bagwell Farm (located in Chickerell, near Weymouth) are pioneers of sustainability in Dorset, and have won multiple awards for their commitment to protecting their local environment.

Karen and Chrissie (pictured here at the Dorset Tourism Awards) will speak about initiatives they have undertaken at their business, including sourcing sustainable materials, undertaking wildlife surveys, and encouraging environmentally friendly behaviours amongst their guests.



Brian Bleese

Dorset Wildlife Trust

Brian is acting Chief Executive of Dorset Wildlife Trust and is hugely experienced in the world of environmental conservation.

At Jurassic January, Brian will lead a workshop focused on tourism and the natural environment, asking what businesses can do for sustainability.



SPEAKERS

at Jurassic January



Sally Everton

Visit Devon

Sally is Director of Visit Devon, and is a specialist in international tourism.

Sally will talk through the latest developments in the industry, share top tips on how to attract an international clientele, and explore the increasingly popular world of eco-tourism.



Jon Murden

Dorset County Museum

Jon is known to many people along the Jurassic Coast as Director of Dorset County Museum in Dorchester.

Jon will be speaking about Tomorrow's Museum for Dorset, an exciting redevelopment of the museum which is due to be completed by Summer 2020.



EXHIBITORS

at Jurassic January



Jurassic Coast Trust

The Jurassic Coast Trust is the charity responsible for looking after England's only natural World Heritage Site, the Jurassic Coast. At Jurassic January, the Trust will be speaking about our Business Partner Scheme, which supports local businesses and enables them to contribute towards looking after this coastline that we all love and enjoy.

We'll also be promoting the Jurassic Coast Volunteer Network programme, which aims to build skills amongst young people in the area through voluntary placements with local organisations.



White Star Running

The White Star Running team will be on hand at Jurassic January to promote Run Jurassic, the official Jurassic Coast running festival.

Run Jurassic will take place 26 – 27 September 2020 at Freshwater Beach Holiday Park in west Dorset. A collaborative event with the Jurassic Coast Trust, the weekend will celebrate everything that's great about getting out and getting fit on the coastline.

Speak to Andy, Gemma and Jo from White Star about how you can get involved.



WHITE STAR
RUNNING

Purbeck Ice Cream

In 2018 Purbeck Ice Cream launched their "Jurassic Range", a selection of delicious ice cream flavours incorporating Dig-A-Saurus, Ammonite Bites, Purbeck Rocks and Skull-Diggery, with part proceeds from each tub sold going to the Jurassic Coast Trust.

To date, the range has raised nearly £3,000 for the Trust to help protect and educate people about the Jurassic Coast.



EXHIBITORS

at Jurassic January



Beer Village Coastal Communities Team

You may well have heard of Beer Village through the Channel 4 Village of the Year programme. They didn't win but were proud to be runners up!

This small and beautiful fishing village sits on the East Devon Jurassic Coast and continues to prosper through their lively community and the work of the Beer Coastal Communities Team (CCT).

The CCT are a very successful voluntary group whose aim is to broaden Beer's appeal for everyone: for people who live in Beer; for local businesses; and for tourists. With the help of a new Village Manager they have been working on strengthening their off-season economy, setting up new events, creating new marketing and affiliations, as well as undertaking projects to enhance Beer's beach, gardens, cliff tops and attractions.

The team's overall goal is to encourage visitors to come to Beer throughout the year, and to spend longer in the village when they visit.

Speak to one of the friendly Beer CCT team at Jurassic January, and find out more at their website - www.beervillage.co.uk.



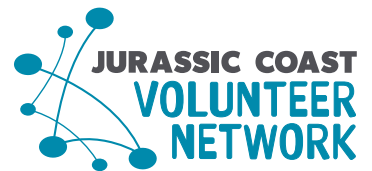
Low Carbon Dorset

Low Carbon Dorset is a programme of activities led by Dorset Council and funded by the European Regional Development Fund (ERDF), set-up to boost Dorset's low-carbon economy and help reduce its carbon footprint.

Through the programme, Dorset based businesses, public-sector and community organisations can access free support and a grant pot of over £2.15m to help improve their energy efficiency and develop renewable energy projects. Grants are also available to help fund the development of new low carbon products here in Dorset.



JURASSIC COAST VOLUNTEER NETWORK



What is the Jurassic Coast Volunteer Network?

It is an exciting and innovative programme from the Jurassic Coast Trust. With project funding from the government's Coastal Communities Fund, we at the Jurassic Coast Trust have created a joined-up network of volunteers and businesses across the Jurassic Coast which connects volunteers to vacancies, provides work experience, increases employability, delivers accredited skills training and addresses skills gaps amongst the growing tourism and leisure sector.

The Volunteer Network supports local businesses by recruiting committed volunteers, providing training and skills accreditation and developing business relationships. We will support a network of volunteers with opportunities to develop skills and experience to help them get paid work.

The project will benefit local SME and non-profit businesses to develop an upskilled workforce and increased infrastructure to deliver greater business outputs and tourism engagement.

How does it work?

We have created a bespoke IT Platform so that businesses and volunteers can find their perfect match at any time. Each business

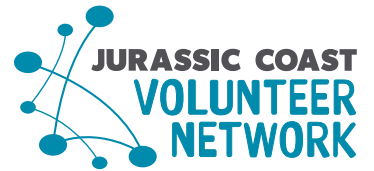


Jurassic Coast Ambassador Sarah Acton at Portland Museum

receives a log-in which enables them to post volunteer vacancies, view volunteer profiles, provide testimonies and approve volunteer hours. Businesses can also advertise and directly recruit paid employment vacancies free of charge, creating real employment opportunities and retaining local skills.

For volunteers, the Jurassic Coast Volunteer Network provides opportunities to gain invaluable accredited skills and experience across different businesses, leading to greater opportunities for local paid employment. We work with over 30 businesses along the Jurassic Coast, from Poole to Exmouth including visitor centres, attractions, museums, education and outdoor centres.

JURASSIC COAST VOLUNTEER NETWORK



Lucy Butler on a placement
with Litter Free Dorset



Simon Thomas on a placement
with Swanage Pier Trust.

Why is it needed?

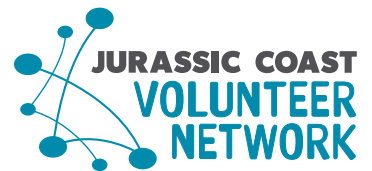
This part is simple. We know that SME and non-profit organisations along the Jurassic Coast struggle to recruit a skilled and reliable workforce and that they would love to expand their businesses to attract more income during the off-peak tourist season. We also know that many young and enthusiastic people lack the necessary skills and experience to gain employment in local businesses and therefore lose motivation, move away or sink further into unemployability. This is detrimental to our local communities and economy.

This project meets both needs.

Businesses provide work experience in return for enthusiastic volunteers who want to secure a local job and are prepared to upskill themselves to do so; The Jurassic Coast Trust pay all reasonable expenses, including travel, uniform and training and provide mentoring and management of the volunteer at no cost to the business.

We will develop training courses in response to business needs which are appropriate to the volunteer roles on offer at no expense to the business.

JURASSIC COAST VOLUNTEER NETWORK



CASE STUDY: Abbie Rule

In Summer 2019, Dorchester-based student Abbie Rule undertook a volunteer placement with the Dorset Countryside Rangers team, working on a huge variety of jobs.

As Abbie explains, "My placement involved vegetation clearance using pieces of machinery, as well as the repairing and replacement of boardwalks and bridge. I had the opportunity to take part in both a bird and butterfly survey.

I also spent some time in the workshop and made a sign which involved the cutting of the wood, stencilling and routing, then painting it before I put it up at the end of my placement. I also assisted the rechalking of the Cerne Abbas Giant at the start of September which only happens every 10 years.

The few weeks that I was with the rangers were extremely informative and enjoyable; they're a lovely group of people who helped me learn as much as I could in the short time that I was with them, and I will definitely volunteer with them again in the future."

Roles in conservation such as this have been very popular within the Jurassic Coast Volunteer Network. Over the last 12 months, we have also placed volunteers in roles in education at Swanage Pier Trust and promoting sustainability at Litter Free Dorset, and will shortly be placing a volunteer in a marketing and business development role at City Cruises Poole.

How to get involved

If you would like to offer a volunteer opportunity at your business, know of someone who would like to volunteer or just want to know more, please contact Caroline Pearce, Volunteer Network Co-ordinator, on caroline.pearce@jurassiccoast.org or call **01308 807000**



Abbie with Bran Acres from the Dorset Countryside Rangers

Supported by Coastal Communities Fund and The Great British Coast



THANK YOU

from the Jurassic Coast Trust



A huge thank you for attending Jurassic January. If you've enjoyed today, here's how you can take the next step in getting the most out of having your business on or around the Jurassic Coast World Heritage Site:

Become a Business Partner

Join over 70 other local businesses as a Jurassic Coast Trust Business Partner. Help to look after our spectacular coastline, get a branding boost, and get your business seen by more potential customers. See the earlier page in this brochure for full details.

To join, email Guy Kerr:
guy.kerr@jurassiccoast.org

Become a member

We operate a membership programme for individuals, couples and families. Membership starts at £3.00 per month and includes a fabulous range of benefits.

Visit jurassiccoast.org/love-your-coast to find out more.



Photos

Looking to refresh your website and social media's library of Jurassic Coast photos? Download the free resources available at jurassiccoast.org/photos




Volunteer Network

Get Involved with our Jurassic Coast Volunteer Network. Could you offer a volunteer placement at your business to an enthusiastic young person looking to take the first step in their career?

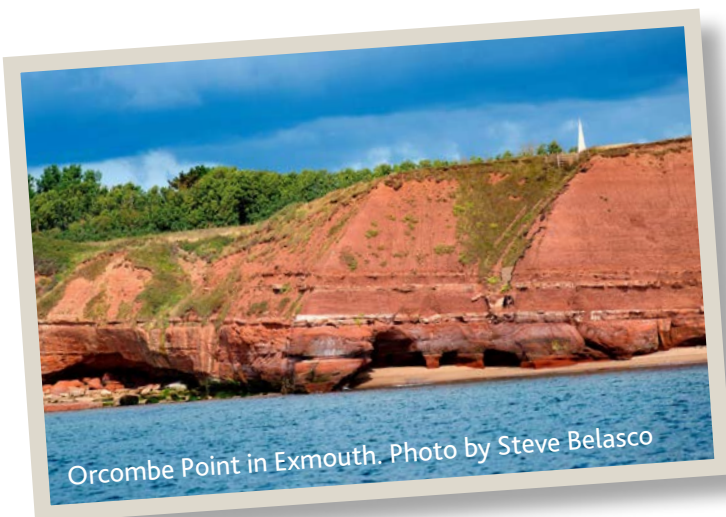
Email Caroline Pearce to get involved:
caroline.pearce@jurassiccoast.org

Be social, get connected

Follow the Jurassic Coast Trust online for all the latest news, events, videos and more. Follow us on:

-  Facebook at [/jurassiccoast](https://www.facebook.com/jurassiccoast)
-  Twitter [@jurassic_coast](https://twitter.com/jurassic_coast)
-  Instagram [@jurassiccoastofficial](https://www.instagram.com/jurassiccoastofficial)

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