

# **Jurassic Coast Partnership Delivery Plan 2020 - 2025**

This document sets out the key actions and outcomes for each of the strategic objectives in the Jurassic coast Partnership Plan 2020-2025. It was compiled through consultation with the Jurassic Coast Trust Partnership Advisory Committee and other stakeholders. Progress against this plan will be reported on an annual basis. If you have any questions, or would like to discuss anything within the delivery plan, please contact the Jurassic Coast Trust.

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## **Objective categories**

All the objectives in the tables below have been categorised and colour coded to help indicate, at a glance, the nature of the actions and resources likely needed to deliver them. Definitions for the categories are set out below as well as the total number of each within the entire delivery plan.

<b>Objective category</b>	<b>Definition</b>	<b>Total number in delivery plan</b>
Project	A delineated piece of work that produces a specific outcome or resource	16
Operation	General operational undertaking by one or more stakeholders	25
Intervention	one-off piece of work by one or more stakeholders in regard to reviewing policy or procedure	7
Evolution	cultivation of, or growth or investment in an existing output or resource	4

## List of acronyms

AONB	Area of Outstanding Natural Beauty (Dorset / East Devon)	LPA	Local Planning Authority
BGS	British Geological Survey	LRTC	Lyme Regis Town Council
CHCC	Charmouth Heritage Coast Centre	MMO	Marine Management Organisation
CPC	Charmouth Parish Council	NatSCA	Natural Sciences Collections Association
DCF	Dorset Coast Forum	NCTA	National Coastal Tourism Academy
Defra	Department for Environment, Food and Rural Affairs	NE	Natural England
DMA	Dorset Museums Association	NT	National Trust
DMO	Destination Management Organisation	OUV	Outstanding Universal Value
DREC	Dorset Race Equalities Council	PAC	Partnership Advisory Committee
DTA	Dorset Tourism Association	PC	Parish Council
EDMN	East Devon Museum Network	RSPB	Royal Society for the Protection of Birds
ELMS	Environmental Land Management Scheme	String of Pearls	See page 8 of the Jurassic Coast Partnership Plan
GCG	Geological Curators Group	SWCPA	South West Coast Path Association
HE	Historic England	SWMDT	South West Museums Development Trust
JCCWG	Jurassic Coast Collection Working Group	TC	Town Council
JCMN	Jurassic Coast Museum Network	TIC	Tourist Information Centre
JCT	Jurassic Coast Trust	UNESCO	United National Educational, Science and Cultural Organisation
JCT Amb	Jurassic Coast Trust Ambassadors	WHS	World Heritage Site
LA	Local Authorities (Devon County Council / Dorset Council / East Devon District Council / Bournemouth, Christchurch and Poole Council)		
LEP	Local Enterprise Partnership		
LNP	Local Nature Partnership		

## Theme 1: Protecting Outstanding Universal Value

### Strategic Aim 1: Protect the Site's Outstanding Universal Value and World Heritage Status

Sub theme: Regulation							
Objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes	Progress update June 2022
1 Strengthen the available Landscape Character Assessment evidence base by developing a more detailed coastal character assessment that emphasises the attributes of the WHS.	project		JCT AONBs LAs	District and county Landscape officers AONBs	<ul style="list-style-type: none"> <li>Undertake desk study review of a part of the WHS that overlaps Dorset and East Devon to test how well existing landscape, seascape and seabed assessments can be linked to define coastal character areas that relate to the OUV.</li> <li>Develop a specification for a new set of WHS focused coastal character areas based on any gaps identified by the review</li> </ul>	<ul style="list-style-type: none"> <li>Improved understanding as to what extent existing evidence and resources are compatible and consistent with the Site's OUV.</li> <li>New resource that complements existing materials with a focus on the links between landscape, seascape and seabed and the OUV of the Site.</li> </ul>	<ul style="list-style-type: none"> <li>Scheduled in JCT Work Programme to commence Autumn 2022</li> </ul>
2 Create a comprehensive, standardised and publicly accessible data package for WHS boundaries and regulatory information to assist impact assessments and in understanding the Site's sensitivities.	project		JCT HE	LAs NE	<ul style="list-style-type: none"> <li>Discuss data sources and ownership with HE, NE and LAs</li> <li>Identify resources to create updated GIS data package</li> <li>Review site boundary GIS maps against written boundary description and current aerial photography and update to account for coastal change and to correct any errors</li> </ul>	<ul style="list-style-type: none"> <li>Agreement from HE and LAs to create a definitive map or way of visualising the WHS boundary in GIS</li> <li>Map of WHS boundary created and updated every year to reflect coastal change.</li> </ul>	<ul style="list-style-type: none"> <li>Scheduled in JCT Work Programme to commence Autumn 2022</li> <li>HE: Within the last quarter of the delivery plan period Historic England has been working with the World Heritage Centre to review the information held by both UNESCO and within our own systems and records and those of other partners regarding the boundary of the WHS. This will contribute to the first Plan outcome in</li> </ul>

								relation to creating a definitive map or way of visualising the WHS boundary in GIS. It will also form a baseline against which the effect of coastal change can be spatially monitored.
3	Undertake an audit of and develop an action plan for parts of the Site that would benefit from increased protection, including areas no longer within the SSSI boundaries due to natural erosion, areas of GCRs that are not included within SSSIs and areas that are not within an AONB or Heritage Coast.	project		NE	JCT LAs AONBs	<ul style="list-style-type: none"> <li>• Desk study to identify areas where issues exist.</li> <li>• Collaboration between NE, JCT, LAs and AONBs to agree response to those issues and the timescale for review</li> </ul>	<ul style="list-style-type: none"> <li>• Report produced highlighting areas where issues exist along with recommended remedies.</li> </ul>	<ul style="list-style-type: none"> <li>• This hasn't been progressed. An initial review is anticipated in 2022/2024 but noting this will be considered in the context of the recent Government Protected Sites and Species Green Paper consultation.</li> </ul>
4	Explore the potential for extending the geographical parameters of the Site offshore, to include geomorphological features that form part of the OUV story but are not within the Site boundary.	project		Vince May	JCT	<ul style="list-style-type: none"> <li>• Undertake desk study based on existing research and data</li> </ul>	<ul style="list-style-type: none"> <li>• Assessment of the character and distribution of seabed features that are linked to or demonstrate the OUV of the Site.</li> <li>• Recommendations for how those features should be treated in terms of protection of perhaps inclusion within the boundaries of the WHS</li> </ul>	<ul style="list-style-type: none"> <li>• JCT to seek additional resource and expertise to commence this work in Q3 of 2022/2023</li> </ul>
5	Seek to ensure OUV and Site protection policies are accurately reflected and taken into account in Local Plans, Shoreline Management Plans, Marine Plans, the	operati on		JCT	LAs EA MMO AONBs	<ul style="list-style-type: none"> <li>• Identify areas of existing plans that could reflect WHS management better</li> <li>• Agree which strategic documents where JCT</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic plans reflect WHS policies</li> </ul>	<ul style="list-style-type: none"> <li>• This is an ongoing operation. JCT has submitted consultation responses to Local Plans and is actively involved in Shoreline Management Plans and AONB</li> </ul>

	Management Plans for the Dorset AONB and East Devon AONB as well as any revisions to relevant Landscape or Seascape Character assessments.					<p>should feed in at development stage</p> <ul style="list-style-type: none"> <li>● PAC to help identify key teams for JCT to liaise with and assist in making contact</li> <li>● Notify JCT well in advance of when key strategic documents are up for review / refresh</li> </ul>		<p>Management Plans, contributing where appropriate.</p> <ul style="list-style-type: none"> <li>● Environment Agency report that at an area level, they have attended SMP refresh meetings for both SMP15 (Hurst Spit to Durlston Head) and SMP16 (Durlston Head to Rame Head).</li> <li>● EA is feeding into the action tracker for both of these SMPs.</li> <li>● Members of the JCT have also been involved in these meetings/reviews</li> <li>● HE: In the last quarter Historic England has been engaged with the refresh of Shoreline Management Plan (SMP) 16 and provided comments on an update to the action plan for the delivery and refresh of this SMP. In these comments we noted that where policy units and actions are in or would affect the Dorset and East Devon 'Jurassic Coast' World Heritage Site, they add relevant bodies as key partner organisations, e.g., Jurassic Coast Trust.</li> </ul>
6	Support the development and adoption of Supplementary Planning Guidance that improves the shared	Intervention	LAs	JCT AONBs	<ul style="list-style-type: none"> <li>● Consult planning authorities and agree role and position of new</li> </ul>	<ul style="list-style-type: none"> <li>● Planning authorities make better, more informed planning</li> </ul>	<ul style="list-style-type: none"> <li>● January-March 2022. JCT met with Local Planning teams from Dorset and East Devon</li> </ul>	

understanding of how impacts on OUV should be assessed.					<p>guidance within existing planning processes</p> <ul style="list-style-type: none"> <li>• Draw on outcomes from other objectives to agree scope and content of new guidance</li> </ul>	decisions in relation to the WHS	Councils to discuss planning processes and decisions in relation to the WHS.
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<b>Sub theme: Industry and Military</b>								
<b>Priority objective</b>	<b>This is a...</b>	<b>Priority 1/2/3</b>	<b>Lead</b>	<b>Key stakeholders</b>	<b>Key actions</b>	<b>Outcomes</b>	<b>Progress Update June 2022</b>	
7	Continue to support the implementation of the statutory Reviews of Old Mineral Permissions (ROMPs) on Portland and elsewhere in a manner that will avoid any adverse impacts on the interests of the Site and its setting.	operation		Dorset Council Devon County Council	JCT	<ul style="list-style-type: none"> <li>• JCT to be consulted on any new minerals developments that may affect the WHS</li> </ul>	<ul style="list-style-type: none"> <li>• Minerals or stone extraction does not damage the WHS</li> </ul>	<ul style="list-style-type: none"> <li>• JCT has continued involvement with development work on Portland Coastal Strip and continues to participate in consultation regarding the Energy Reclamation Facility on Portland.</li> </ul>
8	Continue presumption in favour of replacing existing minerals permissions for surface quarrying on Portland with permissions for underground mining, where this would not result in any other unacceptable impacts on the Site.	operation		Dorset Council	JCT	<ul style="list-style-type: none"> <li>• JCT to be consulted on any new minerals developments that may affect the WHS</li> </ul>	<ul style="list-style-type: none"> <li>• Minerals or stone extraction does not damage the WHS</li> </ul>	<ul style="list-style-type: none"> <li>• Work ongoing</li> </ul>
9	Agree a stand-alone policy to make provision for recycling of sediment within a sediment cell in relation to necessary flood and coastal risk management activities.	Intervention		EA	LAs JCT	<ul style="list-style-type: none"> <li>• Review exiting licensing provision to identify a suitable model for WHS policy on this issue</li> <li>• Draft and agree policy wording with PAC</li> </ul>	<ul style="list-style-type: none"> <li>• Policy agreed does not lead to damage to the OUV of the WHS</li> <li>• Policy promoted through PAC networks</li> <li>• Policy formally adopted at next</li> </ul>	<ul style="list-style-type: none"> <li>• No new EA update</li> </ul>

						<ul style="list-style-type: none"> <li>• Sign off from PAC and JCT</li> </ul>	management plan revision	
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Sub theme: Codes of Conduct and Site management provisions									
Priority objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes	Progress update June 2022		
10	A campaign to promote responsible fossil collecting (and the two Fossil Codes) will be developed and delivered collaboratively by all relevant partners, using a variety of channels including online.	project		JCT	NE Landowners Fossil Collectors CHCC AONBs Visit Dorset Visit Devon	<ul style="list-style-type: none"> <li>• Discussion between key stakeholders to agree information and guidelines to be used for the campaign</li> <li>• Carefully consider how information is broken down in order to target specific interests of audiences</li> <li>• Consider liability carefully as part of how any guidelines or information is worded in the context of coastal access and landowner concerns</li> <li>• Identify stakeholders who can help promote guidance once ready</li> <li>• Cross reference with objectives 16 and 30</li> </ul>	<ul style="list-style-type: none"> <li>• Summary checklist aimed at regular collectors to help them follow the code</li> <li>• Guidelines similar to the above aimed at the general public / casual collectors</li> <li>• Campaign has a shared identity amongst partners</li> <li>• Campaigns are targeted for audiences based on time of year and by location</li> <li>• Better public understanding of what good collecting practice is, the vulnerabilities of fossils and how collecting contributes positively to the Jurassic Coast</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing discussions regarding the fossil collecting codes of conduct</li> <li>• CHCC have been promoting responsible collecting through: <ul style="list-style-type: none"> <li>- Social media posts (especially useful is the Dorset Fossil Hunters FB page)</li> <li>- Running guided fossil walks for the public</li> <li>- Displays within the Centre including lots of safety info and tide times etc</li> <li>- Working with and hosting the JCT Fossil Warden</li> <li>- Maintaining the two Fossil Codes including reporting any <i>in situ</i> digging</li> <li>- Working closely with the fossil collecting community, both amateur and professional</li> </ul> </li> </ul>	
11	Charmouth Heritage Coast Centre and Natural	operation		CHCC JCT	NE CHCC JCT	<ul style="list-style-type: none"> <li>• Meeting to review existing communications efforts and</li> </ul>	<ul style="list-style-type: none"> <li>• Collectors continue to record fossils through the recording scheme</li> </ul>	<ul style="list-style-type: none"> <li>• CHCC maintains both Fossil Codes. The latest update recorded 21 specimens for the</li> </ul>	

	England, with strategic support, successfully administer the West Dorset and Undercliffs Fossil Codes and fossil recording scheme.				Fossil Collectors	<p>agree new or improved communications routes</p> <ul style="list-style-type: none"> <li>Consider running in person meetings or zoom webinars for panel discussions about the codes and best practice, allowing for questions and answers</li> <li>Consider YouTube videos to promote the code</li> <li>Work with Charmouth Coast Centre to explore resourcing for Fossil Code support</li> </ul>	<ul style="list-style-type: none"> <li>Irresponsible collecting is reduced</li> <li>Improved communication on best practice for the Undercliffs code and West Dorset code separately</li> <li>Appropriate level of resourcing available to CHCC to continue to administer the West Dorset Code and fossil recording scheme</li> </ul>	<p>West Dorset Fossil Collecting Code and 7 for the NNR Code</p> <ul style="list-style-type: none"> <li>JCT and NE to review resourcing in order to continue to support CHCC's work</li> </ul>
12	Continue to support and seek to expand the Fossil Warden service for West Dorset.	Evolution		JCT	CPC LRTC NT CHCC	<ul style="list-style-type: none"> <li>Explore the possibility of expanding partnership / stakeholder group that supports fossil warden service</li> <li>Collectively explore and pursue resourcing options, including funding, sponsorship, volunteering and training</li> <li>Review the added value provided by the fossil warden, for example to the visitor experience</li> </ul>	<ul style="list-style-type: none"> <li>Fossil warden coverage provided 7 days a week during bury times (school holidays)</li> <li>Resourcing to sustain Fossil Warden service is secure</li> </ul>	<ul style="list-style-type: none"> <li>JCT employed an additional part time Fossil Warden in 2021, this has been expanded to a full-time additional fossil warden in 2022</li> <li>CHCC helps by hosting the Warden</li> </ul>
13	Review the Undercliffs code within the lifetime of this plan and ensure that, as in the case of the West Dorset Fossil Collecting Code, any changes are made only with the agreement of	Evolution		NE	JCT CHCC Fossil Collectors	<ul style="list-style-type: none"> <li>Compile data on reports of irresponsible collecting, examples of people following the code, numbers of new fossils recorded, number of fossils recorded retrospectively</li> <li>Collaborate with those involved in creating the code in order to identify and agree any changes to the code and any priorities for better communication about the code</li> <li>Consult with collectors more widely on how they perceive the</li> </ul>	<ul style="list-style-type: none"> <li>Better understanding whether the code is achieving what it was designed to achieve</li> <li>An updated and amended code if necessary</li> <li>Improved promotion and advocacy of the code</li> </ul>	<ul style="list-style-type: none"> <li>NE review of the Undercliffs NNR code and recording scheme. Minor changes were recommended to collectors. Ongoing advocacy and monitoring and wider promotion of the collecting code continues.</li> <li>CHCC has identified that communication with the collecting community needs improvement</li> <li>For CHCC to take a more active role in achieving this, further</li> </ul>



	all collaborating parties.					<p>code and invite suggestions for how it could be improved</p> <ul style="list-style-type: none"> <li>● Review of whether more resources are acquired to support the code</li> <li>● Consult with landowners as and when needed</li> </ul>		financial support is needed. To be discussed with NE and JCT.
14	Explore ways to invest in and otherwise improve the operation and delivery of the West Dorset and Undercliffs Fossil Codes.	Evolution		CHCC JCT	NE CHCC JCT Fossil Collectors NT	<ul style="list-style-type: none"> <li>● Review to what extent the data collected for the fossil recording scheme complies with GDPR legislation</li> <li>● Review methods for digitisation of records</li> <li>● Identify any appropriate means for increasing accessibility to fossil records data through a web-based platform</li> <li>● Identify and promote the benefits of the recording scheme</li> <li>● Work with Charmouth Coast Centre to explore resourcing for Fossil Code support</li> </ul>	<ul style="list-style-type: none"> <li>● Improvement in accessibility of information in the fossil recording scheme</li> <li>● Appropriate level of resourcing available to the Charmouth coast Centre to continue to administer the West Dorset Code and fossil recording scheme</li> <li>● Positive response to the improvements to the code and clarity around the benefits it brings</li> <li>● More tangible exhibitions / displays that communicate the work of the code to the public</li> </ul>	<ul style="list-style-type: none"> <li>● Natural England funded an officer to undertake engagement at Monmouth Beach</li> <li>● Digitisation of the fossil collecting codes is ongoing and investment in a new database due to commence summer 2022.</li> </ul>

## Theme 2: Conserving Natural Heritage

### Strategic Aim 2: Conserve and enhance the Site, its attributes, presentation and setting

Sub theme: Conservation of Site and Setting							
Priority objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes	Progress update June 2022
15	Collaborate to identify inland sites and seabed features that are priorities for incorporation into the story of the WHS, and plan for their conservation.	project	Task group initiated by JCT through PAC	Vince May Wildlife Trusts RSPB NT Landowners NE AONBs EA biodiversity team DCF	<p>Assemble task group to;</p> <ul style="list-style-type: none"> <li>○ Create criteria for site and feature selection based on how they relate to the OUV of the WHS</li> <li>○ draft a list of features and sites with their conservation needs</li> <li>○ engage users and landowners when needed</li> <li>○ Scope how delivery of this objective supports the environment bill</li> </ul> <p>Review the following;</p> <ul style="list-style-type: none"> <li>○ emerging strategies and opportunities for nature recovery through Defra</li> <li>○ role of Nature recovery areas</li> <li>○ An Environmental Land Management scheme to create a naturalised strip of cliff top along the length of the WHS</li> <li>○ pilots of similar schemes to see if there is scope for WHS objectives to be incorporated into any as a test</li> </ul>	<ul style="list-style-type: none"> <li>● Widened context of our understanding of the WHS and the story that we tell about the WHS</li> <li>● Better awareness of what lies outside the boundaries of the site that contributes to our understanding of the WHS and what we need to conserve outside the WHS to help maintain OUV</li> <li>● Inland sites and seabed features can be incorporated into the interpretation outputs for the WHS</li> <li>● 20m strip along cliff top of WHS is allowed to naturalise</li> <li>● Improved engagement and behaviour change amongst those with a stake in identified sites</li> </ul>	<ul style="list-style-type: none"> <li>● To discuss at PAC meeting June 2022</li> </ul>

16	Review needs and desirability for new bespoke fossil codes along the Site and, if any, prepare a prioritised development plan.	project		JCT (coordinatio n)	Collectors Landowners NE CHCC	<ul style="list-style-type: none"> <li>Keep alert to potential problems / issues and concerns relating to fossil collecting</li> <li>Maintain a shared understanding of what responsible collecting is and the contribution it makes to the WHS –</li> <li>Cross reference with objectives 10 and 30</li> </ul>	<ul style="list-style-type: none"> <li>Maintaining an up-to-date view of fossil collecting sensitivities along the WHS</li> <li>Fossil collecting continues to be sustainably managed along the WHS</li> </ul>	<ul style="list-style-type: none"> <li>No further action yet</li> </ul>
17	The GCR sites and SSSIs that make up the WHS will be monitored in line with Natural England methodology and timescales in terms of their defined geological and geomorphological value.	operati on		NE	JCT Landowners tenants	<ul style="list-style-type: none"> <li>NE to keep partnership up to date on the rolling programme of monitoring surveys</li> <li>NE to share site condition information</li> <li>Consider using ELMs to help resolve any issues encountered at SSSIs</li> <li>Consider links to nature recovery networks, nature recovery areas and local nature recovery strategies</li> </ul>	<ul style="list-style-type: none"> <li>Best indication of the condition of the majority of the WHS</li> <li>Better understanding of what the management needs of the WHS are</li> </ul>	<ul style="list-style-type: none"> <li>NE commissioned monitoring of SSSI features: <ul style="list-style-type: none"> <li>2020-21 c.40 features (4 SSSI) monitored, undertaken by JCT</li> <li>2021-22 c.24 features (6 SSSI) monitored, undertaken by consultant.</li> <li>2022-23 monitoring ongoing. Condition statement shared by NE and reported as part of government G2 indicator (Geodiversity and Historic Environment)</li> </ul> </li> </ul>
18	Targeted monitoring of specific features under threat will be undertaken and substantive events	operati on		JCT NE LPAs	PAC	<ul style="list-style-type: none"> <li>Partners undertaking relevant monitoring will consider threats and opportunities in the context of OUV</li> </ul>	<ul style="list-style-type: none"> <li>Detailed understanding of how the WHS is changing</li> </ul>	<ul style="list-style-type: none"> <li>JCT Collaboration with Birmingham University - study to monitor the effects of increased tourism</li> </ul>

	that affect the site will also be recorded where possible and practicable.					<ul style="list-style-type: none"> <li>Partners will share information about relevant data that exists or is being gathered and collaborate where necessary when responding to threats, issues and opportunities</li> <li>JCT to maintain monitoring database for the WHS</li> <li>Consider uses of coastal monitoring data, including fixed point photography, drone photography, laser scans, cliff recession rates, sea conditions and bathymetry</li> </ul>	<ul style="list-style-type: none"> <li>Better understanding of what the management needs of the WHS are</li> </ul>	<p>and visitor access at Spyway Dinosaur Footprints. Ongoing</p> <ul style="list-style-type: none"> <li>HE: Historic England is continuing to engage with partners regarding the monitoring of coastal erosion within the WHS where this intersects with other designated heritage assets.</li> <li>NE: detailed drone survey in collaboration with JCT undertaken of East Beach foreshore to the east of Sidmouth</li> </ul>
19	Collaborate in order to thoroughly consider the implications to the WHS of the Government's Landscapes Review, particularly in relation to the proposal for a National Park for Dorset and East Devon and any opportunities to make gains for geological conservation.	operation		NE AONBs LPAs		<ul style="list-style-type: none"> <li>AONBs to share information with PAC about their response to landscape review and any opportunities that may arise</li> <li>Monitor responses, e.g., from Defra and government, to the landscape review and engage where possible</li> <li>Maintain a watching brief regarding the suggestion of a Dorset and E. Devon National Park</li> <li>Work with WHUK to develop actions around this objective</li> </ul>	<ul style="list-style-type: none"> <li>Higher recognition for the WHS in terms of how it contributes to landscape conservation and engagement</li> </ul>	<ul style="list-style-type: none"> <li>JCT contributed to the response co-ordinated by Dorset AONB and World Heritage UK in response to the Landscape Review.</li> <li>HE: Historic England provided a response to the latest consultation on the Government's response to the Landscape Review including comments regarding the need</li> </ul>

								<p>for a holistic approach to management of natural/cultural landscapes.</p> <ul style="list-style-type: none"> <li>• NE: Response to government consultations including Glover Review, Nature Recovery and Local Strategy and Protected Sites and Species Green Paper emphasised the importance of the JCWHS, associated underpinning protected sites and connections to nature recovery.</li> </ul>
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Sub theme: Research								
Priority objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes	Progress Update June 2022	
20	Establish an information sharing platform for researchers and the Jurassic Coast partnership with the aim of facilitating access, fostering co-ordination, collaboration and new research opportunities	Project	JCT	JCT NE Academic researchers	<ul style="list-style-type: none"> <li>• Review existing academic papers on this topic and similar services that already exist – e.g. AONB Network and Valuing Nature Network</li> <li>• Review the purpose of this platform and investigate the desire among</li> </ul>	<ul style="list-style-type: none"> <li>• Improved relationships, collaboration and engagement among researchers with the JC partnership</li> <li>• Positive outreach opportunities</li> <li>• Establishment of a digital research platform</li> </ul>	<ul style="list-style-type: none"> <li>• JCT is developing a digital database via the Jurassic Coast Collection which will be usable by multiple audiences for the purpose of research, facilitating access and new collaborations. Launch Autumn 2022</li> <li>• A positive outreach opportunity from research and collaboration</li> </ul>	

						<p>researchers/partners to contribute</p> <ul style="list-style-type: none"> <li>• Scope how this platform or function could be integrated into the JCT website</li> </ul>	<ul style="list-style-type: none"> <li>• Examples of output facilitated by the platform within the lifetime of this plan</li> </ul>	<p>is the Sidmouth Museum exhibition launched May 2022.</p>
21	<p>Draw on UK Climate Projections 2.2km climate modelling in combination with other coastal monitoring and research data to help identify areas or features of the WHS that are most vulnerable to sea level rise and climate change. Highlight locations where new or expanded coastal defences may be needed</p>	Project		JCT to co-ordinate	JCT EA NE LNP Landowners Academic researchers	<ul style="list-style-type: none"> <li>• Scope potential collaborators based on shared interests</li> <li>• Create a list of research topics that could be promoted to academic institutions and research groups</li> <li>• Review existing work by the SW Coastal Group, SMP Refresh, SWEEP and others</li> <li>• Review existing research based on the dynamics of coastal processes in order to investigate how the WHS will behave in the future</li> </ul>	<ul style="list-style-type: none"> <li>• Better understanding of the impacts on the WHS from climate change, both in terms of the static features that support OUV and the dynamic evolution of the coast in the future</li> <li>• JC partnership is able to target research and conservation efforts more strategically</li> </ul>	<ul style="list-style-type: none"> <li>• The National Coastal Erosion Risk Mapping - NCERM2 project officially started on 25th April.</li> <li>• The EA national team will be working with Jacobs, Royal Haskoning and Channel Coastal Observatory to update the NCERM methods.</li> <li>• The published product for England will be by the end of 2023.</li> </ul>
22	<p>Develop research partnerships and programmes to help identify and deliver research in relation to parts of the Site that are vulnerable to sea level rise and climate change</p>	Operati on		TBC	TBC	<ul style="list-style-type: none"> <li>• TBC based on objectives 20 and 21</li> </ul>	<ul style="list-style-type: none"> <li>• Output of research specific to the WHS based on objectives 20 and 21.</li> </ul>	<ul style="list-style-type: none"> <li>• Plans to work with other agencies, i.e. Met Office in Autumn/Winter 2022</li> </ul>
23	<p>Collaborate to create opportunities for 'citizen science' projects and the dissemination of research through public engagement programmes</p>	Operati on		JCT co-ordinate	DCF EA NE	<ul style="list-style-type: none"> <li>• Review existing 'citizen science' projects/workers</li> <li>• Identify potential research projects</li> </ul>	<ul style="list-style-type: none"> <li>• Identify, and ideally begin, at least one citizen science project within the lifetime of this plan</li> </ul>	<ul style="list-style-type: none"> <li>• Citizen science projects identified for 2022, these include the use of microfossils to engage different audiences</li> <li>• Sidmouth Museum exhibition demonstrates effective</li> </ul>

						<ul style="list-style-type: none"> <li>Identify organisations interested in delivering 'citizen science' projects</li> <li>Consider how to engage schools in future 'citizen science' projects</li> </ul>		dissemination of research to the wider public
24	Establish a set of shared values and a set of guidelines that can encourage responsible research and guide science, arts, geography, economic and social researchers and practitioners to engage with the Jurassic Coast and its partnership of stakeholders	Intervention		JCT to coordinate	PAC	<ul style="list-style-type: none"> <li>Review UNESCO's expectations of the role research plays in World Heritage</li> <li>Agree the function and benefits of research guidelines amongst the JC partnership</li> <li>Consult with relevant academics in order to scope the guidelines for each research discipline and identify nuance, commonalities and differences in their nature and application</li> </ul>	<ul style="list-style-type: none"> <li>Broadly agreed and widely promoted research values and guidelines</li> <li>Pro-active engagement with researchers around the needs of the WHS</li> <li>Increase in researchers seeking contact with, guidance from or collaboration with the JCT</li> </ul>	<ul style="list-style-type: none"> <li>The Jurassic Coast Collection Working Group has wide-ranging representation and provides proactive engagement for researchers to investigate the needs of the Site</li> <li>The JCC database will also provide opportunities for researchers to access new material and opportunities</li> </ul>

Sub theme: Fossils and other Geological Specimens								
Priority objective		This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes	Progress Update June 2022
25	Through collaboration and partnership working, create a database of significant Jurassic Coast fossils, both publicly and privately held, in order to:	Operation		JCT	Fossil Collectors Museums Academic researchers	<ul style="list-style-type: none"> <li>Identify and pursue resources that can fully support the work to engage stakeholders, register fossils and</li> </ul>	<ul style="list-style-type: none"> <li>The Jurassic Coast Collection represents the most significant collection of fossils from the WHS</li> </ul>	<ul style="list-style-type: none"> <li>JCT is resourcing ongoing registration of fossils for the Jurassic Coast Collection</li> </ul>

	<ul style="list-style-type: none"> <li>● Demonstrate the OUV of the WHS</li> </ul> <p>Identify privately owned specimens and collections that are suitable for acquisition if/when available</p> <ul style="list-style-type: none"> <li>● Identify stored museum specimens that could be given a wider role for community benefit and public engagement</li> <li>● Better understand the opportunities along the WHS in respect of acquisition, research, curation, storage and display of important fossils from the Site</li> <li>● Support the case for investment that improves the acquisition, curation, research, and exhibition of Jurassic Coast fossils</li> </ul>				NE Arts Council	<p>pursue outcomes relating to acquisition, research, curation, storage and display</p> <ul style="list-style-type: none"> <li>● Establish the principles for a strategic fossil acquisition fund</li> <li>● Seek endorsement or recognition from large funders for a long-term delivery programme</li> </ul>	<ul style="list-style-type: none"> <li>● Engagement with and access to important fossils from the WHS is achieved via the JCC</li> <li>● key stakeholders feel that the JCC authentically reflects their hopes and aspirations for this project</li> <li>● Palaeontology of the Jurassic Coast is actively benefiting the WHS</li> <li>● Long term security of fossils from the WHS is improved</li> <li>● Public understanding of the palaeontology of the WHS and what it reveals about Earth history is improved</li> <li>● The role of centres and museums in safeguarding the palaeontology of the WHS is recognised and aligned with the resources required to sustain that contribution</li> </ul>	<ul style="list-style-type: none"> <li>● JCT founded a JCC Working Group to improve representation and input across the partnership</li> <li>● Collaborative working with museums and visitor centres to raise public awareness of the significance of palaeontology and WHS</li> <li>● JCT is currently scoping a feasibility study to consider the development of a new facility dedicated to the Site's exceptional fossil record and geology</li> </ul>
26	Explore ways of helping museums improve their documentation practices, existing records and other skills development e.g. fossil curation	Operation	JCMN JCT	JCMN EDMN DMA SWMDT JCT Visitor centres National Museums/ NHM GCG NatSCA BGS Fossil collectors	<ul style="list-style-type: none"> <li>● Action should only be taken here if/when assistance is requested. Proactive engagement with museums will help provide the opportunity for them to express whether they need/want that assistance</li> <li>● Investigate how to resource improved curation and conservation</li> </ul>	<ul style="list-style-type: none"> <li>● Identification and understanding of conservation and curation needs</li> <li>● Improved skills to curate geological/palaeontological collections</li> <li>● Consistent documentation practices to enable cross-referencing between museums</li> </ul>	<ul style="list-style-type: none"> <li>● Training programme for local museums delivered in January-March 2022</li> <li>● Ongoing communication with museums and representation at Dorset Museums Association</li> </ul>	



					Academic researchers	<ul style="list-style-type: none"> <li>Investigate potential partnerships through Subject Specialist Network, Geological Curators Group, etc.</li> <li>Explore ways to audit available skills, endorse and connect private fossil collectors with museums in order to provide preparation services</li> </ul>	<ul style="list-style-type: none"> <li>Understanding of the JCC's role across the JC partnership</li> <li>Record of the social historical context of specimens</li> </ul>	<ul style="list-style-type: none"> <li>Redevelopment of the Fossil Finder Database</li> </ul>
27	Use the database of significant Jurassic Coast fossils to help address the needs and opportunities surrounding the development of a new facility dedicated to Jurassic Coast fossils and establish its true potential in consultation with all stakeholder groups	Intervention		JCT JCCW G	JCT String of Pearls Academic researchers Fossil collectors Public audience	<ul style="list-style-type: none"> <li>Development of this discussion amongst key stakeholders as a matter of urgency through the establishment of a Jurassic Coast Collection Working Group</li> <li>Deliver a feasibility study for the development of a new centre dedicated to the WHS and its exceptional fossil record</li> <li>Investigate long term digital accessibility to the JCC</li> <li>Review of funding context and establish the potential to attract public funding</li> <li>Pilot outputs that help to resolve long-term security in the immediate future</li> <li>Understand socio-cultural interactions including social and economic needs and opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Important fossils from the Jurassic Coast are protected for future generations in public collections</li> <li>a constituted working group is established with expertise to start examining the evidence for and feasibility of a facility dedicated to fossils and geology, bringing in outside consultancy when and where needed</li> </ul>	<ul style="list-style-type: none"> <li>Jurassic Coast Collection Working Group have developed a scope for the feasibility study</li> <li>Seeking funding for next stages of the work - Spring/Summer 2022</li> </ul>

						<ul style="list-style-type: none"> <li>• Undertake a critical assessment of the palaeontological context – are these specimens available, how do we tell the WHS story?</li> <li>• Clearly define a timeline of outputs</li> </ul>		
28	Continue to maintain and seek to expand the Fossil Finder Database	Evolution		JCT JCMN CHCC	JCMN CHCC JCT SWMDT Fossil collectors Academics/users	<ul style="list-style-type: none"> <li>• Investigate ways to connect the Fossil Finder Database with the Fossil Code/CHCC website</li> <li>• Investigate potential collaborators e.g. South-West Museum Development Trust</li> <li>• Fact-check the Fossil Finder Database internally</li> <li>• Input high quality photography of new specimens</li> </ul>	<ul style="list-style-type: none"> <li>• Go-to digital repository for information regarding the geology/palaeontology of the WHS</li> <li>• Digital access to fossils in the JCC hosted in different museums and visitor centres</li> </ul>	<ul style="list-style-type: none"> <li>• As part of digital database expansion</li> </ul>

## Theme 3: Presenting the World Heritage Site

**Strategic Aim 3:** Inspire and engage people with the Site and deepen their understanding of its values

**Strategic Aim 4:** Maintain and improve access to and experience of the Site

Sub theme: Destination Marketing								
Priority objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes	Progress update June 2022	
29	Partners will be encouraged to collaborate to make appropriate information available to visitors in advance of arrival that is intended to help manage congestion at popular sites and promote responsible tourism and behaviour.	Operation	Visit Dorset Visit Devon	JCT AONBs LA Comms teams	<ul style="list-style-type: none"> <li>• Consultation with landowners to agree appropriate messages</li> <li>• Share need for appropriate messages with national bodies</li> <li>• Provide clear information about public transport</li> <li>• Draw on Visit England data to understand audiences</li> <li>• Work to generate interest in places on the WHS outside of the very popular sites</li> <li>• Identify 'alternative' coastal and inland locations and activities that can be promoted to help alleviate pressure on busy sites. This must take account of conservation requirements / sensitivities and infrastructure constraints</li> <li>• Monitor and share infrastructure information e.g. facilities availability (this comes from landowners as</li> </ul>	<ul style="list-style-type: none"> <li>• Messages are unique to each organisation but consistent across the WHS</li> <li>• Positive change in visitor behaviour</li> <li>• New audiences are engaged with natural heritage</li> </ul>	<ul style="list-style-type: none"> <li>• Local Authority summer campaigns delivered across the partnership and adapted to each organisation</li> <li>• JCT obtained Visit England Data relevant to Jurassic Coast visitors</li> <li>• JCT investing in digital visitor services which focuses on sustainability and heritage- launch Autumn 2022</li> </ul>	

						<p>well as town and parish councils)</p> <ul style="list-style-type: none"> <li>• Create a 'tick box' record to make sure due diligence is done in terms of consultations with landowners etc.</li> </ul>		
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Sub theme: Visitor Management								
Priority objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes	Progress Update June 2022	
30	Create clearer guidance on responsible fossil collecting for tourists on the WHS, emphasising those areas of the coast where fossil hunting is appropriate and permitted, and those where it is discouraged or restricted and why. This will be done in consultation with collectors and in response to actual visitor behaviours and pressures to avoid needlessly	Project	JCT	Fossil Collectors NE Landowners String of Pearls AONBs Visit Dorset Visit Devon	<ul style="list-style-type: none"> <li>• Provide specific training about this for volunteers and tourism businesses</li> <li>• Create simple and easy to remember guidance on responsible collecting, with clear explanation of issues created by irresponsible collecting</li> <li>• Cross reference with objectives 10 and 16</li> </ul>	<ul style="list-style-type: none"> <li>• No irresponsible fossil collecting on the WHS</li> <li>• Visitors are better informed and engaged with the importance of responsible fossil collecting on the WHS</li> </ul>	<ul style="list-style-type: none"> <li>• Additional fossil warden resource in 2021 and 2022</li> <li>• QR code trialled in 2021 and to be delivered in 2022 providing additional information to visitors</li> </ul>	

	highlighting sensitive areas							
31	Develop guidance aimed at businesses and other organisations for promoting responsible recreation and tourism on the WHS, e.g. the nature of the coast as a natural site, safety, responsible fossil hunting, events planning, sensitive areas, access restrictions, visitor congestion, and year-round tourism	Project		JCT	Visit Dorset Visit Devon AONBs NT String of Pearls NE Landowners TCs PCs NCTA DTA	<ul style="list-style-type: none"> <li>Collaborate to develop targeted, location specific guidance and/or information about sensitivities in the natural environment (including use of SWCP)</li> <li>Use networking events e.g. Jurassic January to directly promote and share these messages</li> <li>Provide training offer to businesses and other organisations – may work well as a digital platform</li> <li>reference objectives 10, 16 and 30</li> </ul>	<ul style="list-style-type: none"> <li>Businesses and tourism organisations are better informed about the sensitivities of the WHS and they have the confidence to engage visitors/ customers with these messages</li> </ul>	<ul style="list-style-type: none"> <li>JCT delivered Jurassic January event in January 2022, attended by 50 business representatives from across the coast</li> </ul>
32	The South West Coast Path National Trail (and England Coast Path, where applicable) is the most significant access route for the Jurassic Coast and relevant partners will continue to work collaboratively to monitor, maintain	Operation		SWCPA	LAs Landowners	<ul style="list-style-type: none"> <li>Promote the collaborative nature of how the SWCP is maintained – particularly through annual international trail day</li> <li>Support volunteer efforts to monitor the path</li> <li>Promote role of visitors / users in</li> </ul>	<ul style="list-style-type: none"> <li>SWCP is a popular and responsibly used route</li> <li>The route is maintained in an ‘above average’ condition or, if possible, an exemplar condition</li> </ul>	<ul style="list-style-type: none"> <li>Update pending from SWCPA</li> </ul>

	and improve its condition					<p>helping to look after the path</p> <ul style="list-style-type: none"> <li>● Promote inland links to SWCP and circular routes</li> <li>● Support 'step up' and 'find your way' campaigns</li> </ul>		
33	<p>Work collaboratively to:</p> <ul style="list-style-type: none"> <li>● Review WHS access points to identify priorities for place-based projects that seek to make improvements and reduce clutter in the landscape</li> <li>● Work in partnership to improve signposting at railway stations and other key sustainable transport hubs</li> <li>● Identify funding streams to support infrastructure and signage improvements</li> </ul>	Operation		Dorset AONB	<p>JCT East Devon AONB LAs Landowners TCs PCs Coastal communities Community Rail Partnerships SWCPA</p>	<ul style="list-style-type: none"> <li>● Create a prioritised plan to reduce, rationalise and improve signage across the WHS</li> <li>● Influence and advise partners and stakeholders on signage best practice, in particular landowners and local authorities</li> <li>● Seek funding to implement improvements- SWCPA 'Find Your Way' appeal may be able to help</li> <li>● Connect on-site signage with digital information where possible</li> <li>● Review signage regularly to retain good maintenance standards- SWCPA happy to share results of annual signage review</li> </ul>	<ul style="list-style-type: none"> <li>● A more cohesive programme of work agreed for the WHS with partners</li> <li>● Signage is reduced, rationalised and improved</li> <li>● Branding is locally distinctive with appropriate 'sense of place' but retains some consistency across the Site</li> <li>● All signage design follows best practice guidance</li> </ul>	<ul style="list-style-type: none"> <li>● Weymouth Station - Part of a working group to design and develop new interpretation at Weymouth station and in the town, as part of a major transformation of Weymouth station, including the forecourt area. Will include wayfinding and public transport connectivity, as well as walking and cycling. Interpretation will help people navigate their way around the town, but also inspire them to explore further by bus to connect to the Jurassic Coast and Dorset AONB. With the easing of Covid restrictions, we want to make it both easy and enjoyable for people to explore by public transport, reducing the number of cars on our roads and enhancing the visitor experience. This work is ongoing and funded by Customer and Communities Improvement Fund, South Western Railway, Community Rail Partnership and Dorset Council.</li> <li>● Work continues with local walker and writer Robert Westwood to co-create a book of Dorset AONB walks. Focused on less well-known areas, especially inland (where the infrastructure allows). Will also include walks from bus stops and accessible walks. The book will be branded in the Dorset AONB house</li> </ul>

	<ul style="list-style-type: none"> <li>Review best practice of safety messaging development and delivery and seek to implement along the Jurassic Coast</li> </ul>					<ul style="list-style-type: none"> <li>Evaluate existing recent projects to find out what has worked and what hasn't</li> <li>Develop best practice guidance – consider decision making process, categories of signage, consultation – and engage stakeholders early when starting to develop the guidance</li> </ul>		style.
34	Raise awareness of the Dorset Local Resilience Forum Rockfall and Landslide Response Plan and seek to replicate it in East Devon	Operation		Dorset Council	Landowners Visitor Centres Emergency Responders Devon County Council JCT	<ul style="list-style-type: none"> <li>Update WHS stakeholders about the Response Plan and how it functions</li> <li>Co-ordinate training offer for stakeholders in how emergency responders work around a rockfall / landslide related emergency</li> <li>Better publicise the 'behind the scenes' work of partners in relation to rockfalls and landslides</li> <li>Exploit new and upcoming opportunities to monitor and research coastal</li> </ul>	<ul style="list-style-type: none"> <li>Messaging around rockfalls and landslide risks are clear and consistent along the WHS</li> <li>Rockfall and landslide response plans in place along the WHS, including in East Devon</li> </ul>	<ul style="list-style-type: none"> <li>JCT attended and provided training at updated rockfall training in May 2022</li> </ul>

						change e.g. 5G Rural Dorset project		
35	Consult with local communities in order to gather information about issues and opportunities surrounding recreation and tourism along the Jurassic Coast	Operation		JCT (coordinating / facilitating )	TCs PCs Landowners LAs Event organisers Emergency Services SWCPA	<ul style="list-style-type: none"> <li>Review how partners communicate with local communities</li> <li>Explore ways to identify issues that need addressing e.g. through local community forums</li> <li>Aim to engage local communities where large events may affect their area</li> <li>Target coastal communities and those on access routes to the coast</li> <li>In partnership with stakeholders, create guidance for event organisers, including around use of the words 'Jurassic Coast'</li> </ul>	<ul style="list-style-type: none"> <li>Local communities feel better informed, listened to and involved in decisions</li> <li>Partners and event organisers better engaged with the communities' point of view</li> </ul>	<ul style="list-style-type: none"> <li>Partnership and Engagement Manager at JCT co-ordinated meetings with businesses and communities.</li> </ul>
36	The partnership, String of Pearls group and other key stakeholders are encouraged to work collaboratively to: <ul style="list-style-type: none"> <li>Explore the role of the</li> </ul>	Operation		JCT	All JC stakeholders	<ul style="list-style-type: none"> <li>Most actions for this Objective have already been covered elsewhere in this document</li> </ul> <p>In addition:</p> <ul style="list-style-type: none"> <li>Develop clear mandate for String of Pearls group</li> </ul>	<ul style="list-style-type: none"> <li>Better collaboration between the Partnership and stakeholders on messaging, branding, promotion, responsible tourism and travel initiatives</li> <li>JC becomes a sustainable destination</li> </ul>	<ul style="list-style-type: none"> <li>Regular partnership meetings to share experiences and practice are considered valuable.</li> <li>Social media collaboration and messaging across the partnership</li> <li>Media Trust's Weston Communicating Climate Programme supports UK environmental and climate charities to extend the reach, power and impact of their communications.</li> </ul>



	<p>String of Pearls group</p> <ul style="list-style-type: none"> <li>● Find co-ordinated and proactive ways to promote responsible tourism and behaviour</li> <li>● Help manage congestion at popular sites along the Jurassic Coast</li> <li>● Find feasible ways to encourage visitors to explore the wider rural landscape inland</li> <li>● Explore joint branding and promotion</li> <li>● Explore how social media can be used as a tool to help deliver shared aims</li> <li>● Explore the idea of a 'distributed museum' along the coast, including an inventory of assets and</li> </ul>					<ul style="list-style-type: none"> <li>● Undertake feasibility study for value of a 'distributed museum' along the coast</li> <li>● Research whether there is demand for a single guidebook for the WHS</li> <li>● Strengthen existing, and create new links with associated cultural and historic heritage</li> <li>● Work collaboratively on creating engaging, clear joint messaging on climate change</li> </ul>	<ul style="list-style-type: none"> <li>● Visitors and the general public will better understand how to be a responsible visitor</li> </ul>	<p>The programme gives the JCT free access to expert-led training, networking opportunities, resources and one-to-one sessions with media industry professionals to empower them to influence the climate media discourse, policy and behavioural change.</p> <ul style="list-style-type: none"> <li>● In practical terms, the programme helps to catalyse climate change communications from ourselves as they relate to the Jurassic Coast and its communities as well as general tips to help with the framing and communication of all aspects of our content creation.</li> <li>● Collaboration on social media with partners- Training has been delivered to a number of museums, as well as to JCT ambassadors, as part of the Jurassic Coast Collection modular training programme. Within this, a module on engaging with collections focused on the many stories one can tell with fossils. The aim is to increase social media output about fossil collections from the different partners by equipping them with knowledge of the fossils, of engaging content creation and the confidence and ability to use social media.</li> <li>● The 'Pebbles People' project, initiated as part of the 20th Anniversary celebrations, invites partners to collaborate each month on a video series highlighting the human connection to the geology that unites us. Training and technical assistance is provided by us where appropriate.</li> </ul>
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	<p>expertise, and the development of a Jurassic Coast 'Gallery Plan'</p> <ul style="list-style-type: none"> <li>• Explore the value of creating a single 'guide book' for the WHS</li> <li>• Consider / explore relevant links between the Site and its setting and associated cultural and historic heritage</li> <li>• Develop coordinated promotion of connected sustainable travel in the area</li> <li>• Explore joint messaging relating to climate action</li> </ul>							<p>May's Pebbles People showcases the decorated pebbles that many museums, visitor centres and business partners have hidden for visitors to find. Again, this initiative encourages collaboration via the use of social media, by highlighting the partners on our social media channels and sharing content from partners.</p> <ul style="list-style-type: none"> <li>• More generally, with the designated Earth Science Digital Content Creator role at the JCT, we have the capacity to share a considerably increased amount of content from partners as well as tagging them in our promotion of their events and exhibitions.</li> </ul>
37	Collaborate in order to develop approaches that help improve access, diversity	Operation		JCT (co-ordination )	AONBs Defra National Association of AONBs	<ul style="list-style-type: none"> <li>• Sense check all promotional materials and future projects at draft stage – seek</li> </ul>	<ul style="list-style-type: none"> <li>• Accessibility, diversity and social inclusion embedded in the Partnership's ways of working</li> </ul>	<ul style="list-style-type: none"> <li>• Accessibility, diversity and social inclusion is now embedded in all JCT digital content planning and creation. A focus on accessibility and enjoyment of</li> </ul>

	<p>and social inclusion following the recommendations of the government's Landscapes Review</p>				<p>DREC NE String of Pearls Landowners LAs Heritage Mobility</p>	<p>professional advice e.g. from DREC</p> <ul style="list-style-type: none"> <li>● Embed accessibility, diversity and social inclusion in relevant future projects, together with monitoring and evaluation of success</li> <li>● Examine ways to improve accessibility, diversity and social inclusion within existing projects</li> <li>● Invite a DREC representative onto PAC</li> <li>● Actively pursue structural reform and seek to increase diversity in representation of Partnership</li> </ul>	<ul style="list-style-type: none"> <li>● Promotional material is inclusive, and positive towards all audiences</li> <li>● Audiences who may not have visited the coast before are confident to do so due</li> <li>● Increased engagement and connectivity between natural landscapes of Dorset and East Devon and diverse audiences</li> </ul>	<p>the coast by all is currently highlighted by a</p> <ul style="list-style-type: none"> <li>● Jurassic Coast challenge embarked on by Ryan Eddowes, supported by the JCT.</li> <li>● Research has been conducted and a funding proposal submitted in the hope that a project specifically looking at the accessibility of the coast will be able to take place later this year. Although there is more that can be done, training is ongoing and communications open to ensure accessibility, diversity and social inclusion is at the heart of all JCT content.</li> </ul>
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Sub theme: Engagement and Learning							
Priority objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes	Progress update June 2022
38	Devise methods and resources that use the earth science stories of the Jurassic Coast to help people in local communities, schools and other educational settings to understand and engage with the climate variability and the potential impacts of climate change along the WHS	project	JCT	Vince May JCT Amb	<ul style="list-style-type: none"> <li>• Develop our own understanding of how climate change is expressed by the WHS and how the coast might be affected by it</li> <li>• Draw on 'Dynamic Coast' manuscript by Vince May, digital data sources and current photographic monitoring to help illustrate the stories</li> <li>• Incorporate other climate change actions where appropriate e.g. sustainable development goals, council carbon plans etc.</li> <li>• Find out how different centres and museums are already approaching this issue and measure the need for shared resources</li> <li>• Convene a forum to agree unified messages and resources that are desirable for development</li> <li>• Give careful consideration collectively to how the sensitive parts of the climate change</li> </ul>	<ul style="list-style-type: none"> <li>• A set of online resources focusing on the Jurassic Coast and Climate Change shared by the JCT and String of Pearls and openly available online</li> <li>• Physical resources available through the String of Pearls that help illustrate Jurassic Coast climate change stories</li> <li>• Ambassadors / volunteers trained to deliver Jurassic Coast climate change messages in person</li> <li>• Online resources aimed at visiting schools</li> <li>• Resources are recognised as valuable and used widely on the WHS and beyond</li> <li>• Resources contribute to the increase in the climate change resilience of WHS communities and audiences</li> <li>• Measureable behaviour change in how audiences engage with climate change</li> </ul>	<ul style="list-style-type: none"> <li>• JCT will create climate change content as per Work Programme – and renewed digital platform and themes-Autumn 2022</li> <li>• Publication of Vince May's 'Dynamic Coast' manuscript on JCT website and shared in social media posts and JCT magazines</li> <li>• Ambassadors and volunteers have received climate change messaging training</li> </ul>

						<p>message are communicated</p> <ul style="list-style-type: none"> <li>• Give careful consideration to the role of the arts sector in development and delivery</li> </ul>		
39	Dorset AONB team and Jurassic Coast Trust to work collaboratively with stakeholders and communities along the length of the Site in order to improve the consistency and quality of outdoor interpretation signage about the WHS	operation		Dorset AONB JCT	Project dependent	<ul style="list-style-type: none"> <li>• Audit of signage and messages along the WHS is undertaken within the life of the plan to inform a more proactive plan for improvements / changes</li> <li>• Time and costs associated with consultation, collaboration and evaluation are built into project plans from the outset</li> <li>• Signage is designed to reflect local vernacular and distinctive materials and also to last at least five years</li> <li>• Interpretation signage is evaluated during the plan period and its effectiveness measured</li> </ul>	<ul style="list-style-type: none"> <li>• The 'scaffolding' of the sense of place – characteristics of WHS, SWCP, AONB – is reflected across the area</li> <li>• Audiences demonstrably respond positively to interpretation signage</li> </ul>	<ul style="list-style-type: none"> <li>• West Bay: Coastal Communities funded (£20,000) project to reduce, rationalise and improve community/visitor interpretation in West Bay. Further interpretation and decluttering improvements. Working with the Town Council to provide interpretation about the Old Railway Line multi-use trail from</li> <li>• Bridport to West Bay; its sustainable access to the Jurassic Coast and Dorset AONB, and the history of the railway. Also decluttering and providing some</li> <li>• interpretation at picnic sites either side of the popular West Bay play area. £20,000 - funded by Coastal Communities Fund; expected completion July 2022</li> <li>• Branscombe: Funding secured from partners to remove damaged on-site</li> </ul>

								<p>interpretation and replace four old panels with one new partnership panel,</p> <ul style="list-style-type: none"> <li>● highlighting walks and signposting to further information. Working with Plymouth Coastal Observatory, agreement reached to install a CoastSnap fixed</li> <li>● point photography cradle, overlooking the western end of Branscombe beach, where significant coastal erosion is ongoing, affecting the beach profile and</li> <li>● the beach huts. It is hoped this will engage both local communities and visitors in coastal change and the impacts of climate change.</li> <li>● Sidmouth: agreement with Sidmouth Town Council, Devon County Council and Ignyte (tourism marketing organisation) to increase profile of Jurassic Coast and East Devon AONB in the town. Partner funding secured but work yet to commence.</li> </ul>
40	<p>The String of Pearls group and other key stakeholders will be encouraged to collaborate in order to:</p> <ul style="list-style-type: none"> <li>● Share information with partners about upcoming interpretation projects</li> </ul>	operation		JCT co-ordinating	String of Pearls	<ul style="list-style-type: none"> <li>● Explore the use of online platforms and resources to create a live community for the String of Pearls</li> <li>● Arrange networking event once a year in Jan/Feb to build the</li> </ul>	<ul style="list-style-type: none"> <li>● Regular, close and effective collaboration amongst the String of Pearls at board level or equivalent</li> <li>● networking events support coloration around other objectives</li> </ul>	<ul style="list-style-type: none"> <li>● Collaboration on social media with partners</li> <li>● Training has been delivered to a number of museums, as well as to JCT ambassadors, as part of the</li> </ul>

<ul style="list-style-type: none"> <li>● Share and discuss interpretation and engagement aspirations and opportunities for collaboration amongst partners and with the arts sector</li> <li>● Explore ways of highlighting the relationship between nature, culture and social history</li> <li>● Identify opportunities for improving digital/online interpretation and learning aimed at a global audience</li> <li>● Explore ways of developing interpretation and learning best practice along the WHS (e.g. accessibility and inclusivity, joint training, sharing data and findings from the evaluation)</li> <li>● Explore ways to disseminate current scientific research about the WHS amongst the String of Pearls group and other partners</li> </ul>					<p>String of Pearls partnership. Include time for a topic-focused discussion.</p> <ul style="list-style-type: none"> <li>● Consider how JCT's 'Jurassic January' event could act as a forum for the string of pearls</li> </ul>	<p>e.g. 39, climate change messages</p> <ul style="list-style-type: none"> <li>● audiences have access to consistent information from String of Pearls sites and perceive the synergy between them</li> <li>● The String of Pearls is collectively able to access a record of outcomes or collaborative opportunities from networking meetings</li> </ul>	<p>Jurassic Coast Collection modular training programme. Within this, a module on engaging with collections focused on the many stories one can tell with fossils. The aim is to increase social media output about fossil collections from the different partners by equipping them with the knowledge of the fossils, of engaging content creation and the confidence and ability to use social media.</p> <ul style="list-style-type: none"> <li>● The 'Pebbles People' project, initiated as part of the 20th Anniversary celebrations, invites partners to collaborate each month on a video series highlighting the human connection to the geology that unites us. Training and technical assistance is provided by us where appropriate. May's Pebbles</li> <li>● People showcases the decorated pebbles that many museums, visitor centres and business partners have hidden for visitors to find. Again, this initiative encourages collaboration via the use</li> </ul>
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								<p>of social media, by highlighting the partners on our social media channels and sharing content from partners.</p> <ul style="list-style-type: none"> <li>• More generally, with the designated Earth Science Digital Content Creator role at the JCT, we have the capacity to share a considerably increased amount of content from partners as well as tagging them in our promotion of their events and exhibitions.</li> </ul>
41	Evaluate the use and impact of the Jurassic Coast Story Book	Intervention		JCT		<ul style="list-style-type: none"> <li>• Request feedback and case studies from partnership</li> <li>• Review uses of content within the Story Book and identify its strengths and weaknesses</li> <li>• Make recommendations for amendments / updates</li> <li>• Update the digital version of the document</li> </ul>	<ul style="list-style-type: none"> <li>• Better understanding of the effectiveness of the Jurassic Coast Story Book</li> <li>• Story Book updated to reflect review recommendations</li> </ul>	<ul style="list-style-type: none"> <li>• Scheduled in JCT Work Programme for Autumn 2022</li> </ul>



## Theme 4: Involving communities

### Strategic Aim 4: Enable the Site's World Heritage Status to be of benefit to people and communities

Sub theme: Well-being							
Priority objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes	Progress Update June 2022
42	Undertake an accessibility audit of the Jurassic Coast and use the evidence to improve access to the coast for those with specific needs	Project initially to establish a baseline then it will continue as an ongoing operation	SWCPA	Landowners Highways LAs AONBs JCT	<ul style="list-style-type: none"> <li>Request relevant information through PAC network to collate information (e.g. Beer Parish Council's tourist surveys)</li> <li>Use PAC to help identify relevant local expertise</li> <li>Share accessibility information through various websites such as partners, JCT, Visit Dorset and the Communications Teams at Dorset and Devon Councils. For example, the drone footage on YouTube by Lulworth showing path access. They could also be hosted centrally.</li> <li>Look at the Kickstart project as a way to resource and research the work.</li> <li>Ensure accessibility information is included on JCT website when promoting each coastal location</li> <li>Research funding opportunities (e.g. East Devon AONB Connecting with Nature)</li> </ul>	<ul style="list-style-type: none"> <li>Site improvements are well informed and delivered sensitively within their context</li> <li>Audiences are better informed about where and how they can access different parts of the WHS</li> <li>Information about access is relevant and up to date</li> <li>Metrics show how many locations are able to fulfil access requirements and visitor feedback which demonstrates accessibility</li> <li>Update annually and publish online a comprehensive site wide accessibility guide to the Jurassic Coast</li> </ul>	<ul style="list-style-type: none"> <li>SWCPA update due</li> </ul>

43	Grow, and join-up appropriate volunteering programmes as a means of skills and confidence development, well-being and as a support to management of the WHS	Operation			AONBs Landowners Volunteer groups Education providers (Kingston Maurward, Duke of Edinburgh, Bicton College)	<ul style="list-style-type: none"> <li>● Use Jurassic January to promote volunteering and engage businesses</li> <li>● Collate information about all opportunities e.g. Nature Buddies run by Dorset AONB</li> <li>● Signpost volunteers to opportunities at other organisations and ways their volunteering work can be accredited (e.g. AQA modules)</li> <li>● Have information available which can be passed to/from groups with regards to the Ambassadors and groups available</li> <li>● Have an understanding of the aggregate value of volunteering along the WHS and the resources involved</li> </ul>	<ul style="list-style-type: none"> <li>● Volunteers are aware of the wider resources, training and opportunities available to them to grow their skills and knowledge about the WHS and its wider context</li> <li>● An expanded, more diversely skilled and represented Ambassadors programme to whom more delivery can be delegated</li> <li>● Dedicated central volunteer contact page, updated by organisations to signpost volunteers to openings</li> <li>● Presence of small, active and trained volunteer groups along the JC who can promote the Jurassic Coast's stories</li> </ul>	<ul style="list-style-type: none"> <li>● JCT hosted Jurassic January in January 2022</li> <li>● Ambassador training delivered in March 2022</li> <li>● Volunteer open day in May 2022, attended by 15 new potential volunteers</li> </ul>
44	Collaborate in order to grow the ways in which the WHS can contribute to health and wellbeing programmes	Operation		AONBs JCT	NE Dorset AONB Health and Nature Partnership JCT	<ul style="list-style-type: none"> <li>● Engage with the Naturally Healthy work of the Local Nature Partnership</li> <li>● Collate information about existing projects such as Stepping into Nature and Connecting with Nature and SWCPA projects. Share good practice and promote these projects between organisations</li> <li>● Develop a digital resource/web based experience of WHS for wellbeing (based on the Dorset Mind pilot)</li> </ul>	<ul style="list-style-type: none"> <li>● Geological story and natural environment included in the Nature Network project.</li> <li>● Digital resources created for access to health and wellbeing related to experiencing the WHS</li> <li>● Increased visibility, consistency and availability of experience of WHS collectively and individually.</li> <li>● Information of availability mirrored across partners</li> </ul>	<ul style="list-style-type: none"> <li>● Health and Nature Dorset programme launched by Dorset LNP in May 2021- JCT to collate further information</li> <li>● Dorset AONB Stepping into Nature project continues delivery</li> <li>● JCT continue to deliver 'My Jurassic Coast' on social media to highlight how the coast contributes to health and wellbeing</li> </ul>

						<ul style="list-style-type: none"> <li>Establish what is available now (e.g. NE Clifftop Nature Network, Networking forum supported by Devon CC with over 100 organisations represented and also a programme of support for NHS workers: <a href="#">Naturally Healthy   Natural Devon – Devon's Local Nature Partnership</a>)</li> </ul>	<ul style="list-style-type: none"> <li>Health and wellbeing projects signposted and information networked</li> </ul>	
45	The partnership will collaborate in order to develop approaches that will help increase access, diversity and social inclusion throughout their operations and outputs	Operation		JCT	Landowners Highways LAs AONBs JCT	<ul style="list-style-type: none"> <li>Independent review of the work undertaken which measures access, diversity and inclusion outputs</li> <li>Research the broader WHS context to see what work is being undertaken. Ascertain whether there is any shared learning.</li> <li>Incorporate recommended actions and outcomes from the Glover review response and NE papers.</li> </ul>	<ul style="list-style-type: none"> <li>Collated and publicised case studies which identify best practice taking place</li> <li>Any relevant outcomes and actions as a result of Glover Review response.</li> </ul>	<ul style="list-style-type: none"> <li>JCT collaboration with World Heritage UK Site coordinators to collate examples of practice from other Sites</li> <li>Report shared with WHUK members and summary to PAC</li> <li>Feedback sought from partners of their practice and experiences</li> </ul>

Sub theme: Economy								
Priority objective	This is a...	Priority 1/2 /3	Lead	Key stakeholders	Key actions	Outcomes	Progress update June 2022	
46	Demonstrate the continued and growing economic value of the World	project	LA Economic Development Teams	LA Economic Development Teams AONB	<ul style="list-style-type: none"> <li>Scope out opportunities to pursue STEM education and careers along the WHS</li> </ul>	<ul style="list-style-type: none"> <li>Provides rationale for conservation-focused</li> </ul>	<ul style="list-style-type: none"> <li>Awaiting LA Economic Development Team update</li> </ul>	

	Heritage designation through a repeat of the 2015 study. If possible, include a focus on STEM opportunities and develop a case study of the combined economic value of the String of Pearls				LEP JCT	<ul style="list-style-type: none"> <li>• Work with universities and colleges to prepare a 'Careers Guide' focusing on STEM and related (tourism, hospitality etc.) opportunities on the WHS. Include section on local U3A groups to promote lifelong learning.</li> <li>• Repeat the Economic Impact study in line with the Partnership Plan period. This should be done in partnership with Dorset and East Devon AONBs, Devon County Council and Dorset Council, East Devon District Council, and Dorset and Devon LEPs, incorporating data from 2021 UK Census.</li> </ul>	<p>activities and future security of the WHS</p> <ul style="list-style-type: none"> <li>• Resource for people to use when building their careers or embarking on later-age learning</li> <li>• Resource for all stakeholders to use when preparing funding bids or devising new projects.</li> </ul>	<ul style="list-style-type: none"> <li>• Feasibility study for new facility will provide some insights</li> <li>• LNP Natural Value report released</li> </ul>
47	Develop joined up itineraries for visitors in partnership with local businesses, the String of Pearls group and other attractions, prioritising those that use sustainable transport	project		JCT	<p>Visit Dorset SWCPA JCT Dorset Food and Drink East Devon Excellence Visit Devon</p>	<ul style="list-style-type: none"> <li>• Establish what visitor itineraries are already out there amongst partners (including locally based businesses such as YHA), and from that determine what else is needed.</li> <li>• Produce new visitor itineraries to complement existing content and update existing content where needed.</li> <li>• Agree a plan to fund and distribute itineraries digitally amongst partners, or to link to others' itineraries if</li> </ul>	<ul style="list-style-type: none"> <li>• Creation of pooled resources which can be shared across the partnership</li> <li>• Helps to promote and support local businesses</li> </ul>	<ul style="list-style-type: none"> <li>• JCT have invested reserves in new digital platform which will deliver joined up visitor information for the Jurassic Coast to promote businesses and Partners</li> </ul>

						content-sharing is not feasible.		
48	Advocate for the continued support of visitor centres and museums that provide social and economic benefits to their communities and the World Heritage Site	operation		JCT	TICs DMOs	<ul style="list-style-type: none"> <li>● Include economic benefits of JCWHS museums and visitor centres in Economic Impact Report detailed in Objective 46.</li> <li>● Provide communications forum for visitor centres and museums - see Objective 40</li> <li>● Commission a report measuring and evaluating the social benefits of JCWHS Museums/Visitor Centres</li> </ul>	<ul style="list-style-type: none"> <li>● Improved sense of community and support amongst partners and drive benefits for all stakeholders</li> <li>● Measurable sense of the social and economic value of JCWHS museums/visitor centres</li> </ul>	<ul style="list-style-type: none"> <li>● JCT providing ongoing support to museums and visitor centres i.e. Dorset Museum, Sidmouth Museum, Lulworth Cove Visitor Centre and CHCC.</li> <li>● JCT now represented at Dorset Museums Association, to communicate directly with museums</li> </ul>
49	Explore ways of raising awareness of local services and skills, such as fossil preparation, that are linked to the WHS and its economic impact	operation		JCT	AONBs Dorset Food and Drink East Devon Excellence	<ul style="list-style-type: none"> <li>● Include local services and skills such as fossil preparation and stone-working in the Economic Impact Report detailed in Objective #47 and to the STEM-related Careers Guide mentioned in the same Objective.</li> <li>● Include case studies of locally-based skills in JCWHS Partners' Content Plans, sharing such stories with the partnership where possible</li> <li>● Promote JCWHS-specific skills through partners' websites (such as DCF's 'iCoast') where possible and relevant, linking to the case studies mentioned above</li> <li>● Explore how locally based skills identified above might</li> </ul>	<ul style="list-style-type: none"> <li>● A repository of case studies/stories which demonstrates how the WHS inspires local skills and businesses</li> <li>● Creation of a 'local skills directory' with the JCWHS as its underpinning theme</li> </ul>	<ul style="list-style-type: none"> <li>● JCT is working to ensure that our Work Programme considers this objective in all areas of our work.</li> </ul>

						act as hosts/trainers for volunteer programmes		
50	Develop and roll out an agreed and joint responsible use policy or Code of Conduct for group or commercial users of the Coast Path (or linked paths) along the Jurassic Coast	Intervention		SWCP County Highways authorities	JCT Landowners SWCPA LAs AONBs NT	<ul style="list-style-type: none"> <li>Consult with key stakeholders in order to produce an authoritative Responsible Use Policy/Code of Conduct for those using the South West Coast Path, including suggestions of conservation organisations that groups using the path can donate to/raise money for.</li> <li>review and update permissions information relating to the SWCP along the WHS and retain as a shared resource</li> <li>JCWHS Partners host the Code on their websites and encourage its use amongst potential SWCP users.</li> </ul>	<ul style="list-style-type: none"> <li>Creation of a unified Code of Conduct for SWCP users that can be championed and promoted by all and is fed into by all relevant stakeholders</li> <li>Irresponsible use of the SWCP by event organisers is reduced</li> </ul>	<ul style="list-style-type: none"> <li>SWCPA update due</li> </ul>

Sub theme: Civic Pride								
Priority objective	This is a...	Priority 1/2/3	Lead	Key stakeholders	Key actions	Outcomes	Progress update June 2022	
51	Establish an effective mechanism for the	Project		JCT	TCs PCs AONBs	<ul style="list-style-type: none"> <li>Identify Jurassic Coast Champions in town and parish councils on the</li> </ul>	<ul style="list-style-type: none"> <li>Regular and consistent communications with nominated</li> </ul>	<ul style="list-style-type: none"> <li>Project being facilitated by JCT Ambassador - update due</li> </ul>

	<p>partnership to communicate with towns and parishes along the World Heritage Site in order to:</p> <ul style="list-style-type: none"> <li>• Facilitate their involvement with Site management</li> <li>• Help increase an understanding of the Site within their communities</li> </ul>				<p>String of Pearls TICs Coastal community groups</p>	<p>coast to aid more open lines of two-way communication</p>	<p>contact at towns and parishes and the JCWHS Partnership.</p>	
52	<p>Produce new guidelines for use of the name 'Jurassic Coast', WHS logos, and other branding tools amongst all stakeholders, particularly businesses and the String of Pearls group</p>	Intervention		JCT	<p>Dorset AONB LAs TCs PCs Town /Local business groups</p>	<ul style="list-style-type: none"> <li>• Review guidelines for use of WHS and UNESCO logos and update as required</li> <li>• Review usage of current JCWHS-related logos and no-longer-active logos (e.g., the Quality Business Scheme) and advise organisations to update where possible, and to incorporate links to <a href="http://jurassiccoast.org">jurassiccoast.org</a> where possible</li> <li>• Encourage all JCT Business Partners to use the WHS logo on their websites/leaflets</li> </ul>	<ul style="list-style-type: none"> <li>• Unified and updated set of guidelines for use of WHS and UNESCO logos</li> <li>• Branding consistency across JCWHS Partners</li> </ul>	<ul style="list-style-type: none"> <li>• No progress</li> </ul>