



United Nations
Educational, Scientific and
Cultural Organization



Dorset and East Devon Coast
inscribed on the World
Heritage List in 2001



Dorset and East Devon Coast World Heritage Site Management Plan 2014 – 2019

Foreword by the Chair of the Jurassic Coast Partnership, Doug Hulyer

Special places need special care. That is what this Management Plan is about and for; building upon the enthusiasm, expertise and commitment of a host of partners – organisations, communities and individuals – to deliver world class care of this World Heritage Site.

When UNESCO granted World Heritage status to the Dorset and East Devon Coast in 2001 it recognised the global importance of the Site’s geology and geomorphology. In so doing, it confirmed what so many people had long known – that these 95 miles of coastline are rich in stories and a history of deep time, as well as being a place of enormous beauty, home to a wealth of wildlife, a thriving culture and vibrant coastal communities. This is a living landscape that reveals its secrets unceasingly from season to season and storm to storm. People love this place and it is our responsibility as the Steering Group to ensure that the Jurassic Coast is not only well cared for and protected when necessary, but also realises the full human potential that World Heritage status confers. This is a responsibility delegated to us by the UK Government who are ultimately responsible to UNESCO for its care.

This is a Plan created by the Partners – the key agencies, landowners and all the others who have an interest in shaping the future of our coast – through discussion and negotiation. It is a practical Plan, where those responsible for its delivery are clearly identified. The strength of its delivery will be determined by the strength of this great partnership.

The previous Plan (2009-2013) covered a period of deep change in the way publicly funded bodies and partnerships operate, and, inevitably, this trend will continue through this current Plan. This Plan recognises that we have much to build upon and many opportunities; it also recognises that there are challenges ahead. I am confident that we will rise to these challenges. As a newly appointed Chair to the Steering Group, I would like convey my thanks, and those of many others, to my predecessor, Don Gobbett. This Plan is a testament to his tireless leadership and foresight. I would also like to thank the Dorset and East Devon Coast World Heritage Site Steering Group for all the time and effort they have devoted to the development of the Management Plan, and on whose behalf I have the pleasure to sign off this document.

I should like to thank the Jurassic Coast World Heritage Team for their input and their continuing enthusiasm in implementing many of the policies of successive Plans. Particular thanks are due to the Site Manager, Sam Rose, who has devoted so much time and energy to the creation of this current Plan.



[Handwritten signature of Doug Hulyer]

Doug Hulyer

This Plan was endorsed by the Dorset and East Devon Coast World Heritage Site Partnership Steering Group, on behalf of the Partnership, at its meeting of March 13th, 2014. As of that date the Partnership comprised the following organisations and specialists:



IMAGE CREDITS

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1. INTRODUCTION

World Heritage Sites (WHS) are places of global significance. They are recognised by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) through the World Heritage Convention, which has been ratified by 191¹ of the 193 member states of the United Nations.

1.1 UNESCO and the World Heritage Convention

UNESCO was established in 1945, and its Constitution declares that ‘*since wars begin in the minds of men, it is in the minds of men that the defences of peace must be constructed*’. ²

The overriding purpose of the organisation is: “*to contribute to peace and security by promoting collaboration among nations through education, science and culture in order to further universal respect for justice, for the rule of law and for the human rights and fundamental freedoms which are affirmed for the peoples of the world, without distinction of race, sex, language or religion*”. ²

One of UNESCO’s roles is with respect to the protection of natural and cultural heritage and to ensure that the conservation of sites and monuments contributes to social cohesion. “*Insofar as monuments and sites are also spaces for sustainable development and reconciliation, UNESCO coordinates actions of its partners by administering the World Heritage Convention (1972)*”. ³

The World Heritage Convention

UNESCO further states that: “*Reflecting the natural and cultural wealth that belongs to all of humanity, World Heritage Sites and monuments constitute crucial landmarks for our world. They symbolize the consciousness of States and peoples of the significance of these places and reflect their attachment to collective ownership and to the transmission of this heritage to future generations.*” ³

“*What makes the concept of World Heritage exceptional is its universal application. World Heritage Sites belong to all the peoples of the world, irrespective of the territory on which they are located. The United Nations Educational, Scientific and Cultural Organization (UNESCO) seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity.*” ³

¹ As of publication date
² UNESCO Constitution 1945
³ whc.unesco.org

The Convention, which was ratified by the UK Government in 1984, is exceptional in two ways: first, it is international, able to be applied equally over all 191 member states, and with a global level of responsibility; secondly, it embraces both culture and the natural environment in one designation and depends very much on the interdependence of the two dimensions of heritage.

“*In regarding heritage as both cultural and natural, the Convention reminds us of the ways in which people interact with nature, and of the fundamental need to preserve the balance between the two.*”³

The Convention sets out the guidance for nomination and, once inscribed, management of World Heritage Sites. In this context, UNESCO’s World Heritage mission is to:

- encourage States Parties to establish Management Plans and set up reporting systems on the state of conservation of their World Heritage Sites;
- help States Parties safeguard World Heritage properties by providing technical assistance and professional training;
- provide emergency assistance for World Heritage Sites in immediate danger;
- support States Parties’ public awareness-building activities for World Heritage conservation;
- encourage participation of the local population in the preservation of their cultural and natural heritage;
- encourage international cooperation in the conservation of our world’s cultural and natural heritage.

The implications of being on the World Heritage List are that properties have “*Outstanding Universal Value*”; a “*cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity. As such, the permanent protection of this heritage is of the highest importance to the international community as a whole*”.⁴

Those responsible for managing World Heritage properties therefore have a “*common obligation*” to ensure that they are protected for present and future generations, not just through legal means, but through responsible, inclusive, sustainable management practices. This is the primary reason why a World Heritage Site must have an appropriate, agreed management framework in place, and therefore highlights the need for this document.

⁴ Operational Guidelines for the World Heritage Convention 2013, Para 49

1.2 Dorset and East Devon Coast World Heritage Site

On the 13th of December 2001, the undeveloped cliffs and beaches between Orcombe Point near Exmouth in East Devon and Studland Bay near Poole in Dorset (see Figure 2) were inscribed on the World Heritage List ⁵ by UNESCO. The Site was granted World Heritage status under UNESCO’s *criterion viii*) ⁶ - *Earth’s history and geological features* - which indicated that its geology and geomorphology were of Outstanding Universal Value.

Although the nomination also sought to have the Site inscribed under criterion vii) - *Superlative natural phenomena or natural beauty and aesthetic importance* - UNESCO agreed that whilst it is of national importance for this criterion, it is not of Outstanding Universal Value, so this was not granted.

The main story behind the Site’s inscription is the ‘Walk through Time’. This is because the rocks exposed in the cliffs along the coast dip gently from the west to the east, meaning that broadly speaking the oldest rocks are in the west and the youngest are generally in the east (see Figure 2). Because of the continuous dip in the rocks, the walk along the cliffs from Exmouth to Studland becomes a walk forward through 185 million years in the Earth’s history, from 250 million years ago to 65 million years ago. The changes through time can clearly be seen in the exposed rocks of the cliffs and in the outstanding fossil record found along the length of the Site.

The significance of the Site’s important geology and geomorphology is described briefly in Chapter 2 and in more detail in Appendix 1 of this document, but in summary the key reasons for designation are three fold:

- 1) The Site includes a near-continuous sequence of Triassic, Jurassic and Cretaceous rock exposures, representing almost the entire Mesozoic Era (between 250 and 65 million years ago), approximately 185 million years of Earth history. (See Figure 1).
- 2) It contains a range of internationally important Mesozoic fossil localities, including at Charmouth and Lyme Regis, Kimmeridge Bay, the ‘Isles’ of Portland and Purbeck, and Durlston Bay.
- 3) It contains a great variety of ‘textbook’ geomorphological features, including landslides such as Black Ven or Hooken, stacks such as Ladram Bay, rock arches such as Durdle Door and the most studied barrier beach anywhere in the world, Chesil beach.

⁵ The formal recognition of becoming a WHS is to be inscribed on the World Heritage ‘List’
⁶ See section 2.1 for more details on criteria

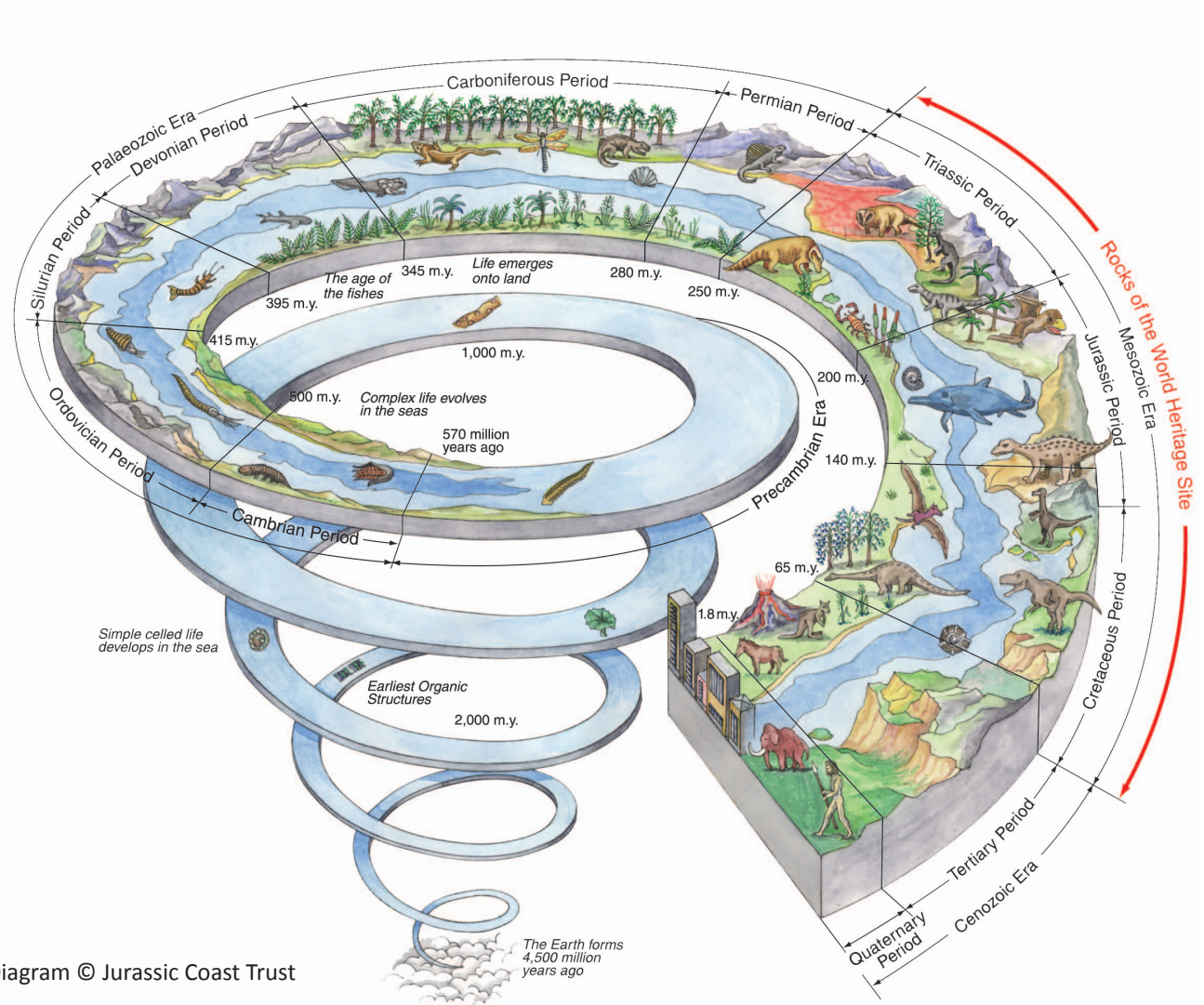
Since designation, the Dorset and East Devon Coast World Heritage Site has become more popularly and widely known as the ‘Jurassic Coast’ World Heritage Site, the name taken from the most represented geological era in the Site. For the purposes of this Management Plan, it is referred to either by its full name or simply as the World Heritage Site (WHS). Detailed information about the Site boundaries can be found in Chapter 3, and Appendix 2.

Summary facts

- The Site is approximately 95 miles or 155 km long, and just under a kilometre wide at its widest point
- The boundary is, in general, from mean low water mark to the top of the cliffs and excludes the man-made frontages of Exmouth, Sidmouth, Seaton, Lyme Regis, West Bay, Weymouth, Portland Port and Swanage
- The Site is owned by over 80 separate landowners, the largest of which is the National Trust with over a third of the Site
- It is England’s only **natural** World Heritage Site ⁷
- Approximately 342,000 people live in the four districts along the coast ⁸, the majority of which are within 10 miles of the Site. This is a 5% increase in 10 years
- Only approximately 10 people live within the designated boundary
- The name ‘Jurassic Coast’ is used as the World Heritage Site brand. It normally refers to the Site itself (Jurassic Coast World Heritage Site), but is sometimes used on its own to describe an undefined area that is wider than just the narrow coastal strip. (See Appendix 1 for more details)

⁷ At time of publication
⁸ Census 2011

Figure 1 The Spiral of Time



Our World Heritage story
The story of the Dorset and East Devon Coast begins 250 million years ago. The rocks record the Mesozoic Era - the ‘Middle Ages’ of life on Earth - comprising the Triassic, Jurassic and Cretaceous Periods of geological time. Today the spectacular geology is beautifully exposed and accessible within the World Heritage Site.



Figure 2 - Simplified geographical extent and geological eras of the World Heritage Site.
A full detailed map of the boundaries is available in Appendix 2M.

West
Oldest rocks exposed
(250 million year old Triassic sandstone)

Broadly speaking, the rocks dip gently towards the east of the Site so the youngest rocks are found near Swanage with progressively older rocks towards Exmouth, hence a walk along the coast is a walk through 185 million years of the Earth's history

East
Youngest rocks exposed
(65 million year old Cretaceous chalk)

1.3 World Heritage Site Management

The responsibility for management of the Dorset and East Devon Coast World Heritage Site lies with a non-executive Partnership of organisations that have a key role to play in the delivery of the aims and policies in this Management Plan; known as the Dorset and East Devon Coast (or Jurassic Coast) WHS Partnership. The Partnership is represented by a Steering Group which comprises representatives of those organisations, as well as individual technical specialists. The accountable bodies for the partnership are Dorset and Devon County Councils, as the two main authorities ⁹ responsible for initially securing the designation of the Site, and the list of the other partners represented on the Steering Group can be seen in the foreword. More details of governance can be found in Chapter 6.

The need for the Group and its role was set out in the draft Management Plan originally submitted alongside the nomination to UNESCO in 1999. This management approach was accepted by both UNESCO and the UK Government’s Department for Culture, Media and Sport, to which the Steering Group reports. It is also now written into the Statement of Outstanding Universal Value (SOUV) for the Site; see Chapter 2 for more details. This devolved approach ensures that management of the Site is undertaken at a local level, but with national representation and advice where necessary, particularly through Natural England, English Heritage and the Environment Agency.

The Partnership, and hence the Steering Group’s primary function is set out in a Partnership Agreement (Appendix 4). This is to oversee the delivery of the Aims and Policies in this Management Plan, which sets out the UK Government’s commitment to meet its obligations to the World Heritage Convention with respect to this WHS. Because the Group itself has no executive powers, its primary means for ensuring the delivery of the plan is through its individual and collective member activity, and through inspiring, influencing and lobbying others. The bodies that take the lead on this, in most cases are the Jurassic Coast World Heritage Team, which includes relevant specialists to support delivery of the Plan, and the Jurassic Coast Trust, which increasingly is playing a role in terms of providing resources, supporting education and conservation, and engaging with communities.

1.4 Description of the document

This document is the third revision of the Plan first submitted to UNESCO for scrutiny in 1999 as part of Dorset and East Devon Coast’s nomination for World Heritage Site listing. It is a formal requirement of both UNESCO and the UK Government for managing a WHS.

⁹ Along with the Dorset Coast Forum

It is a public document which outlines aims and policies for managing the Site over the coming years, and indicates a range of activities for achieving them. It also explains the reasons for designation and how it is protected and managed. It is open to wide public consultation so that a greater degree of community participation in management is achieved.

The first revision was in 2003 and involved a relatively minor change following inscription. The second revision covered the period 2009 to 2014, and was a more thorough revision of the Site’s management framework, accounting for significant updates to legislation and changes to partner organisations, but most importantly, learning from experience of managing the Site over the previous six years.

This version is a relatively light revision of the previous Plan, which proved to be both robust and aspirational, if perhaps a little ambitious. This Plan will reflect legislative and other external changes as well as shifts in priority and aspiration with due regard to resources. It sets out what the Partnership considers to be a realistic approach for the next five years.

This first Chapter provides a brief overview about the World Heritage Site, the provenance of its designation and progress against the last Management Plan objectives. **Chapter 2** gives an overview of the process for being inscribed as a World Heritage Site and a ‘Statement of Outstanding Universal Value’, which is a definitive statement endorsed by UNESCO that summarises the reason for the Site’s inclusion on the World Heritage List. An overview of the management arrangements for the site are presented in **Chapter 3**, including details of legal protection and how the Site is managed. This is followed in **Chapter 4** by brief discussions of each of the major new or existing issues and opportunities that may have a significant bearing on the management of the Site over the next Plan period. **Chapter 5** contains the long-term vision and aims for the Site, and detailed policies for the period 2014 to 2019. Accompanying the policies are an indication of actions and approaches for delivering them; ensuring that the Plan is practical as well as strategic.

Finally, how this Plan will be implemented is described in **Chapter 6**, which briefly highlights the management principles and organisational roles. An accompanying document, the Jurassic Coast Delivery plan (2014-2019) sets out more detail about implementation, including priorities, resources, monitoring and evaluation.

Attached to this document are a range of appendices. They are: a more detailed description of the reasons for the Site’s designation as a World Heritage Site (Appendix 1); and description of the boundaries, with maps (Appendix 2 and 2M); a summary of the fossil collecting code (Appendix 3); and the Partnership agreement (Appendix 4). All appendices are available for download from www.jurassiccoast.org/plan.

1.5 Summary of process undertaken

This new version of the Management Plan builds very strongly on the thorough and lengthy revision undertaken for the previous iteration. As with any revision process, it reinforces and continues aspects of the previous system that worked well, addresses those that could work better, and identifies issues and opportunities that have either arisen since the last Plan, or were not previously addressed. It also intends to bring the policy context up to date, and reflect realities of a changing external environment, including reducing resources.

The operational guidelines for the WH Convention require very strong partner and stakeholder involvement. The nature of the Site and the scope for its management is such that it is really **only possible through collaborative working between organisations and individuals, and it is this approach that runs throughout not just the Plan but also the process.**

This process has been relatively short compared to the last review, but has been led by the Jurassic Coast World Heritage Team, with steer from the Partnership. The Steering Group has been consulted at all stages, and these discussions have been essential in determining the shape and content of the document.

As part of the review of the Plan, the Strategic Environmental Assessment (SEA), Sustainability Appraisal (SA) and a Habitats Regulation Screening (HRS) exercises are also being reviewed, to ensure policies contained within the Plan provide a high level of environmental protection. All of the documents that made up the process of developing this Plan are available at www.jurassiccoast.org/plan.

1.6 Background to WHS designation

World Heritage status is not automatically bestowed on a property by the British Government or UNESCO. All World Heritage Sites must be able to make a clear case for Outstanding Universal Value in order to be inscribed on the World Heritage List. The normal route to inscription in the UK is for a local partnership to come together around a common belief that a place or area has the potential to be a World Heritage Site, and then work with the Government and its agencies to get a place on the UK’s ‘Tentative List for Nominations’.¹⁰ They are then able to develop and submit a nomination to UNESCO, who’s World Heritage Committee makes the decisions at their annual meetings. A summary of the history is on www.jurassiccoast.org, or can be found in the last version of the Management Plan.

¹⁰ See whc.unesco.org or www.culture.gov.uk for details of Tentative Lists

1.7 Review of the last Plan period

A review of work undertaken during the last Plan period will be available soon, including:

- a summary of the extent to which the last Management Plan Aims were met
- a summary State of Conservation report, showing any changes to the Site’s condition since 2009
- a summary of resources committed towards the core management function over that period, year by year
- an estimate of investment given to major projects since designation
- a list of team members and Jurassic Coast Trustees during the last Plan period
- a list of acknowledgements of, to the best of our knowledge, all organisations that have contributed towards implementation of the last Plan

The Chair of the Partnership expresses his sincere thanks to all of those individuals and organisations who are committed to protecting, conserving and presenting England’s only natural World Heritage Site for future generations; be it for running a festival, giving presentations or offering scientific advice. Without them, the Jurassic Coast would not be the household name that it is now, and it would not be afforded the same level of protection that will ensure it will remain a scientifically important and very special place well into the future.

1.8 Resources

It is difficult to quantify the exact extent of staff and financial resources committed or invested directly as a result of the designation of the Dorset and East Devon Coast as a World Heritage Site. The last two Management Plans identified policies which cut through many different organisations’ roles and functions, and identified or led to actions that may have happened anyway, irrespective of whether the coast was a WHS or not. Examples of this include the maintenance and improvement of the South West Coast Path National Trail, particularly in East Devon, Portland and Purbeck.

Financial resources

However, significant resources have been committed by a wide range of organisations to a broad range of projects that simply would not have happened without the WHS designation.

In addition to the projects, initiatives and events that have been stimulated as a result of the WHS designation, there is also a need to support an ongoing core function; a work programme dedicated to delivering key aspects of the Management Plan. This is led by the Partnership Steering Group and implemented by the Jurassic Coast World Heritage Team (JCWH Team), normally in partnership with other agencies. It covers all areas of work set out in the Aims and Policies of this Plan.

Central to enabling this core function to be undertaken has been the support of Dorset and Devon County Councils. In addition to supporting the bid prior to designation, they have seen and realised the potential of the World Heritage Site, not just as a conservation designation, but as a unique addition to the local offer; World Heritage is something that money cannot buy. A 2008 study into the Economic, Social and Cultural Impact of the World Heritage Site designation demonstrates that this investment is paying off, and the Site is having real benefits for the area.

In addition to the two County Councils, further core funds over the last five years have principally come from Natural England and the Environment Agency. It is hoped that this will remain a long term commitment. Furthermore, the Jurassic Coast Trust is developing its fundraising potential and whilst not yet able to provide core funding, it is supporting activities and projects that would not otherwise happen.

The JCWH Team has been successfully able to use this core funding in the past to lever in resources from other organisations, such as the South West of England Regional Development Agency and Arts Council England. However, short term external funding is not a substitute for a long-term core support. Although resources will need to be sought from different bodies over the coming years to deliver the actions identified in this plan, it is the core funding that provides the bedrock on which this will be secured.

Staff resources

Hosted by Dorset County Council, the Jurassic Coast World Heritage Team has a role that encompasses strategic planning, facilitation, advice and technical support, lobbying, communications, project management and coordination, fundraising, administration and some delivery of specific projects and events. Since 2009 the team has been comprised of a wide range of core and externally funded posts; details available on request. The Team works closely with the Trustees of the Jurassic Coast Trust whose primary mandate is to support education and conservation along the coast through raising funds and mobilising communities.

In addition, and particularly important in terms of integrating World Heritage into the function of the local authorities, other Devon and Dorset County Council staff have played key supporting roles in the areas of environment and transport planning, arts, museums, passenger transport, regeneration, communications and countryside services. The three District and one Borough Councils have played a major part in the delivery of specific projects and improvements, and significantly are responsible for developing Local Plans, vital for effective protection of the WHS. The National Trust and several other landowners also provide significant staff input into countryside and visitor services.





2. JUSTIFICATION FOR WORLD HERITAGE STATUS

As described in the introduction, for inclusion on the World Heritage List, Sites must have Outstanding Universal Value (OUV). This is defined by whether a Site meets one of UNESCO’s Site *criteria*, and, through a *comparative analysis*, whether it is exceptional in a global context. Furthermore, it must meet conditions of integrity, and must have an *adequate protection and management* system to ensure its safeguarding. This is summarised below. For more information, go to the Operational Guidelines for the Implementation of the World Heritage Convention and other documents on the UNESCO World Heritage website (whc.unesco.org).

2.1 Identification of Sites

Criteria
UNESCO identify 10 criteria for designation, of which four are for natural sites. The Dorset and East Devon Coast was inscribed on the World Heritage List under Criterion eight ¹¹: *“to be outstanding examples representing major stages of earth’s history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features.”*

Comparative analysis
To meet this criterion, a Site must not only be shown to have outstanding natural values, but must be shown to be exceptional; *“A comparative analysis of the property in relation to similar properties... shall also be provided. The comparative analysis shall explain the importance of the nominated property in its national and international context.”*¹⁵

Integrity
A site must also meet criteria of integrity, which is *“a measure of the wholeness and intactness of the natural and/or cultural heritage and its attributes.”*. To meet this, a WHS must be assessed in terms of whether it *“contains all or most of the key interrelated and interdependent elements in their natural relationships”* ¹². It must also be considered in terms of whether it is of adequate size to ensure the complete representation of the features and processes which convey the property’s significance, and whether it suffers from adverse effects of development and/or neglect”. ¹³ UNESCO note that *“it is recognized that no area is totally pristine and that all natural areas are in a dynamic state, and to some extent involve contact with people.”*

Protection and management
UNESCO state that the *“Protection and management of World Heritage properties should ensure that the outstanding universal value, the conditions of integrity and/or authenticity at the time of inscription are maintained or enhanced in the future”*. This is discussed in Chapter 4.

¹¹ Formerly Natural Criteria (i)
¹² Para 93, Operational Guidelines for the Implementation of the World Heritage Convention
¹³ Paras 87-95 Operational Guidelines for the Implementation of the World Heritage Convention

Evaluation
These factors in relation to the Dorset and East Devon Coast World Heritage Site are detailed at length in the nomination document for the Site ¹⁴, and discussed briefly in this document. This was evaluated by IUCN, alongside the considerations described above, in order that UNESCO would inscribe the Site. Together they indicate the extremely high level of scrutiny the World Heritage Site has had to secure inscription.

The technical evaluation by IUCN provides the best summary on the nature of the values for which the Site was inscribed, the comparative analysis and the integrity of the Site, and can be found at the end of Appendix 1.

Statement of Outstanding Universal Value (SOUV)
To summarise all of the above and explain clearly and simply why a Site has been inscribed on the World Heritage List, UNESCO require that the reasons for inscription are presented simply in the form of a Statement of Outstanding Universal Value (SOUV) which *“...shall be the basis for the future protection and management of the property”*.

The SOUV for this Site was finalised in June 2010 and agreed at the World Heritage Committee Meeting of the same year. As explained in chapter 3, this statement is key to the Management of the Site, both in terms of the intellectual premise, and in respect of planning law.

¹⁴ Available on www.jurassiccoast.org and whc.unesco.org/list/en/1029

2.2 Statement of Outstanding Universal Value

Statement of Outstanding Universal Value (SOUV)¹⁵

Dorset and East Devon Coast United Kingdom of Great Britain and Northern Ireland Id. N° 1029 Date of inscription 2001¹⁶

Brief synthesis

The Dorset and East Devon Coast has an outstanding combination of globally significant geological and geomorphological features. The property comprises eight sections along 155 km of largely undeveloped coast. The property’s geology displays approximately 185 million years of the Earth’s history, including a number of internationally important fossil localities. The property also contains a range of outstanding examples of coastal geomorphological features, landforms and processes, and is renowned for its contribution to earth science investigations for over 300 years, helping to foster major contributions to many aspects of geology, palaeontology and geomorphology. This coast is considered by geologists and geomorphologists to be one of the most significant teaching and research sites in the world.

Criterion (viii)

The coastal exposures along the Dorset and East Devon coast provide an almost continuous sequence of Triassic, Jurassic and Cretaceous rock formations spanning the Mesozoic Era and document approximately 185 million years of Earth’s history. The property includes a range of globally significant fossil localities – both vertebrate and invertebrate, marine and terrestrial – which have produced well preserved and diverse evidence of life during Mesozoic times. It also contains textbook exemplars of coastal geomorphological features, landforms and processes. Renowned for its contribution to Earth science investigations for over 300 years, the Dorset and East Devon coast has helped foster major contributions to many aspects of geology, palaeontology and geomorphology and has continuing significance as a high quality teaching, training and research resource for the Earth sciences.

Integrity

The property contains all the key, interdependent elements of geological succession exposed on the coastline. It includes a series of coastal landforms whose processes and evolutionary conditions are little impacted by human activity, and the high rate of erosion and mass movement in the area creates a very dynamic coastline which maintains both rock exposures and geomorphological features, and also the productivity of the coastline for fossil discoveries. The property comprises eight sections in a near-continuous 155 km of coastline with its boundaries defined by natural phenomena: on the seaward side the property extends to the mean low water mark and on the landward side to the cliff top or back of the beach. This is also in general consistent with the boundaries of the nationally and internationally designated areas that protect the property and much of its setting. Due to the high rate of erosion and mass movement, it is important to periodically monitor the boundaries of the properties to ensure that significant changes to the shoreline are registered.

Protection and management requirements

The property has strong legal protection, a clear management framework and the strong involvement of all stakeholders with responsibilities for the property and its setting. A Single Management Plan has been prepared and is coordinated by the Dorset and Devon County Councils. There is no defined buffer zone as the wider setting of the property is well protected through the existing designations and national and local planning policies. In addition to its geological, paleontological and geomorphological significance, the property includes areas of European importance for their habitats and species which are an additional priority for protection and management. The main management issues with respect to the property include: coastal protection schemes and inappropriate management of visitors to an area that has a long history of tourism; and the management of ongoing fossil collection, research, acquisition and conservation. The key requirement for the management of this property lies in continued strong and adequately resourced coordination and partnership arrangements focused on the World Heritage property.

¹⁵ A full description of the significance of the Site can be found in Appendix 1. Details of the protection and management arrangements for the Site can be found in Chapter 3

¹⁶ SOUV agreed by UNESCO WH Committee meeting 2012

2.3 Attributes

Further to the SOUV and on the guidance of UNESCO and English Heritage, a set of Attributes have been defined for the Site. Attributes are aspects of a property which are associated with or express the Outstanding Universal Value and can be tangible or intangible.

For natural properties, it is more common to speak of ‘features’, although the word attributes is sometimes used. Examples of attributes for natural properties could include:

- visual or aesthetic significance;
- scale of the extent of physical features or natural habitats;
- intactness of physical or ecological processes;
- naturalness, and intactness of natural systems;
- viability of populations of rare species; and
- rarity.

the attributes agreed for the Site are as follows, and they will also have a bearing on the planning system (see chapter 3).

Attributes for the Dorset and East Devon Coast World Heritage Site Agreed by Steering Group meeting of 26/09/12

Introduction

The Earth science interests of the Dorset and East Devon Coast World Heritage Site are recognised within the Geological Conservation Review (GCR): a UK-wide audit of the best sites of their type in Great Britain. The GCR supports the Sites of Special Scientific Interest (SSSI) that provide the legal framework to protect the coast. The Site is currently monitored through the SSSIs but by looking at the GCR sites within them uses a set of very detailed attributes for the Site. Furthermore, the GCR sites on this coast lie within four categories; stratigraphy, palaeontology, geomorphology and structure, and are available on request.

Attributes

1) Stratigraphy (the rock record) and structure

The property includes a near-continuous sequence of Triassic, Jurassic and Cretaceous rock exposures, representing almost the entire Mesozoic Era (between 251 and 66 million years ago), or approximately 185 million years of Earth history. Because the overall tilt or ‘dip’ of the rocks is gently to the east, each section of coast contains its own unique part of the story that add up to the whole; a globally significant site.

2) Palaeontological record

The property contains a diverse range of internationally important Mesozoic fossil localities, including key areas for Triassic reptiles, and for Jurassic and Cretaceous mammals, reptiles, fish and insects. These chart virtually one third of the entire evolution of complex life forms. The ammonite zonation is also important as these animals changed rapidly through time and can therefore be used to date the relative ages of the rocks and place them in a time context with other sites.

3) Geomorphological features and processes

A wide range of significant geomorphological features and processes are also represented within the property. It is renowned for its demonstration of landsliding, and of beach formation and evolution in relation to changing sea level, including raised beaches and offshore peat deposits. The coast demonstrates spectacularly how geological structure controls the evolution of bays and headlands and how erosion on a discordant and concordant coastline creates these features. There are also superb examples of the formation of caves, arches and sea stacks.

4) Ongoing scientific investigation and educational use, and role in the history of science.

The coast played a key role in the development of the Earth sciences over the last two centuries and continues to provide an outdoor classroom for teaching, and an unparalleled resource for ongoing research. The continuous rock sequence contained in the naturally eroding cliffs allows scientists to test existing theories and generate new ones. Fossils new to science continue to be found through responsible collecting efforts, and thus contribute to maintaining the OUV of this Site. The ability to study erosional processes is also important, and is also now benefiting from the application of new monitoring techniques.

5) Underlying geomorphological processes in the setting of the Site

The reasons for the form, diversity and quality of the coastal landscape are found in the underlying geology and the geomorphological processes acting on it. Much of the landscape is dominated by relic features and dates back to a time of active processes under very different climatic conditions from today. The long-term preservation of the Site’s OUV depends on the maintenance of dynamic natural processes in the setting, and the awareness that processes acting in the land or sea setting may impact on the Site itself.

3. SITE PROTECTION AND MANAGEMENT

UNESCO state that the “Protection and management of World Heritage properties should ensure that the outstanding universal value, the conditions of integrity and/or authenticity at the time of inscription are maintained or enhanced in the future.” This chapter outlines how this is undertaken for the Dorset and East Devon Coast World Heritage Site.

3.1 Boundaries of the Site

Boundaries are essential for establishing effective protection of World Heritage Sites, and they need to be drawn to ensure the “full expression of the outstanding universal value and the integrity and/or authenticity of the property”¹⁷.

Nomination and revision

The boundaries of the Site were drawn and agreed at the time of nomination to include the continuous exposure of Triassic, Jurassic and Cretaceous geological strata within the coastal cliffs, which include a wealth of paleontological interests, and the coastal geomorphological features including beaches, lagoons, landslides, bays, stacks and raised beaches. They are based on the defined boundaries of 66 Geological Conservation Review (GCR) Sites, which in turn are protected for the most part through 13 Sites of Special Scientific Interest (SSSI) with encompassing boundaries.

Beginning at the start of the Triassic cliffs at Orcombe Point on the edge of Exmouth and finishing at the end of the chalk exposures in Studland Bay, the detailed description and maps of the Site boundaries can be found in Appendix 2.

It is important to re-visit the principles of boundary definition on a regular basis, to ensure they are still fit for purpose. However, changes are not to be undertaken lightly as modification to the Site’s boundary can only be made by the UNESCO World Heritage Committee on the proposal of the national government. Small changes are comparatively simple and can be done by letter with some supporting information, whereas a significant alteration (i.e. one affecting the definition of the Outstanding Universal Value of the site) would need a re-nomination.

¹⁷ Para 99, Operational Guidelines for the Implementation of the World Heritage Convention

In general terms, the convention for the boundary of the Site is as follows:

The landward boundary of the Site has been defined as:

- On cliff coastline, the boundary is taken at the break in slope at the top of the most landward cliff-scarp
- On coastline with no cliffs, the boundary is taken at the back of the beach
- The Site includes the Fleet lagoon and the boundary will be taken at the top of the low cliffs that lie on its northern shore.

The seaward boundary of the Site is taken at the Mean Low Water Mark, as defined by the UK Ordnance Survey. Under UK law, this boundary is also the legal limit of the extent of statutory planning responsibilities of local authorities under United Kingdom Planning Law. However, jurisdiction of the Marine Management Organisation (MMO) extends to mean high water springs; therefore there is an overlap in jurisdiction between LPAs and the MMO.

The Site boundaries **exclude** the commercial port area at Portland and the man-made frontages of Sidmouth, Seaton, Lyme Regis, West Bay, Weymouth and Swanage.

There are some exceptions to this convention, and the details are set out clearly in Appendix 2. Furthermore, **because soft cliffs erode and in some places the break in the cliff moves back irregularly, it is this written definition, rather than a line on the map, that should be used for all formal purposes.**

Therefore, the maps are only correct as of a stated point in time, and UNESCO recognise a moving boundary that keeps pace with erosion, and which needs periodic monitoring to ensure changes are registered.¹⁸

As part of the Management Plan review and Site Monitoring process, a sub-group periodically re-visits the boundary principles and status to ensure that the approach is still valid and the legal protection for the Site area is still comprehensive. This approach is reflected in policies 1.19 – 1.21 in the Policy Framework, and UNESCO will be notified periodically of minor boundary changes that have occurred as a result of coastal erosion.

¹⁸ As described in the SOUV – Chapter 2

Land ownership

The Site is owned by more than 80 different landowners or leaseholders, including private individuals, local authorities and national bodies such as the National Trust and Ministry of Defence. Holdings range in size from less than 100 metres of cliff to the more than 30 miles owned by the National Trust. The positive approach to conservation and land management undertaken by landowners is vital in maintaining the Site in current or better condition. Some of the larger landowners also play a very proactive and positive role in many aspects of visitor management, notably the National Trust, Lulworth Estate and local authorities. Landowners are also represented on the Partnership through the CLA – Country Landowners and Business Association.

Because of the existing conservation designations, (see section 3.3.3) landowners are already involved in ongoing dialogue with Natural England about the management of the protected designations on their property. Natural England’s statutory role with respect to geological conservation and its position on the Steering Group means that it considers WHS interests at all times in dialogue with landowners.

Before nomination, a lengthy process of notification and discussion of the boundaries of the Site with owners and managers was carried out, with broad support of the proposed cliff-top to low water boundary. The continued engagement and support of those who own the Site is essential to its effective stewardship.

3.2 The setting of the Site and buffer zones

3.2.1 Setting

There is a need to protect an area around the World Heritage Site that includes the “immediate setting” and the “important views and other areas or attributes”¹⁹ that help make the Site what it is, and emphasise its importance. Outstanding Universal Value as a cultural phenomenon means that our experience of the Site and its setting is part of this equation, and it is not just protection for the intrinsic, evidential and educational value of the geology.

Guidance from UNESCO states that “properties must be protected from all threats or inconsistent uses. These developments can often take place beyond the boundaries of a property. Intrusive development can harm its setting, or the views from it or of it. Industrial processes can threaten a property by polluting the air or water. The construction of new roads, tourist resorts or airports can bring to a property more visitors than it can absorb in safety.”²⁰

¹⁹ Para 104, Operational Guidelines for the Implementation of the World Heritage Convention
²⁰ UNESCO Guidelines on nominations of cultural or natural properties on the WH List

In general terms, the setting of a historic feature is defined by English Heritage as “the surroundings in which a place is experienced, its local context, embracing present and past relationships to the adjacent landscape”²¹. English Heritage also indicates that the setting of a WHS must be in the context of the reason for inscription. For example, some Sites have specific important views mentioned in their nomination documents and these views must be maintained.

In terms of UK Government guidance, the National Planning Practice Guidance (NPPG), that accompanies the National Planning Policy Framework (NPPF) refers to setting in a section entitled “How is the setting of a World Heritage Site protected?”²² and states that it is seeking:

“The UNESCO Operational Guidelines seek protection of ‘the immediate setting’ of each World Heritage Site, of ‘important views and other areas or attributes that are functionally important as a support to the Property’ and suggest designation of a buffer zone wherever this may be necessary. A buffer zone is defined as an area surrounding the World Heritage Site which has complementary legal restrictions placed on its use and development to give an added layer of protection to the World Heritage Site. The buffer zone forms part of the setting of the World Heritage Site.”²³ The NPPF and NPPG are discussed more below.

The Partnership believes that the implications of this in terms of protection are as follows:

1) Experiential definition:

The setting should be regarded as the surrounding landscape and seascape, and concerns the quality of the cultural and sensory **experience** surrounding the exposed coasts and beaches. Although the Coast was not inscribed on the World Heritage list for its natural beauty, UNESCO recognised its value with respect to this criterion as ‘nationally important’²⁴, justified further by the UK Government’s 50+ year designation of the East Devon and Dorset Areas of Outstanding Natural Beauty (AONB), which cover more than 80% of the WHS area. An assessment of landscape²⁵ and seascape²⁶ character provides a starting point for evaluation of the impact of change in the setting. The special qualities of the AONBs, such as tranquillity and the undeveloped character of coast and seascapes, are important for helping to determine how people experience and enjoy the setting of the WHS.

²¹ Conservation Principles, Policies and Guidance, English Heritage
²² <http://planningguidance.planningportal.gov.uk/blog/guidance/conserving-and-enhancing-the-historic-environment/how-do-heritage-assets-become-designated/further-guidance-on-world-heritage-sites/>
²³ Guidance: Conserving and enhancing the historic environment, 2013. UK Planning portal
²⁴ See IUCN Technical evaluation in Appendix 1
²⁵ Developed by the Devon Landscape Policy Group, and the Dorset AONB Team and Dorset CC
²⁶ Seascape assessment is led by the MMO, with evidence in Dorset from the CScope project

2) Functional definition:

The setting should also be considered in terms of the OUV and Attributes of the Site. This manifests itself in several ways. Firstly, the setting is important in that development and activity within it may sooner or later impact on the World Heritage Site itself. The development of housing, for instance, may lead to a need for future coastal defences. The coastal cliffs will inevitably continue to retreat and, with climate change, erosion may accelerate. In order that its OUV is maintained, the cliffs need to be allowed to erode into a natural setting. Secondly, the Site, most notably the coastal landforms, are defined and explained by past and present geomorphological and hydrological processes, on land, or from the sea. Developments that impact on the these processes might may well have a resulting impact in the Site itself, and so more work is needed to see whether this can be developed into a meaningful management tool in terms of the setting.

Further work to develop a shared understanding of how to best articulate and protect the setting of the World Heritage Site is envisaged under Policy 1.4.

3.2.2 Buffer zone

UNESCO requires that “For the purposes of effective protection of the nominated property, a buffer zone is an area surrounding the nominated property which has complementary legal and/or customary restrictions placed on its use and development to give an added layer of protection to the property. This should include the immediate setting of the nominated property, important views and other areas or attributes that are functionally important as a support to the property and its protection...”. UNESCO also add: “Where no buffer zone is proposed, the nomination should include a statement as to why a buffer zone is not required.”²⁷

In simple terms, a buffer zone is a line on the map, whereas the setting is not, but the purpose of a buffer zone is broadly to protect the setting. In the UK, a World Heritage Site buffer zone is not a statutory designation, and so brings with it no specific legal protection. Protection of settings is normally therefore through either the use of existing conservation legislation, or the planning system, where they can only be made effective in the English planning system through the adoption of appropriate policies in the Local Plan.

²⁷ Operational Guidelines for the Implementation of the World Heritage Convention

If existing protection arrangements for the setting are sufficiently robust, UNESCO considers that a specific buffer zone is unnecessary. In support of this view, UK planning guidance indicates that: “It may be appropriate to protect the setting of World Heritage Sites in other ways, for example by the protection of specific views and viewpoints. Other landscape designations may also prove effective in protecting the setting of a World Heritage Site”.²⁸

The nomination document and first Management Plan for the Dorset and East Devon Coast WHS made it very clear that the existing conservation protection and planning policies were sufficiently robust to negate the need to add another layer of planning control in the form of a buffer zone. This opinion has not changed and the Box below re-states the Partnership’s position.

The role of the local planning authorities, their Local Plans and the NPPF is crucial with respect to protection of the setting, something that has recently been flagged up in planning guidance: “However it is intended to protect the setting, it will be essential to explain how this will be done in the Local plan.”²⁸

²⁸ Guidance: Conserving and enhancing the historic environment, 2013. UK Planning portal

Dorset and East Devon Coast WHS Buffer Zone arrangements
Pre-World Heritage Site designation, the UK Government had already put in place appropriate conservation measures for the Site and its setting, through systems of protective designation. In particular with regard to the setting are the Areas of Outstanding Natural Beauty (AONB). These areas are afforded strong protection, particularly through the UK’s statutory planning system, and the powers and duties of Defra and Natural England, the Government’s statutory adviser on nature conservation. Further protection is also provided through established statutory planning policies in relation to defined Heritage Coasts, the undeveloped coastline of Portland, and the East Devon Coastal Preservation Area. The Site also lies almost wholly within sites separately identified and protected under European Law (the Habitats Directive and the Birds Directive) for their wildlife value. This range of conservation designations ensures statutory protection for a greater area than any possible additional buffer zone for the Site, and protects its setting adequately. The identification of a separate buffer zone for the Site is therefore considered unnecessary.

3.3 Protection of the Site and setting

Although the WH Convention has been ratified by the UK Government, the designation is not recognised in statute. The Site, as with all others in the UK, is protected by existing UK planning and conservation laws and by specific planning guidance on World Heritage Sites.

As identified in Chapter 2, and emphasised in the SOUV, a World Heritage Site must have effective protection and management in place in order for it to be inscribed on the World Heritage List. This section outlines the extent of this protection for the Dorset and East Devon Coast, through international and national statute, and through non-statutory plans, policies and designations.

3.3.1 Protection through the planning system

National planning
The National Planning Policy Framework (NPPF), published in March 2012, and the supporting National Planning Practice Guidance (NPPG), provide the key protection for the WHS within the planning system.

The NPPF emphasises that the presumption in favour of sustainable development should apply, “*unless specific policies in this Framework indicate development should be restricted*”. This restriction refers to “*those policies relating to sites protected under the Birds and Habitats Directives (see paragraph 119) and/or designated as Sites of Special Scientific Interest; land designated as Green Belt, Local Green Space, an Area of Outstanding Natural Beauty, Heritage Coast or within a National Park (or the Broads Authority); designated heritage assets; and locations at risk of flooding or coastal erosion*”. In other words, sites such as the WHS are a Designated Heritage Asset, and are effectively exempt from the presumption in favour of sustainable development.

There are a number of paragraphs in the NPPF which relate both generally to Heritage Assets (which include Designated Heritage Assets) and specifically to World Heritage Sites. One of the core planning principles (para 21) is to “*conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations*.”

Detail in respect of the protection of heritage assets can be seen in paragraphs 55, 65, 126, 128 (including reference to their setting) to 141, 144 and 169. Although most of these references are in the context of a historic environment, they apply equally to World Heritage Sites and are relevant here.

Specific reference to the protection of World Heritage Sites is made in paras 132, 137, 138, 144. Notably, 132 states: “*When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. As heritage assets are irreplaceable, any harm or loss should require clear and convincing justification... Substantial harm to or loss of designated heritage assets of the highest significance, notably scheduled monuments, protected wreck sites, battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional*”.

In addition to the protection policies, in para 137, the NPPF also positively suggests that “*Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites and within the setting of heritage assets to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably*”.

It should be noted that para 138 states “*Not all elements of a World Heritage Site or Conservation Area will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 133 or less than substantial harm under paragraph 134, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole*.” In such cases where this assessment of significance is required, the Steering Group for the Partnership will need to be responsible for ensuring that accurate information is made available to make this assessment.

In support of the NPPF, the **National Planning Practice Guidance (NPPG)** sets out accompanying guidance. Under the section on ‘Conserving and enhancing the historic environment’ and ‘Designated heritage assets’ there are 11 paragraphs of further guidance that specifically relate to World Heritage Sites and setting, and which cover Management Plans, protection, including of the setting, and an explanation of “*What principles should inform the development of a positive strategy for the conservation and enjoyment of World Heritage Sites*”, which are:

“*When developing Local Plan policies to protect and enhance World Heritage Sites and their Outstanding Universal Value, local planning authorities, should aim to satisfy the following principles:*

- *protecting the World Heritage Site and its setting, including any buffer zone, from inappropriate development*
- *striking a balance between the needs of conservation, biodiversity, access, the interests of the local community, the public benefits of a development and the sustainable economic use of the World Heritage Site in its setting, including any buffer zone*
- *protecting a World Heritage Site from the effect of changes which are relatively minor but which, on a cumulative basis, could have a significant effect*
- *enhancing the World Heritage Site and its setting where appropriate and possible through positive management*
- *protecting the World Heritage Site from climate change but ensuring that mitigation and adaptation is not at the expense of integrity or authenticity Planning authorities need to take these principles and the resultant policies into account when making decisions.*”

The Guidance is largely consistent with the former circular 07/2009 (see below), although differences may be seen in respect of whether WH Sites are treated as material considerations, and in respect of the call-in regulations, as set out below. It also reflects the differences between cultural and natural sites better, for example stating that “*relevant policies in management plans need to be taken into account by local planning authorities in developing their strategy for the historic or natural environment (as appropriate) and in determining relevant planning applications*”. In the same vein, under the question “*What consultation is required in relation to proposals that affect a World Heritage Site?*”, it is recommended to Local Authorities that Natural England are consulted at an early stage for natural Sites.

Finally, the Government have recently agreed a coastal concordat which sets out a simplified process for the consenting of coastal developments in England where several bodies have a regulatory function ²⁹. This may impact on the regulatory environment for Coastal Defences, and although this is a new process rather than legislative change, it will be important that the JCWH Team is linked into it where necessary.

3.3.2 Revocation or retention of previous national guidance, and other Plans

The NPPF replaces the following policy documents, identified in the last revision of this Management Plan as being important to the WHS:

- Planning Policy Statement 1; Delivering Sustainable Development
- Planning Policy Statement 7; Sustainable Development in Rural Areas
- Planning Policy Statement 9; Biological and Geological Conservation
- Planning Policy Statement 22; Renewable Energy
- Planning Policy Statement 25; Development and Flood Risk
- Minerals Policy Statement 1; Planning and Minerals
- Planning Policy Guidance 15; Planning and the Historic Environment
- Planning Circular 07/2009; Re: World Heritage Site protection and management

Some planning circulars remain relevant, as follows:

²⁹ <https://www.gov.uk/government/publications/a-coastal-concordat-for-england>

Circular 06/05: Biodiversity and Geological Conservation - Statutory Obligations and Their Impact Within The Planning System, which provides administrative guidance on the application of the law relating to planning and nature conservation as it applies in England.

Circular 02/2009, The Town and Country Planning (Consultation) (England) Direction 2009 (DCLG), which sets out the call-in regulation for proposed developments that have an adverse impact on World Heritage Sites.

Sub-national planning

The *Localism Act 2011* has removed the formal regional tier of planning in England, and in its place introduced the Duty to Cooperate to deliver regional outcomes. The Duty to Cooperate requires local councils to work together when preparing their local policies and plans, to ensure that ‘bigger than local’ issues which cross local boundaries are dealt with properly. For example, Local Plans and Marine Spatial Plans should address WHS issues consistently the length of the coast.

Local planning

Close integration within local plans is fundamental to the success of policies to protect the Site contained within this Management Plan.

Local authority plans, along with any neighbourhood plans (introduced under the Localism Act 2011), provide the basis for determining all non-minerals or waste planning applications and future development within the Site and its setting. Separate policy is provided in minerals and waste local plans.

Local plans include policies and proposals about land use and spatial planning, and must be consistent with the NPPF. Each local authority is responsible for the planning of its own area, which is why implementation of polices under Aim 1 of this Plan are key to ensuring the Site’s long term protection.

Call-in regulations

The Heritage Protection white paper (2007) introduced a new proposal to increase the protection of World Heritage Sites and ensure that the OUV for which the Site is inscribed is properly reflected in development proposals.

This was clarified in the planning circular 07/2009, which states: *“The direction introduces a new requirement for local planning authorities to refer applications [to the Secretary of State] where they are minded to grant planning permission in circumstances where English Heritage has objected on the grounds that a proposed development could have an adverse impact on the outstanding universal value, integrity, authenticity and significance of a World Heritage Site or its setting, including any buffer zone or its equivalent, and has not withdrawn that objection”.*

Although the circular has been archived and superseded by the NPPG, it remains accessible and still contains information that is relevant to WHS management. In respect of call-in procedures the NPPG states *“Planning authorities are required to consult the Secretary of State for Communities and Local Government before approving any planning application to which English Heritage maintains an objection and which would have an adverse impact on the Outstanding Universal Value, integrity, authenticity and significance of a World Heritage Site or its setting, including any buffer zone or its equivalent. The Secretary of State then has the discretion as to whether to call-in the application for his/her own determination.”*

Non-statutory plans

Statutory planning policies at local and national level are supplemented by a great many other non-statutory plans and policy documents. Shoreline Management Plans (SMPs) are the most significant strategic plans for the World Heritage Site. These provide guidance on where man-made coastal defence structures might be built. Because artificial structures that obscure the geology and hinder natural processes are the greatest threat to maintaining the World Heritage Site’s OUV and integrity, these plans need to accurately reflect its values and interests.

Other non-statutory plans that have a significant bearing on the Management of the Site include the Dorset Coast Strategy and local site management plans, for example the National Trust properties and Local Nature Reserves.

Protection from threats from the marine environment

The principal threat to the Site from the Marine environment is posed by heavy crude or fuel oil from the many cargo vessels that use the English channel. In terms of the OUV of the Site, this oil would have the effect of gluing up shingle, particularly on Chesil Bank, and would significantly change the behaviour of the landform. This could have enormous implications for areas such as the Fleet lagoon, also part of the Site. Other material, whilst having an impact on the setting, and often a very serious impact on the wildlife, would be unlikely to damage the OUV.

Provisions for reducing risks of his type are put in place by the Government through the powers of the MCA and the Department of Transport (DfT). The DfT identified Marine Environmental High Risk Areas (MEHRAs) following the Donaldson enquiry (1994). They have not subsequently been updated, nor are there any current plans to update them. In fact only a small part of the Jurassic Coast is currently covered (Portland Bill and Chesil Beach). Areas were identified based on a combination of actual risk from shipping and environmental sensitivity.

3.3.3 Conservation designations

The Site is covered in its entirety by one or more conservation designations, made either for geological, wildlife or landscape value. These include designations set out under international and UK law, such as Sites of Special Scientific Interest (SSSI), Areas of Outstanding Natural Beauty (AONB), National Nature Reserves (NNR), Special Areas of Conservation (SAC), Special Protection Areas (SPA), and others that have no legal status, but carry varying degrees of weight in the planning system. These are summarised in Table 2 and in the accompanying maps (Appendix 2M). Of particular significance to this Plan, and the conservation of the Site and setting, are the AONB Management Plans. These are a statutory requirement under the CROW Act 2000. The Act also places on relevant authorities, which includes local authorities; *“a duty of regard to AONB purposes”* and a *“duty... to take reasonable steps... to further the conservation and enhancement of the flora, fauna or geological or physiographical features by reason of which the site is of special scientific interest.”*

Parts of the WHS are designated as SAC under the EC Habitats Directive ³⁰. These designations also play a significant role in the protection of the Site. Even though not protected for their geology, the reasons for their designation are consistent with the needs of the WHS. Vegetated sea cliffs, for instance, require a naturally eroding coastline. Moreover, because they are designated through European Law, any development that may affect SACs (or SPAs) require an exceptionally high level of test to be applied to ensure effective protection for the environment.

This complex blend of designations affords a high level of protection which, combined with planning policy, should provide long term security for the natural values of the World Heritage Site. The inconsistency of coverage raises some issues, which are treated in Policies 1.20 and 1.12 of this Plan.

Finally, the marine environment adjacent to the World Heritage Site has recently been afforded better protection through the designation of the Studland to Portland, and Lyme Bay to Torbay marine SACs ³¹. The provisions in the Marine and Coastal Access Act 2009, and the marine spatial planning and MCZ processes established therein may well also provide stronger statutory protection for the future. In addition, the IMO have also a series of measures, including the MARPOL Convention, and PSSAs - Particularly Sensitive Sea Areas – which already includes the English Channel, but which appear to have little influence.

For more information about these designations in Table 2 go to the following websites:
A – I: www.naturalengland.org.uk
C, E, F & J: www.jncc.gov.uk
K: www.devon.gov.uk Maps are available in Appendix 2M

³⁰ For more information about the how the EC habitats Directive is applied in the UK, go to www.jncc.gov.uk
³¹ Currently still candidate SACs, but all provisions in place

Table 2 Conservation designations

Designation	Purpose of protection	Number, and list	Legal status
A. Site of Special Scientific Interest (SSSI)	Geology and biodiversity	13: covering all of the Site except for c. 10.5km in East Devon. Full list available in Appendix 2.	Statutory UK
B. Area of Outstanding Natural Beauty (AONB)	Landscape	2: East Devon, Dorset, covering all of the Site and setting except East Devon inter-tidal areas, small areas around Sidmouth and Beer and all of Portland.	Statutory UK
C. European Special Area of Conservation (SAC)	Wildlife	4: Sidmouth-West Bay, Chesil and the Fleet, Isle of Portland to Studland Cliffs, St Alban’s Head to Durlston Head: approx 75% of the Site.	Statutory, European Habitats Directive
D. National Nature Reserve (NNR)	Nature conservation	2: Axmouth to Lyme Regis Undercliffs and Durlston Country Park.	Statutory UK
E. Special Protection Area (SPA)	Birds	2: Chesil beach and the Fleet Lagoon, Exe Estuary.	Statutory, European Birds Directive
F. RAMSAR Site for wetlands conservation	Wetlands	2: Chesil beach and the Fleet Lagoon, Exe Estuary	Statutory, international convention
G. Local / County Geological Sites	Regionally important geology	Many, including much of Portland.	Non-statutory
H. Site of Nature Conservation Importance (SNCI) / County Wildlife Sites	County level site of biodiversity value	Some within the setting of the Site.	Non-statutory. Planning system embedded.
I. Heritage Coast (HC)	Landscape	3: East Devon, West Dorset and Purbeck. Covers most of the WHS and setting except Portland.	Non-statutory planning designation
J. Geological Conservation Review (GCR) sites	Nationally important geology	66: full list available in Appendix 2.	Non-statutory
K. Coastal Preservation Area (CPA)	Protective planning policy	1: East Devon coastal area	Planning designation
L. European Marine Sites	To protect seabed properties an specific species	Lyme Bay and Torbay cSAC, Studland to Portland cSAC, Chesil beach and Stennis ledge MCZ, South Dorset MCZ	Statutory European Habitats Directive, Marine Act 2009



4. ISSUES AND OPPORTUNITIES

The Aims and Policies of the last Management Plan have been reviewed in detail, not just in terms of progress to date and new areas of work, but with reference to external factors. A PESTLE analysis (Political, Economic, Sociological, Technological, Legal, Environmental) has also been undertaken in respect of issues facing the Site, to help identify which issues might impact on the Site over the coming five years.

Specifically, this chapter identifies *new issues and opportunities, existing issues in which there are ongoing concerns, and areas where changes have happened over the last five years which are altering the way the Site is managed*. All of these may have a significant bearing on the management of the Site over the next Plan period and have helped to influence the development of this Plan’s Aims, Policies and Actions identified in Chapter 5. It is positive to see that even threats to, and vulnerabilities of, the Site, come with significant opportunities.

4.1 Integration of WHS Management Plan into the planning system

The UK planning system has undergone significant reform during the life of the last Plan. The abolition of Regional Spatial Strategies and Local Development Frameworks (LDFs) meant a return to Local Plans and the introduction of neighbourhood planning. Whilst the last Plan period provided the opportunity to feed into Local Plans, the next five years will provide the test of how neighbourhood planning progresses, particularly in terms of implications, positive or negative, for the World Heritage Site.

In addition to the above changes brought about by the Localism Act (2011), the streamlining of guidance into one single National Planning Policy Framework is the most significant change to planning policy in a generation. Chapter 3 presents the changes that have come about as a result of this, and in terms of accompanying guidance, but in very general terms the OUV of the World Heritage Site is no less protected under the new Framework, and arguably is more so, given its clear integration within the document, identification as a Designated Heritage Asset and statement that any damage to such assets should be ‘wholly exceptional’. The recognition of natural Sites, albeit in a minor way, in the NPPG is also a welcome step forward.

The impact of the new Framework and Local Plans in terms of planning applications that might impact on the OUV of the World Heritage Site is yet to be tested. The Jurassic Coast World Heritage Team (JCWHT) works closely with partners from local authorities and statutory agencies when a threat is predicted or identified, and to date no developments have been permitted that impact significantly on the Site’s OUV.

The grey area is more in terms of the setting of the Site. As set out in Chapter 3, the setting is complex and to date intentionally undefined. Over the period of the last Plan the impacts of proposed developments in the setting of the Site have become more prevalent. Ranging from the small Longboat Café at Budleigh Salterton to the proposed Navitus Bay Wind Farm between Durlston Head and the Isle of Wight, the interpretation of the setting of the World Heritage Site in the context of the new planning framework will be one of the increasing challenges of the next five years, and is addressed accordingly in the Policy Framework.

See Chapter 3 and policies: 1.1 – 1.4

4.2 Impacts of national energy policy on the World Heritage Site

The last five years has seen a significant growth in the development of wind farms, and exploration for alternative sources of fossil fuels, such as shale gas. This has come about largely through national level policies and incentives, particularly in respect of meeting carbon reduction targets on the one hand, and improving national fuel security on the other.

The most noticeable of these in respect of the Jurassic Coast is the proposed Navitus Bay wind farm, an array of up to 218 turbines up to 200m in height in the sea south of Poole Bay, and which has already been mentioned above in the context of the Site’s setting. At the time of endorsement this proposal is still in development stage.

In respect of developments of this type, the chance of negative impacts on the OUV of the Site are low, as new developments are unlikely to be proposed within the heavily designated boundary itself; for instance the proposed Navitus Bay Wind Farm is approximately 14km offshore at its closest point. However, any development in the area of the WHS could be perceived to have a negative impact on the Site’s setting, particularly in terms of visual impact. Many people believe that the boundary of the Site is more than just the narrow coastal strip, and also that the Site was designated for reasons of landscape and natural beauty, rather than its geology and geomorphology. Whilst neither of which is true, the World Heritage status is perceived by some as a means by which developments in the setting can be stopped, even if this is not the case.

This issue is a complex mix of threats and opportunities depending on perspective and the nature of developments being proposed. On the positive side, some geological exploration could provide new and useful scientific data, and renewables are also an important factor for climate change mitigation. However, the impact of the perception, or value to tourism, of these developments could be seen as negative, and might also set precedents for incremental development, something UNESCO is very wary of. Management Plan Policies will need to be robust to deal with any eventuality.

See policies: 1.4, 1.6, 1.8, 1.15

4.3 Conservation designations

As identified in section 3.3, the Site and its setting are heavily protected through a wide range of different international, national and local designations. This complexity itself raises issues, as each designation has different characteristics and is treated differently in the planning system. Of most concern is the inconsistent coverage of these designations across the Site.

Although all of the Site is covered by one or more designations, there are small areas with no specific protection relating to the geology; normally afforded through SSSI designations. They are: Orcombe Point to Budleigh (5km); Otterton Point to Ladram Bay (4km); High Peak to Jacobs Ladder (1.5km); and all of the intertidal area around Portland. Moreover, the boundaries of some SSSIs have not migrated with the cliff top line as it has eroded, leaving some areas that have moved outside of their static designated protection zone. This latter issue will be addressed in the coming few years by a process called re-notification, whereby Natural England will redraw the SSSI boundary lines after appropriate consultation and research.

Although none of these anomalies would in themselves call into question the adequacy of protection of the Site, it would be beneficial to make protection of all GCR sites (on which the designation is based) consistent, and this revision of the Management Plan sets out policies to start this process.

In terms of the setting, the Isle of Portland and its surrounding area are not included in any landscape designation such as AONB or Heritage Coast. This lack of coverage, and lack of any clear buffer zone arrangement in such a unique environment, may yet prove to be an issue, so protection of the setting here will look to be enhanced through the Local Plans.

See policies: 1.19 – 1.22

4.4 Geoscience research

The issue of geological and geomorphological research was identified in the last Management Plan as an area which needed a more coordinated approach. Despite some excellent small scale projects using innovative technology and a good ongoing relationship with the research community, progress in this area has been limited.

Research provides the foundation of the understanding of natural processes and the information by which the Site can be better managed. UNESCO recognise this at all stages of WHS Management, from nomination through to periodic reporting, and it was in the periodic reporting process completed in 2013 that the weakness in research was highlighted once again. As a result of this process, the JCWH Team identified the need to specify clear Management research needs as part of this new Plan, to be developed and potentially undertaken between 2014 and 2019. This will be led by the Science and Conservation Advisory Group (SCAG), working with University and Museum partners, and amateur researchers, many of whom have extensive experience in their fields.

The difficulty that SCAG will face is not so much the determination of specific research needs, but the securing of resources to deliver them. In many ways this is a result of research trends within the scientific community, combined with a very funding-driven academic agenda. What might be considered traditional earth sciences, such as stratigraphy and palaeontology, are less favoured by the Research Councils, and so less likely to attract students and active researchers. However, the JCWH Team is currently working with PhD students in Exeter and Southampton, and this collaborative model is one which will be pursued further as the financial input is very low, yet there are significant opportunities to influence and support the research being undertaken.

See policy: 2.14

4.5 Fossil Collecting, and acquisition and display of key scientifically important specimens

In general, the management of fossil collecting within the Site is in line with Natural England’s policies on responsible collecting and with certain landowners’ additional requirements along specific parts of the coast in their ownership.

Collectors continue to make important discoveries, many of which need to be rescued from damage or eventual destruction by the effects of weathering in the cliffs and erosion by the sea, the same processes that expose them in the first place. Collectors have demonstrated their contribution to this aspect of Site management over the last 200 years and so play an essential role in the World Heritage Site Management.

Fossils are popular with the general public and collecting is, in reality, the only specific activity that directly engages people of all ages with the Outstanding Universal Value of the World Heritage Site. Fossil collecting as a visitor activity has visibly grown over the last 10 years, with no negative impact on the Site and many more people inspired to take an interest in fossils and the geology of the Jurassic Coast.

There is an ambition, shared by some collectors, museums and the Jurassic Coast Partnership, to see the key scientifically important fossils identified through the West Dorset Collecting Code of Conduct together with other fossils outside the Code area, acquired within accredited museums for research and display. This means that the list of specimens for acquisition continues to grow, but without a parallel growth in finance and space. A Heritage Lottery fund scheme called Collecting Cultures was used very successfully during the last Plan period, and the funding provided enabled specimens of scientific importance and public appeal (including outstanding new species such as the Weymouth Bay Pliosaur) to be made available for scientific research and display in local museums.

The case for continued acquisition is strong, but the challenges are significant. There is very limited capacity within the existing local museums to display or even store new finds. Fossils often require complex and costly preparation and so can be expensive, but public or charitable funding sources are few and difficult to access, especially repeatedly. Many specimens are prepared privately and then made available for acquisition. Museum preparation, assuming skilled preparators would be available, could bring considerable, or sometimes higher, costs. There is a considerable backlog of potential specimens for acquisition from the past 20 or more years, many of which local collectors have retained, with an aspiration that they might be displayed locally in a potential new world-class facility.

Three of the projects being supported within this Plan include: an expansion of the Lyme Regis Museum to develop classroom space and small gallery enhancement; a new Museum in Kimmeridge to house Steve Etches’ internationally important collection of fossils from the Kimmeridge clay; and the aspiration of the Dorset County Museum to develop a Collections Discovery Centre. Whilst excellent developments, these offer only part of the solution, and determining the next steps to address this wider aspiration will be one of the major challenges of the new Management Plan period.

See policies 2.6 - 2.11

4.6 Changes in national curriculum

Raising awareness of the Jurassic Coast through education is a fundamental part of the World Heritage Convention and over the last 10 years, the Partnership has delivered this by focusing primarily on the formal education sector. By providing high quality training and innovative teaching and learning resources that meet the National Curriculum guidelines, the Partnership has enabled thousands of teachers to bring the Jurassic Coast into the classroom.

However since the publication of the last Management Plan, there have been significant changes in the political and educational landscape. Education services in local government that were offered to local authority maintained schools such as curriculum support, advisory services and programme development (for example Eco Schools) have been closed. Instead such programmes are now being offered either on a subscription service or through independent contractors.

The creation of Academies and Free Schools has also begun to create a community of Primary and Secondary schools that are now completely independent of local authority control. These schools have complete control not only over how budgets are spent but also over which curriculum is adopted for delivery. For example, the Swanage School is a new Free School catering for secondary aged children and has based its curriculum and ethos entirely on helping children and young people gain a sense of identity and place through their role as stewards in their local environment and community. There are huge opportunities to influence and support curriculum development plans in Academies and Free Schools so that they are more inclusive toward the natural environment and the World Heritage Site.

For schools that are still under local authority control and expected to follow the new National Curriculum from 2014, the Programmes of Study for Science at Key Stage 2 contain significantly more Earth Science than before, including specific reference to helping children understand what fossils are and how they can be used to explain evolution. These changes, and also the expectation of teachers to provide more technical content and skills (especially in Geography) could lead to a demand for more training and relevant resources about the Jurassic Coast.

See policies: 3.1 – 3.4, 3.7, 3.8

4.7 Learning and understanding outside the classroom

The Jurassic Coast is a world famous learning resource for the Earth Sciences, and education plays a crucial role in all aspects of Site management. A critical part of increasing awareness and understanding of the values of the Jurassic Coast as a World Heritage Site is to encourage and support initiatives that help children and young people to learn outside of the classroom. There is strong evidence that good quality learning outside of the classroom adds much value to classroom learning, and its importance in improving the lives of children and young people is recognised across all levels of government and the educational establishment.

For many schools, organising a visit to the Site is one of the best ways of communicating ideas about landforms and processes which can often be quite challenging in the classroom. Visits can encompass a range of experiences from fossil collecting at Charmouth to analysing the coastal defences at West Bay.

In support of this, there are a number of interpretation centres, museum and other facilities located along the coast, each offering tailored programmes suited to their specific location and reflecting the uniqueness of their part of the coast. The last Plan period has seen a significant improvement in the facilities available, including redevelopments at Durlston Castle and the Fine Foundation Chesil Beach Centre; new, smaller facilities in Sidmouth and Lyme Regis; the improvement of collections at many of the museums, and the further development of facilities on Portland including the Drill Hall and around Tout Quarry.

In respect of interpretation facilities, the challenges for the Partnership now are threefold: firstly to support the completion of ‘Seaton Jurassic’, the new discovery centre at Seaton, the Kimmeridge Fossil Museum, and other existing proposals in Bridport and Lyme Regis; the second is how it better engages with and supports the individual centres and museums so that they are able to offer a more joined-up approach across the whole coast, and; thirdly to determine what comes next in terms of interpretation provision; which links back to the issue raised in 4.5.

In addition to this, the problems identified in the last Plan in respect of residential study centres still exist. Although levels of provision vary along the coast, they are still concentrated in Purbeck, and there are no facilities that can offer large groups a high quality experience focusing on the Earth Science values of the World Heritage Site. The major opportunity now is to bring about the proposed Jurassic Coast Studies Centre in Lyme Regis as a national centre of excellence for Earth Science Education and potentially a category II UNESCO facility for natural WHS Management.

See Policies 3.4 – 3.10 and 6.9

4.8 Community engagement and volunteering

Over the last 10 years the Jurassic Coast has become a household name for many of the communities of Dorset and East Devon, and a recognised brand for much of the country. Along the coast itself, many individuals, businesses, schools and other organisations have linked themselves to the World Heritage Site, either through their actions, marketing or products. This is testament not only to the sensitive way in which the brand has been developed, but also to the genuine feeling of pride that many people have for this stretch of coastline.

With the increase in development of the Jurassic Coast offer, expectations have risen on the management function, particularly in terms of hands-on delivery within communities, businesses and schools. Because of the limited resources available, the Team and Trust have only been able to meet a certain amount of this expectation, in the knowledge that the potential is so much greater.

The solution for this is to empower and support individuals and organisations along the coast to act as Ambassadors, volunteers or Business Partners for the Jurassic Coast. Despite some outstanding work in this field, particularly in East Devon, it has yet to reach a critical momentum. The issue is again around resources and the time and effort it takes to develop and support a programme of volunteers. This area needs to be prioritised over the next five years, particularly as, with decreasing public sector resources, there is an expectation and a need for more work of this type to be undertaken by the voluntary sector.

See Policies 4.1 – 4.3

4.9 Extreme coastal erosion events and safety

The extremely wet year of 2012, and the resultant increase in landslides and mudslides in West Dorset, Portland and other parts of the coast has heightened the issue of beach and cliff safety. Erosion along the Jurassic Coast is normal (as it is with any cliff coastline), and the natural processes that underpin it underlie the reason why this coast is a World Heritage Site. However, the extreme rainfall in April, June and early July 2012 was not within the expected range for the time of year; the weekend of 6th and 7th July brought major floods to the West Dorset area and was identified by the Environment Agency as a one in 250 year event. It left the cliffs in a state more typical of an extreme wet winter rather than two weeks before the summer holidays and the busiest time for visitors to the coast. In West Dorset and East Devon, where the cliffs are particularly responsive to heavy rainfall, landslides generated mudflows which extended onto the beaches, cutting access points and the coast path, and increased the risk of rock falls.

In terms of coastal safety, stories of coastguard rescues were in the local media and local authorities issued press releases for people to be aware of their surroundings and potential dangers, including keeping clear of the bases and tops of the cliffs. However, the major change in emphasis was brought about as a result of the tragic fatality of a young woman walking along the beach between Freshwater Bay and Hive Beach near Burton Bradstock. In contrast to the wet-weather landslides, this was a rock fall, and had occurred after a few days of intensely hot weather following the long period of rainfall. There was speculation as to whether these changes in weather could have been the cause of the collapse, but in reality rock falls can happen at any time along this section of coast and are therefore an inherent hazard; in marked contrast to landslides which change the physical nature of the coast when they occur.

The result of the extreme weather has heightened concerns amongst many involved in the management of the coast, particularly landowners, local authorities, the JCWHT and those in the tourism industry. One of the forecast implications of climate change is an increase in such extreme weather events in the future, as perhaps shown by the storms of January and February 2014. All parties are concerned that the chances of accidents of this type happening again are minimised as far as possible, by working together particularly in terms of response to these events, information and signage. The joint Dorset Coastal Rock Fall and Landslip Protocol has been developed by Dorset County Council Emergency Planning Service, which not only looks at actions in the event of an incident, but also examines ways of getting appropriate messages out to the public. The protocol clarifies roles and responsibilities but also recognises the need for a coordinated approach.

There are several potential issues arising from the extreme events of 2012, one being that the whole coast might receive a broadly negative press coverage as somewhere that is dangerous to visit, which could have major implications for the tourism and related industries. Another is that without a co-ordinated approach, there is a risk of fragmenting the way in which the coast is managed in terms of response to such events and signage. In terms of opportunities, the search for different ways to get messages about beach and cliff safety across might also strengthen people’s understanding of the OUV of the Site. Threat or opportunity, with a projection of increased extreme weather events from climate change, this is an issue that will have an effect on this Plan period.

See CCTs 1 and 4, and policies 5.20 – 5.24

4.10 Sustainable transport and coast path access

Quality and choice of public travel options to the Jurassic Coast have improved in the last five years but sustainable access to the Site faces an uncertain future in relation to local authority subsidies and the commercialisation of some services, such as the rebranded ‘Jurassic Coaster’ X53 and service X31. For example, the X53, the Jurassic Coast’s flagship bus service, stopped operating on winter Sundays in 2013. Challenges also exist with regard to maintaining the Jurassic Coast identity on new bus liveries and encouraging commercial operators to maintain brand consistency and accuracy on what is one of the most visible marketing tools for the WHS.

With regard to the rail network, maintaining a Jurassic Coast identity at train stations is an issue and especially with commercial pressures for train stations to sell advertising space. The aim is to keep branding in place to raise awareness of the Site and to make bus connections to the coast, and links to the South West Coast Path and England Coast Path National Trails clear. There is an opportunity to be had within the period of this Plan through the completion of the formal reconnection of the Swanage railway to the main line at Wareham. This will mean that both ends of the Site can be accessed by rail for the first time for more than 50 years, and this will give a welcome boost for encouraging people to access the coast through sustainable transport.

On a similar note, the development of marine transport is a potential opportunity for the World Heritage Site, offering an innovative approach to tackling congestion, improving access options and giving passengers the opportunity to see the geology of the Jurassic Coast from the sea. This initiative has gained a lot of support to date, but still needs further development in order to become a reality. The opportunity is high from this work, but correspondingly the risks are too, and these need to be fully assessed before serious funding is injected to make it happen.

Reduction in resources for coastal ranger services could have implications for the management and maintenance of the South West Coast Path National Trail. There is a regular requirement to re-route the path due to erosion, which is a complex and often lengthy process, needing positive and ongoing relationships with landowners. However, with the implementation of the Coastal Access Scheme under the Marine and Coastal Access Act 2009, the parts of the England Coast Path open in Dorset can now be ‘rolled back’ as the coastline changes making it easier to maintain an open route. Climate change and an increase in extreme weather events will only increase the need to react swiftly to such events and keep the public informed.

See policies in Aim 5

4.11 Climate change

The World Heritage Site is one of the best places in the world to easily see and interpret major and sequential changes in global climate and sea levels over a vast span of geological time. In this context it presents an outstanding opportunity as an educational tool for explaining the longer term context of what may be happening to our climate now. However, on a more practical level, the human response to rising sea levels and increasing extreme weather events will almost certainly have an effect on the WHS.

The impact of extreme events was brought home to Dorset and East Devon with the summer of 2012, as outlined in 4.8 above. There is every chance that events such as these will occur more frequently, and the relevant services, authorities and landowners need to be able to respond quickly and appropriately, not just in terms of safety concerns, but also with respect to impacts on infrastructure, such as the South West Coast Path National Trail, or coastal car parks.

A further potential impact of accelerating erosion is the risk to coastal property, and sites such as Chesil Beach, with an increase in erosion possibly leading to higher demand for coastal defences, the biggest threat to the OUV of the Site. However, because of the rising costs, some existing defences may in fact be abandoned in the future rather than maintained, which will leave its own issues with respect to the removal of structures and the translocation of facilities. The work done on the Coastal Pathfinder scheme provided some useful baseline data in this general area.

In contrast to the last Plan, this review looks at climate change as a cross-cutting theme within the wider issue of environmental change. Specifically, the Plan policies and actions should address the need to both mitigate for and adapt to climate change. This is as much about the carbon footprint of the activities as any direct physical changes that might need to be considered, and will vary significantly from project to project. By using this approach the partners can consider in each individual case what might be need to be done to allow for current and future adaptation, as well as putting in place specific mitigation measures.

Although the threats from climate change to aspects of this Plan are very real, the opportunities for education, research and conservation of fossils are potentially high, as long as they are able to be realised. Working across sectors, from education and planning to sustainable tourism and transport, the Partnership should be able to take a leadership role in working within the challenges set by a changing climate.

See CCT1

4.12 Inclusion and participation of hard to reach audiences

The World Heritage Convention states that a World Heritage Site must have a “*function in the life of the community*”. Communities along the coast have been involved in many ways from pre-designation through to the present day, and they have played a significant role in Site management.

Community engagement across the Jurassic Coast takes place in a variety of ways. There are large scale events such as the Fossil Festival which can attract over 12,000 visitors over a weekend to take part in a broad range of science and arts activities. Other events are smaller and more focused on either a higher level of delivery (for example specialist talks to local groups and guided walks) or family oriented activities (workshops during half term). Visitors and local residents also have opportunities to explore aspects of the Jurassic Coast through local museums, visitor centres and guided walks. The Charmouth Heritage Coast Centre fossil walks in particular have a broad audience appeal attracting thousands of people to walk along the beaches at Charmouth to look for fossils.

However, evidence suggests that many of the communities engaging with these activities predominantly tend to be from families or individuals that are from higher level socio-economic income groups. In addition, the engagement of young people (16 – 25 years old), people with disabilities, families from Black and Minority Ethnic (BME) groups and disenfranchised sectors of the community with the Jurassic Coast remains inadequate. In 2005, Natural England commissioned research into exploring the needs and perceptions of BME in accessing outdoor recreation and the countryside, finding that the participants viewed the countryside as far removed from their own way of life. Young people also responded to the research, and while they saw the countryside as natural and healthy, there was very little to do or be excited by. Despite these reservations all respondents could see the potential life changing benefits to engaging with the countryside, from a healthier lifestyle to spending more quality time with family and friends.

There needs to be a attitudinal shift in the way such audiences are included and this involves considering their needs and attitudes from the start. This can range from choosing to hold Jurassic Coast events in the heart of communities with higher levels of deprivation to including more pictures that represent hard-to-reach audiences in the literature. Inclusion and participation is now a cross cutting theme for this Plan since it is only through positive action that such changes in can be made.

See CCT 5 and policies 3.7 – 3.12, 4.2, 5.1, 5.20

4.13 Financial resources for Site management and the macro-economic context

The majority of financial resources to support the Site management function have continued to come over the last five years from Dorset and Devon County Councils, with smaller but critical ongoing contributions from Natural England and the Environment Agency.

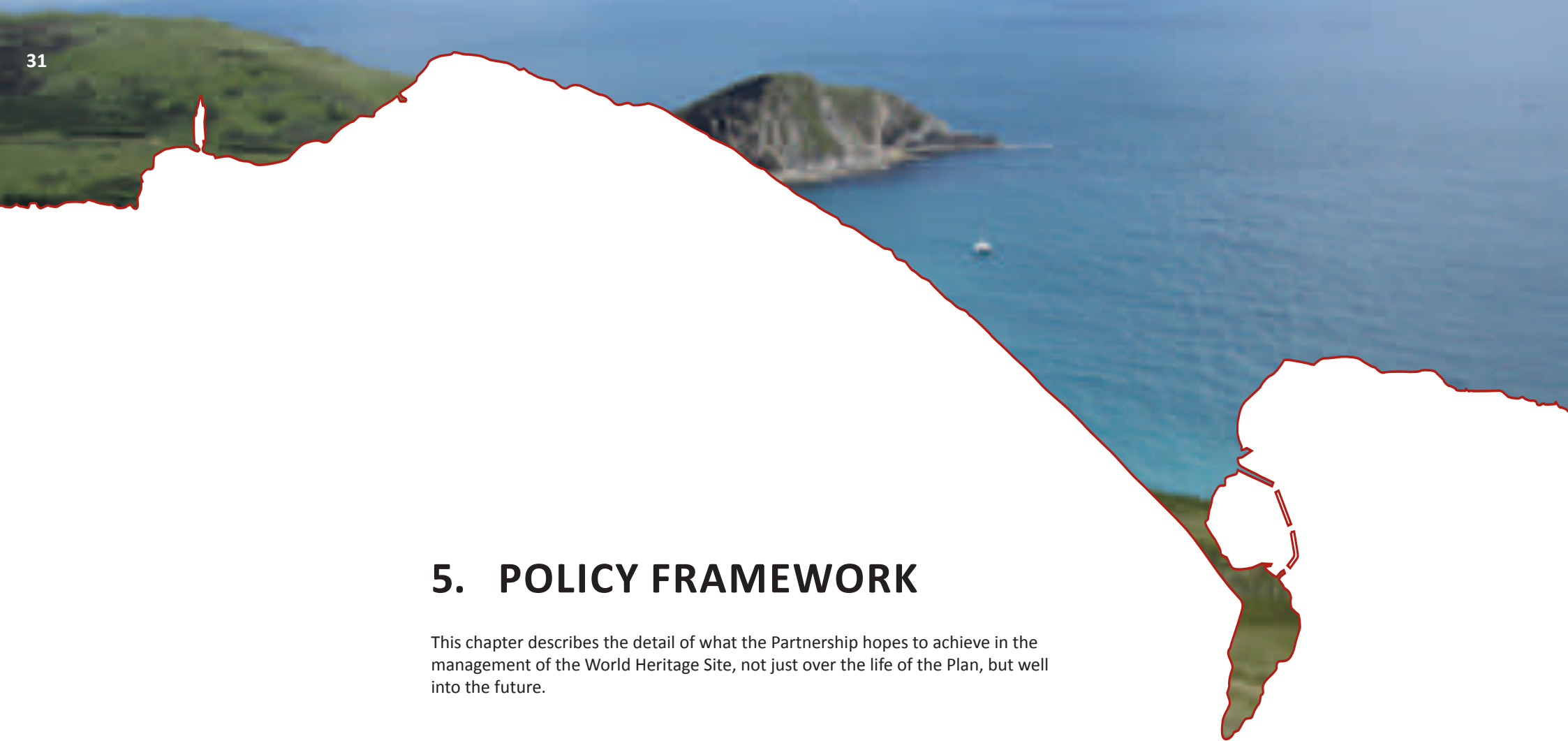
In addition to these are the ongoing contributions from many others towards managing the Site, but which do not count under the category of Management function. These come from local authorities, landowners, NGOs and a range of other organisations, and include both capital and revenue costs for infrastructure such as footpaths, visitor centres and museums.

However, the pattern with respect to management income has largely followed that predicted in the last Management Plan; that of decreasing funds from all of the major partners. The impact of this has been significant, but the Team that delivers the function have been able to stay largely intact due to careful management and income generation.

The economic context at time of writing, particularly with regards to public sector funding, is still extremely difficult and only likely to get worse over the life of this Plan. Although all four core funders express their commitment to the World Heritage Site, there may come a point where they are simply not able to support it to the degree to which they would like, so finding alternative models of resourcing the function will be an imperative over the next five years.

This could come in the form of governance changes, and in terms of the sources of income, particularly in terms of the increased involvement of the Jurassic Coast Trust, which has strengthened considerably as an organisation over the last five years. Although the contraction in public funding is a clear threat to the management of the Site, there are significant opportunities here to involve the private sector and develop a more sustainable, commercially based model for ongoing WHS management.

See CCT3 and policies: 6.4 – 6.6



5. POLICY FRAMEWORK

This chapter describes the detail of what the Partnership hopes to achieve in the management of the World Heritage Site, not just over the life of the Plan, but well into the future.

The introductory part of this chapter identifies factors that have informed the development of the vision, aims and policies, in particular the text of the World Heritage Convention and sustainability guidelines. This is then followed by a brief **Vision** statement for the Site and the six long term **Aims** that have been developed and which spell out clearly the aspirations for the Site, on behalf of “*all the peoples of the world*” ³² .

This is followed by the policy framework, which identifies the **Policies** and **Actions or approaches** that are needed to deliver each Aim. These are not time-bound or prioritised as this is not intended to be an exhaustive list, but one that steers implementation yet allows for different actions or approaches to be undertaken in the future. Details of specific actions to be undertaken will be put in annual delivery plans.

Alongside each of these is a column containing a list of the **organisations responsible for delivery of the policy**. Likewise, this is not intended to be exclusive and identifies the organisations who have a **duty** or **responsibility** to lead in that particular area of work and others who are likely to be involved by the nature of their operations.

It is not the intention to identify a lead partner, as many organisations will be involved in different ways. A lead partner will be identified in the annual delivery plans once the individual approach or action has been identified. The final column identifies the role of the Jurassic Coast World Heritage Team, as the body with responsibility for coordination of the delivery of this Plan, in the delivery of each of the actions or approaches.

Against each aim are two indicators, best seen as critical success factors, which try to encapsulate the most important measures, or proxy measures, of progress. These set the benchmark for success in delivery of the Plan.

5.1 Background to the development of vision, aims and policies

The aims and policies presented here have been developed over a long period and have been informed by the following:

- *Lessons learned from delivery of the last version of the Management Plan*
- *The Site’s State of Conservation (also in Chapter 1)*
- *The Site’s OUV and attributes (set out in Chapter 2)*
- *Changes to the protection framework (as set out in Chapter 3)*
- *Analysis of key issues (as identified in chapter 4)*
- *The World Heritage Convention and Operational Guidelines*
- *English Heritage and DCMS guidance*
- *Sustainability guidelines*

³² whc.unesco.org

World Heritage Convention

Key amongst this is the text of the WH Convention, which effectively **defines the mandate for managing World Heritage Sites**. Out of the 38 Articles, there are a number that have a direct bearing on the management of an existing World Heritage Site and its setting, those of most importance being 4, 5 and 27 (below). These have a strong influence on the way this plan is written, particularly with regard to the need to “*protect, conserve and present*” the natural heritage, give it a “*function in the life of the community*” and integrate it “*into comprehensive planning programmes*”.

Article 4

Each State Party to this Convention recognizes that the duty of ensuring the **identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage**.

Article 5

To ensure that effective and active measures are taken for the protection, conservation and presentation of the cultural and natural heritage..., each State Party to this Convention shall endeavour... :

1. to adopt a general policy which aims to give the cultural and natural heritage **a function in the life of the community and to integrate the protection of that heritage into comprehensive planning programmes**;

Article 27

1. The States Parties to this Convention **shall endeavour by all appropriate means, and in particular by educational and information programmes**, to strengthen appreciation and respect by their peoples of the cultural and natural heritage...

Sustainability

The aims and policies in this plan are also informed by five UK principles of sustainable development:³³

Living within environmental limits
Respecting the limits of the planet’s environment, resources and biodiversity to improve our environment and ensure that the natural resources needed for life are unimpaired and remain so for future generations.

Ensuring a strong, healthy and just society
Meeting the diverse needs of all people in existing and future communities, promoting personal wellbeing, social cohesion and inclusion and creating equal opportunities for all.

Achieving a sustainable economy
Building a strong, stable and sustainable economy which provides prosperity and opportunities for all, and in which environmental and social costs fall on those who impose them (polluter pays) and efficient resource use is incentivised.

Using sound science responsibly
Ensuring policy is developed and implemented on the basis of strong scientific evidence, whilst taking into account scientific uncertainty (through the precautionary principle) as well as public attitudes and values.

Promoting good governance
Actively promoting effective, participative systems of governance in all levels of society, engaging people’s creativity, energy and diversity.

Note: The Strategic Environmental Assessment (SEA), Sustainability Appraisal and Habitats regulations appraisal for the last Management Plan were reviewed in the light of changes proposed for this revision. No significant issues arose out of this and the statutory agencies responsible agreed that there was no need to do a new, full SEA.³⁴

³³ www.directgov.uk
³⁴ Details available at www.jurassiccoast.org/plan

5.2 Vision, Aims, Cross-Cutting Themes and Policies

A. Vision

A vision for the World Heritage Site is simply a statement of ambition, and one that is based on aspirations set out within the World Heritage Convention. In the Steering Group’s view it must also be realistic, deliverable, concise and widely understood.

VISION

Our fundamental vision is that World Heritage Status in Dorset and East Devon will inspire people to:

- safeguard the Site for future generations in the best possible condition;
- celebrate, understand and enjoy it, and; help World Heritage become a vibrant strand of the life of Dorset and East Devon, benefiting local people, visitors and the environment.

B. Aims

The six Aims for the Site set out the Partnership’s intent, and the Policies and Actions over the coming pages provide the means by which the Aims can be achieved.

AIMS

1. To Protect the Site’s Outstanding Universal Value and setting.
2. To Conserve and enhance the Site and its setting for science, education and public enjoyment.
3. To strengthen understanding and awareness of the Outstanding Universal Value of the Site, and of World Heritage.
4. To support communities in realising the economic social and cultural opportunities and benefits that World Heritage Status can bring.
5. To improve sustainable access to the Site, and enable visitors to enjoy a welcoming experience and high quality facilities.
6. To support and demonstrate exemplary WHS Management.

C. Cross-Cutting Themes

Cross-Cutting themes are a range of issues that need to be considered across the Aims of the Plan, and specifically in terms of the implementation of the Policies or Actions. They are not intended to be onerous, but instead raise questions to be considered during implementation that will either improve outcomes, or ensure key responsibilities and obligations are not overlooked.

Theme description	Theme checklist
1. Environmental change Implementation of policies and actions must respond to the need to mitigate for and adapt to environmental change, primarily climate change. This is as much about the carbon footprint of the activities as any direct physical changes that might need to be considered, and will vary significantly from project to project.	Required • Does implementation of the policy or action take into account appropriate measures for adaptation to future physical impact on the Jurassic Coast such as sea level rise? • How will implementation of the policy or action mitigate environmental changes associated with resource and energy use? • Will implementation of the policy or action have any impacts that will cause environmental harm or change? ³⁵ Important • How will delivery of the policy or action promote sustainable practise and/or a change in behaviour?
2. Benefits for local communities Implementation of policies and actions must give consideration to economic, social and cultural benefits for communities, community organisations and local NGOS or charities. The Plan recognises not only that Article 5 of the WH Convention states that the natural heritage should become a ‘<i>function in the life of the community</i>’ but that in practice, many aspects of the Plan can deliver a range of social, economic or cultural benefits, be those for schools, businesses or transport.	Required • How can the implementation of the policy or action have a sustainable and tangible social, economic or health and wellbeing benefit for communities along the Jurassic Coast? • Have socio-economic data been considered when identifying target areas for the policy or action? Important • Have the community been involved in the planning process, where applicable? • How will the policy or action support existing groups, structures or frameworks already in place in the community?

³⁵ This is assessed in full through the SA, but it is a useful reminder.

Theme description	Theme checklist
3. Economic context Implementation of policies and actions needs to be considered in the light of the wider economic context, both in terms of the need for austerity and good value, and the potential for growth. Considerations here must be as much about future financial sustainability, value for money and potential for making savings, as the opportunity for economic benefits. These considerations will play a key role in prioritisation.	Required - Are there opportunities in the implementation of the policy or action to encourage delivery through partnership working, or other means of making savings? - Will implementation of the policy or action offer value for money? Important - Does delivery of the policy or action provide scope for applying for funding from sources external to the local authority framework? - Does implementation of the policy or action offer opportunities for income generation or wider sustainable economic benefits?
4. Natural processes Implementation of policies and actions will need to, where applicable, take account of the core values of the Site, and the role of natural processes in defining and maintaining its World Heritage Status. This should refer to safety messages and planning issues as well as leaflets and other forms of awareness raising.	Required - Does implementation of the policy or action effectively communicate that erosion is a positive process that maintains the World Heritage Site status? - How will messages about safety near cliffs be incorporated, where applicable? - Will the implementation of this policy or action help to raise awareness of how natural processes such as erosion can be affected by coastal defences? Important - Does the delivery of the policy or action showcase the diversity of fossils that are found as a result of erosion on the Jurassic Coast?
5. Participation and inclusion Implementation of policies and actions, or related research and consultations will need to consider their audience carefully, particularly in terms of members of minority ethnic communities, disadvantaged people, people with disabilities or other hard to reach groups. This will not only refer to meeting standards at, say visitor facilities, but being proactive amongst under-represented groups; including targeting certain geographical areas.	Required - Is the implementation of the policy or action compliant with the Equality Act 2010 regulations, or if not applicable, will it take ‘reasonable’ steps to improve accessibility? Important - Does or can the policy or action positively discriminate so it targets higher levels of social deprivation? - Will delivery of the policy action be equal the length of the coast, and give opportunities for linking to inland areas? - Will the policy or action benefit under-represented sectors of the community such as BME or young audiences?

Theme description	Theme checklist
6. Using an artistic approach Implementation of policies and actions should draw on the experience over the previous Plan period, where it has been demonstrated that working with artists and creative practitioners can prove to be a very valuable approach for achieving certain outcomes, and can have considerable indirect benefits for communities and individuals. These may include imaginative interpretation, creative events, high quality design in built facilities or public spaces, engaging people with the natural environment and explaining complex science in accessible ways.	Required - Can the outcomes of a policy or action be improved, or widened in scope by the involvement of an artist, artistic approach or an arts organisation? - Does proposed artistic intervention communicate, interpret or reflect the core values or key messages of the World Heritage Site, and is it relevant to communities that live and work along the WHS? Important - Can the policy or action be used or adapted for use by the Jurassic Coast to support participation and learning at events and visitor centres? - Is the policy or action innovative and effective in how it interprets the key messages of the World Heritage Site? - Would the policy or action benefit from reference to the Jurassic Coast Public Art Code of Practice?
7. Evidence and evaluation Implementation of policies and actions must, insofar as it is possible, be evidence-led and include evaluation. Adopting this aspiration as a cross-policy approach will mean that this is considered for all work areas, where realistic and possible, so that not only is the Plan targeting the right outcomes, but is learning for the future.	Required - Has a framework been set up to monitor progress, impact and effectiveness of the policy or action during implementation? - Has time been allocated to review evaluation data and collate learning points which will inform delivery for related future actions and policies? Important - Does the implementation of the policy or action offer opportunities to collect baseline data to help establish impact?
8. Communication Implementation of policies and actions must include an explicit element of communications planning, to ensure that appropriate PR and profile-raising opportunities can be developed, any reputation risks are well managed and partners are kept informed. This includes ensuring optimal use of the Jurassic Coast brand.	Required - Has consideration been given to potential communication opportunities or risks? - Are key messages in place and will relevant audiences be contacted at the appropriate time and through the appropriate channel? Important - How will the delivery of the policy or action build the positive profile of the Jurassic Coast, including awareness of the brand and understanding of key messages relating to the Site?

AIM ONE

Aim One	Description	Indicators / critical success factors
To Protect the Site’s Outstanding Universal Value and setting.	Policies within this section set out the parameters for clear, unambiguous long-term protection for the World Heritage Site and setting through integration in the planning system and based on rigorous scientific evidence. The emphasis is on the prevention of activities that might negatively affect the Outstanding Universal Value (OUV) and integrity of the Site, or the mitigation of the negative impact of activities that are unavoidable. This aim relates not just to the Site itself, but to activities in the setting that might have an impact on the Site’s OUV or integrity, or might damage the setting itself. Policies contained within this aim focus on the legislation or other instruments that allow the natural processes of erosion to continue; thus maintaining an exposure of 185 million years of the Earth’s history and climatic changes.	No planning applications agreed that negatively impact on the OUV or Integrity of the Site. Changes made through renotification process to all SSSI boundaries where erosion has caused the Site to migrate out of the designated area.
Timescale Ongoing and long-term, minimum 100 years.		

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
PROTECTION OF THE OUV THROUGH PLANNING					
1.1	Protect the OUV of the Site through prevention of developments that might impede natural processes, or obscure the exposed geology, as set out in the GCR / SSSI details, now and in the future.	a	Work with Local Planning Authorities to accurately reflect the Statement of Outstanding Universal Value (SOUV) and Attributes of the Site in Local Plans.	LAs, EA, NE, EH, JCWHT	Advise and liaise
		b	Assess the impact of planning applications on the OUV of the Site, its Attributes, its component GCR and SSSI properties and the policies set out in this plan.	LAs, EA, NE, EH, JCWHT	Advise and liaise
		c	Establish and maintain regular dialogue with District and County planning staff, English Heritage, Natural England and the AONB Teams with respect to planning policy and the World Heritage Site.	JCWHT, EH, AONBs, NE, LAs	Facilitate
		d	Use the Science and Conservation Advisory Group (SCAG) as an advisory group to help inform decision-making with respect to possible threats to the OUV of the Site and for planning applications. Maintain the Science and Conservation Advisory Network (SCAN) as a source of specialist advice and information as and when required.	JCWHT	Lead
		e	Maintain ongoing liaison with key partners, particularly those within the Coastal Action Groups and landowners, regarding parts of the Site where coastal defences or other developments are a possibility in the timescale of this plan.	JCWHT, EH, AONBs, NE, EA, LAs, SDAGCAG, TBCAG, Landowners, CBFNR	Facilitate
1.2	Where developments affecting the Site or setting do take place, avoid or at least mitigate negative impact on the natural processes of erosion and exposed geology.	a	Work closely with the promoters of coastal defence schemes (or other developments that may be permitted) in planning and design stages to ensure potential negative impacts on the Site are identified and negated or reduced to an acceptable level.	JCWHT, NE, EA, NT, LAs, Landowners	Facilitate

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
PROTECTION OF THE OUV THROUGH PLANNING					
		b	Promote high quality and appropriate design in developments that do take place in the Site or setting, such as coastal defence schemes.	LAs, AONBs, Landowners	Facilitate
1.3	Oppose developments in the Site’s setting that may warrant a future need for coastal defences, particularly in light of potential sea-level rise and extreme weather events.	a	Reflect this Policy in Local Plan development policies and housing allocations.	LAs	Advise and liaise
1.4	Protect the landscape character, natural beauty and cultural heritage of the Site and setting from inappropriate development.	a	Local Authorities and AONB teams discourage inappropriate development, using as evidence the setting and buffer zone arrangements in this Management Plan, and Landscape Character Assessments, Land / Seascape assessment, the Historic Environment Record and the Dorset land and seascape assessment (2010).	LAs, AONBs (advisory role), NE, EH, MMO	Advise and liaise
		b	Revisions of Landscape Character Assessments and Land / Seascape assessment should take into account the policies of the WHS.	LAs, AONBs, MMO	Liaise
		c	Raise awareness of World Heritage Sites and development issues with Development Management and Planning Policy officers, and Planning Committee members.	JCWHT, AONBs, DDHF	Lead
		d	Develop a better shared understanding of the setting of the WHS in the context of the planning system, with greater clarity on the definitions of, and differences between the experiential and functional definitions.	LAs, EH, NE, AONBs, JCWHT, DDHF	Facilitate
		e	Liaison between JCWHT, AONB Teams and Natural and Historic Environment Teams of appropriate authorities in respect of planning applications.	JCWHT, AONBs, LAs	Liaise

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
COASTAL EROSION AND SEA DEFENCES					
1.5	Ensure that the ‘South Devon and Dorset’, and ‘Two Bays’ Shoreline Management Plans continue to take full account of the OUV of the Site and the specific geological and geomorphological features in the GCR sites when defining actions for coastal defences.	a	Maintain positive links with the Environment Agency’s Regional Flood & Coastal Committees, Southern and South West Coastal Group and with Local Authority representatives to ensure that the values of the WHS are integrated into changes to SMP policies.	SDADCAG, TBCAG, EA, JCWHT, NE, NT, Southern and South Western Coastal Groups	Advise
OFFSHORE PROTECTION AND DEVELOPMENT					
1.6	The Statutory Marine Plans relevant to the area of the Site will take full account of the OUV of the Site and this Management Plan.	a	MMO will recognise the values of the WHS and its setting, and the buffer zone role played by the AONBs, where appropriate, including via its Seascape Assessment.	MMO	Advise and liaise
		b	Until the statutory Marine Plans are in place, consideration should be given to the WHS in the context of the Marine Policy Statement.	MMO	Advise and liaise
1.7	Ensure that any proposals for marine aggregate extraction do not have an adverse impact on the OUV of the Site.	a	MMO to advise the Partnership of any proposals and give the Group’s response due attention.	MMO	Advise and liaise
1.8	Protect the OUV and seaward setting of the Site from adverse impacts of offshore oil or gas exploration and exploitation, or renewable energy developments, particularly regarding the infrastructure needed to bring oil, gas or power onshore.	a	MMO to consider the Statement of Outstanding Universal Value (SOUV) and Attributes of the Site in respect of any relevant proposals, and seek advice from the Partnership.	MMO, Planning inspectorate	Advise and liaise
		b	Work with the MMO to ensure that EIA Screening and Scoping Opinions given by them adequately reflect the international importance of the Site and its OUV.	LAs, NE, EA, EH, MMO, JCWHT	Advise and liaise
		c	Work with developers to ensure potential impacts on the Site and setting are fully evaluated as part of their environmental or heritage impact assessments, following IUCN/ICOMOS guidance.	Developers, LAs, EH, NE, EA, AONBs, JCWHT	Facilitate, advise and liaise

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
1.9	Maintain emergency plans to implement the most effective response to any possible oil or other pollution incident at sea that may have an impact on the WHS, and ensure that the response actions themselves do not cause further damage.	a	Emergency planners to consult the JCWHT and Steering Group when updating plans that relate to coastal issues, and engage directly with the Dorset Standing Environment Group and the Devon Emergency Planning Officers if required.	LAS, MCA, NE, EA	Advise
1.10	Prevent ship-to-ship transfer of oil cargoes within Lyme Bay unless unavoidable, in which case the interests of the WHS should be considered in both options appraisal and implementation.	a	Maintain a watching brief with the MCA in respect of planned or unplanned transfers, and support the principle of the Cross-Channel Declaration on Shipping Incidents.	MCA, LAS	Advise
1.11	Reduce the risk of potential negative impacts on the Site and setting from shipping and port or harbour activities.	a	Establish a dialogue with DEFRA to seek a re-assessment of the area covering the Site with respect to the designation of Marine Environment High Risk Areas (MEHRAs), and a heightened reflection of this status in UKHO Annual Notice to Mariners.	DCF, DMF, DEFRA, UKHO, MCA, JCWHT	Advise and liaise
		b	Ask UK Government for clarification on designating Lyme Bay as an Area to be Avoided (ATBA) under the International Maritime Organisation (IMO).	Steering Group	Facilitate
		c	Work with Harbour Authorities to protect the OUV of the site from damage due particularly to operations consented under Tidal Works powers of Portland Port Authority and Weymouth Harbour Authority, or through Marine Licencing by the MMO.	Portland Port, WPBC, WDDC, NE, MMO	Advise
		d	Representation of the geological interests within the Site will be encouraged within the Portland Harbour Consultative Committee and future review of the Portland Harbour Management Plan.	NE	Advise

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
ONSHORE RESOURCE EXTRACTION					
1.12	Prevent any adverse impacts on the interests of the Site and its setting by quarrying and respond positively to opportunities presented by quarrying to make gains for geological conservation.	a	Establish mineral planning policies in Minerals and Waste Local Plans which afford the highest possible level of protection to the Site and its setting from damaging minerals development.	DtCC & DvCC (MPAs)	Advise
		b	Identify potential sites for study and retention/conservation of key geological exposures through the ROMP process.	DtCC & DvCC (MPAs), JCWHT	Advise
		c	Encourage quarries to be observant of any important fossils that may be exposed by the quarrying process and report them where appropriate.	JCWHT	Lead
1.13	The statutory Reviews of Old Mineral Permissions (ROMPs) on Portland and elsewhere will seek to avoid any adverse impacts on the interests of the Site and its setting.	a	Ongoing dialogue between the Mineral Planning Authorities (MPAs), quarry firms and landowners.	DtCC & DvCC (MPAs)	Advise
		b	The Partnership as a whole will do all within their power to resist re-opening of workings that would damage the Site, such as the Coastal Strip on Portland.	Steering Group	Advise and lead
1.14	To secure reductions in the extent of quarrying in the direct vicinity of the Site on Portland, there will be a continued presumption in favour of replacing existing permissions for surface quarrying with permissions for underground mining, where this would not result in any other unacceptable impacts.	a	Ongoing dialogue between the Mineral Planning Authority and quarry firms.	DtCC (MPA)	Advise
1.15	Prevent any adverse impacts from proposed onshore oil and gas exploration and production, including from fracking, on the Site’s OUV and setting.	a	MPAs to advise Partnership of any proposals and respect the OUV and sensitivities of the Site in making their decisions.	DtCC & DvCC (MPAs)	Advise

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
		b	Partnership to consider potential impacts of fracking on OUV and setting.	DtCC & DvCC (MPAs)	Advise
1.16	Protect the geomorphology and geology of the Site from damage due to consented or ad-hoc pebble extraction.	a	MPAs to advise Partnership of any proposals and respect the OUV and sensitivities of the Site in making their decisions.	DtCC & DvCC (MPAs)	Advise
		b	Clear information at TICs, visitor centres and on publications should advise visitors against pebble removal, particularly along Chesil Beach and at Budleigh Salterton.	TICs, DtWT, JCWHT, JC Trust, CBFNR	Lead and facilitate
		c	Pursue Prohibition Orders for extant planning permissions for pebble extraction from beaches where possible and necessary.	DtCC & DvCC (MPAs)	Advise
OTHER LAND-USE ISSUES					
1.17	Ensure that military activity avoids or at least mitigates adverse impacts on the OUV of the Site, or the natural beauty of the setting.	a	The MoD Lulworth Range Conservation Committee will seek and take account of earth science advice when appropriate management planning is undertaken.	MOD, NE, JCWHT	Advise
		b	Wyke Regis Bridging Camp and Straight Point Rifle Ranges will continue to ensure that changes to its present operations do not lead to negative impacts on the Site.	MOD, Ilchester Estates, NE, JCWHT, CBFNR	Advise
1.18	Manage cliff climbing in sensitive areas that might have a negative impact on the quality of the Geological exposures of the Site or its wildlife.	a	Support the voluntary climbing codes at Durlston, Portland, Lulworth and elsewhere as appropriate, and provide advice to the lead organisations as needed.	DtCC (DCS), Lulworth Estate, BMC	Advise if needed
BOUNDARIES AND CONSERVATION DESIGNATIONS					
1.19	Principles behind definition of Site boundaries will remain defined as set out in the nomination document for UNESCO and IUCN evaluation and described in section 3.2.	a	Steering Group Sub-Group to meet as part of next Management Plan review process to review boundaries and boundary policy.	Steering Group	Facilitate

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
		b	Submit a new map of the WHS boundary when agreed with the UK Focal Point for World Heritage and DCMS.	Steering Group, EH, DCMS	Lead
		c	Review potential for inclusion of Hamm Beach on the Portland Harbour Shore in the WHS.	SCAG	Facilitate
		d	Undertake an initial evaluation as to the feasibility, validity and desire of extending the Site boundary, or creating a buffer zone, to include the relict sea-bed geomorphological features adjacent to the Site.	SCAG	Facilitate
1.20	Parts of the Site that, due to natural erosion, are no longer within the SSSI will be identified and considered for re-notification.	a	Review status of SSSI boundaries and prepare options paper, action plan, priorities and schedule for SSSIs needing renotification (Isolated parts of South Dorset Coast SSSI, West Dorset Coast SSSI, Sidmouth to Beer SSSI, Isle of Portland SSSI).	NE, JCWHT, Landowners	Partner
1.21	Explore the potential for SSSI, GCR or LGS / CGS notification of parts of the Site not currently protected by this designation, including marine areas, to improve overall legal protection of the WHS.	a	Prepare an options paper for potential actions and priorities regarding those areas of the coast that are not SSSI or SAC (parts of GCR 1506, GCR 814) and those areas that are not GCR or SSSI / SAC (Straight Point, High Peak to Jacob’s Ladder, east of Sidmouth to Branscombe).	NE, JCWHT, Landowners	Partner
1.22	UNESCO’s requirement for a WHS buffer zone will continue to be met by pre-existing AONB legislation and Local Plan planning policies, and appropriate management policies.	a	Steering Group Sub-Group meet as part of next Management Plan review process to review buffer zone policy.	Steering Group sub-group	Lead
		b	Review the effectiveness and robustness of the existing buffer zone arrangements in respect of planning applications that may impact on the WHS and its setting.	JCWHT, Steering Group sub-group	Lead
		c	Local authorities reflect the buffer zone arrangements for the WHS in Local Plans, emphasising the lack of any statutory landscape protection on Portland.	EDDC, WDDC, WPBC, PDC	Advise

AIM TWO

Aim Two	Description	Indicators / critical success factors
To Conserve and enhance the Site and its setting for science, education and public enjoyment.	This aim relates to positive actions for improvements in terms of the Site’s OUV, integrity and condition, and the ‘presentation’ of both Site and setting. Policies within this aim will cover a range of areas relating to conserving the natural assets, including geological conservation and enhancement, and improvements to presentation within the Site. It also touches on broader landscape and nature conservation and enhancements within the setting. Conservation actions need to be supported through appropriate scientific research, which is also highlighted here.	All SSSIs and GCR sites are in the same condition or better than at the start of this Plan period.
Timescale Ongoing and long-term, minimum 100 years.		An increase in the number of scientifically important fossils found along the Site that are acquired by, or loaned back to, local accredited museums.

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
CONSERVATION AND MONITORING OF GEODIVERSITY					
2.1	Improve conditions of GCR sites and SSSIs in ways that are consistent with or build on natural processes and do not conflict with other conservation objectives.	a	Respond to opportunities to improve SSSI condition as they arise.	NE, JCWHT, NT, landowners	Advise
2.2	The GCR sites and SSSIs that make up the WHS will be monitored in line with NE methodology and timescales in terms of their defined geological and geomorphological value. Intensive monitoring of specific features under threat will be undertaken and substantive events that affect the site will also be recorded where possible and practicable.	a	Monitor the condition of GCRs, SSSIs and specific events on a timetable set by NE, following their guidelines and using a dedicated database.	JCWHT	Lead
		b	A State of Conservation report will be published annually, or at the request of the Steering Group, DCMS or UNESCO.	JCWHT	Lead
		c	Continue to use, develop and apply new and novel monitoring techniques as appropriate and where opportunities arise.	JCWHT, NE, Ambassadors	Lead
		d	Engage local people as ‘citizen scientists’ and visiting academics on field trips to assist in monitoring Site condition.	JCWHT, Ambassadors	Lead
ENHANCEMENTS TO PRESENTATION OF SITE AND SETTING					
2.3	Conserve and enhance the presentation of the Site and setting.	a	Local authorities and landowners will be encouraged to develop plans to identify then remove redundant coastal defence structures, other structures, or certain highly invasive alien vegetation species from the Site and immediate setting where this can be achieved without adverse effects on sites designated for their nature conservation or historic value.	LAs, Landowners, NE, AONBs, JCWHT, EH	Lobby, advise and facilitate
		b	Respond to acts of vandalism or fly-tipping on the Site and immediate setting as and when needed.	LAs, NE, AONBs, JCWHT, Landowners	Partner

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
		c	Support priorities for landscape enhancements in the setting of the WHS identified by the Dorset and East Devon AONB Partnerships.	AONBs, JCWHT, DCF, NE, SWCP, NT, EDDC, DtCC (DCS), LAs, DLPG	Partner
2.4	Support conservation volunteering programmes that may have a beneficial effect on the WHS and its setting.	a	Support development of Jurassic Coast Ambassadors, Volunteers or Friends with an interest in practical conservation.	JCWHT, JC Trust	Partner
		b	Support development of other coastal volunteering schemes where appropriate and provide training and information about the JCWHS to other groups on request.	DtCC (DCS), DtWT	Partner
2.5	Address both the causes and consequences of marine and land-sourced litter to reduce negative impacts on the WHS.	a	Lobby at a national and international level to seek better enforcement of the MARPOL Convention, and the UK Government for clearer guidance on responsibility for marine sourced litter removal.	DCF, JCWHT	Partner
		b	Further develop the Litter Free Coast and Sea campaign, through Keep Britain Tidy's Beachcare project and other initiatives, which focus on behavioural change.	DCF, JCWHT, JC Trust	Partner and support
		c	Continue existing and encourage new beach clean events, particularly in East Devon, without damaging or disturbing habitats and species.	DtCC (DCS), EDDC, DCF, DMF, landowners, CBFNR, JCWHT, JC Trust	Encourage and promote
		d	Local Authorities and other organisations will continue to clear the beaches for which they have responsibility.	LAs, Landowners	Encourage
		e	Landowners to take a proactive role in the reduction of beach litter through events like the Great Dorset Beach Clean.	Landowners, DtCC (DCS), EDDC	Encourage

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
FOSSIL AND ROCK SAMPLE COLLECTING					
2.6	Fossil collecting within the Site will follow, in general, the principles of Natural England's national approach based on the concept of responsible collecting. If additional management of fossil collecting is needed outside the West Dorset coast, arrangements should be made between Natural England, landowners, accredited museums, the academic community and collectors (amateur and professional).	a	Maintain an open and supportive approach to collectors along the coast. If problems arise over collecting, first seek to resolve these in discussion with key parties before considering other possible courses of action, but if necessary, and where appropriate, support action to be taken by relevant landowners or other stakeholders.	JCWHT, NE, Accredited museums, academic community, Landowners, fossil collectors	Lead
		b	Extend the West Dorset Fossil Collecting Code to the Undercliffs National Nature Reserve, taking account of the specific requirements of that designated area.	NE, JCWHT, ED AONB, fossil collectors	Partner
		c	Explore approaches to working more closely with fossil collectors at other key locations, particularly Palaeontological GCR sites such as Chapman's Pool to Kimmeridge, and Durlston Bay.	JCWHT, Landowners, fossil collectors, Dt AONB	Lead
		d	Seek to further strengthen relationships between collectors and the academic community.	JCWHT, academic community, fossil collectors,	Facilitate
2.7	The West Dorset Fossil Collecting Code for Lyme Regis to Burton Bradstock will continue to be implemented by all involved parties. Any change to the Code will be made only with the agreement of all collaborating parties.	a	Maintain the West Dorset fossil collecting code through dialogue with all parties as and when necessary, and monitor its outputs in order to highlight issues to landowners and NE.	JCWHT, NE, CHCC, fossil collectors, Dt AONB	Lead
		b	Charmouth Heritage Coast Centre will continue to maintain and publish online a register of scientifically important fossils collected from within the Code area, to be integrated into Site monitoring.	CHCC, JCWHT	Partner
		c	Hold meetings of the Fossil Code Group when necessary.	JCWHT, CHCC, fossil collectors	Lead
		d	Take enforcement action against any collector operating outside of the Code.	NT and other landowners	Advise

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
2.8	Actively promote the acquisition, curation and local display of scientifically important, and other key fossil specimens in museums.	a	Develop a Jurassic Coast fossils acquisitions strategy, building on the HLF funded Jurassic Life project, and work with Accredited Museums along the Jurassic Coast to increase and diversify collections.	JCMP, DtCC (Museums service), JCWHT, Fossil collectors	Partner
		b	Work with the Jurassic Coast Museums Partnership to deliver the ACE funded public programming for the partnership and seek further funding for facilitating the work.	JCMP, JCWHT	Partner
		c	Explore the potential of loans across the Museums Partnership, with national museums and JC interpretation centres.	JCMP, JCWHT	Partner
		d	Maintain contacts with private collectors with a view to promoting public access to their collections, and discussing their long-term future.	JCWHT, selected Museums, Fossil collectors	Lead
		e	Grow the Mary Anning Fund as a resource for acquiring key fossils.	JC Trust, JCWHT	Partner
2.9	Educational and public information about fossil collecting in the Site will be based on principles of responsible collecting at locations where it is appropriate.	a	Continue to provide information about safe and responsible collecting through official leaflets, websites, signage, partner publications and through information at TICs, museums and visitor centres.	JCWHT, JC Trust, VCs, Museums, TICs	Lead
		b	Support Charmouth Heritage Coast Centre and Lyme Regis Museum to promote responsible fossil collecting.	CHCC, LRM, JCWHT	Partner
		c	Continue to employ a seasonal fossil warden in the Lyme Regis, Charmouth and Seatown areas, and investigate whether a similar arrangement is necessary at other locations, notably Kimmeridge.	DtCC (DCS), NT, ChPC, LRTC, JCWHT	Lead
2.10	Develop the long-term potential for the Jurassic Coast to be a global centre of excellence for fossil curation, research and exhibition.	a	Support the development and ongoing operation of the Kimmeridge Museum, to hold the Etches Fossil Collection.	Kimmeridge Trust	Advise where needed

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
		b	Evaluate the feasibility of a new facility in West Dorset for the storage of, and research on fossils, with links to local collectors, outreach activity and an associated exhibition space.	NHM, Steering Group, SCAG, Fossil Collectors, JCWHT, JC Trust	Facilitate and advise
		c	Continue to explore all options for a dedicated Jurassic Coast fossil exhibition.	JCWHT, JCMP, JC Trust	Partner
		d	Support for the development of the Collections Discovery Centre at Dorset County Museum, with the scope to securely and accessibly preserve geological collections owned by museums and collectors from across Dorset.	DCM, JCWHT, JCMP, Fossil Collectors	Advise
2.11	Rock samples collected from within the Site will be taken in line with the Geologists' Association Code of Conduct for Geological Fieldwork (See www.geologistsassociation.org.uk).	a	Ensure that www.jurassiccoast.org has a relevant and clearly accessible section for scientists or amateur collectors that contains the GA Code of conduct.	JCWHT	Lead
GEODIVERSITY AND LANDSCAPE					
2.12	Seek to create, improve or highlight features and sites inland from the coast that help to illustrate the OUV, especially aspects of the WHS story that are hard to access on the coast itself.	a	Continue to develop and use Horn Park Quarry National Nature Reserve as an educational resource.	NE, Beaminster Museum, JCWHT	Partner
		b	Work in Purbeck, potentially in Keats Quarry, to establish an accessible feature based on dinosaur footprints, and be open to other, similar opportunities.	NT, DtCC (DCS), DIGS & Devon RIGS, JCWHT	Partner
		c	Investigate potential for geological interpretation in disused quarries on Portland, particularly within the PQNP, and elsewhere.	DtCC (DCS), DtWT, WPBC, EH, PSQT	Partner

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
		d	Interpret broader landscape scale features, where appropriate and possible, that help to further illuminate the geomorphology of the WHS and its setting.	JCWHT, NT, DIGS and Devon RIGS, AONB Teams, DtWT, DvWT	Partner
2.13	Support the conservation and enhancement of biodiversity and landscape character in the Site and setting, in ways that are complementary with its OUV.	a	Management Plans for designated sites (for example AONBs, SSSIs, SACs and NNRs) will continue to support this policy, and geological advice will be provided to landowners and managers as needed and appropriate.	NE, AONBs, Landowners, LAs	Advise as needed
RESEARCH					
2.14	Promote research that informs conservation and sustainable management of the Site and furthers the advancement of science that underpins its OUV.	a	Identify prioritised lists of research questions that further understanding of the Site’s geology and geomorphology, and / or address specific issues of Site management.	JCWHT, SCAG with NE, EA	Lead
		b	Work with academic networks, the Channel Coast Observatory and other specialists to identify collaborations or resources for addressing these questions.	JCWHT, SCAG, CCO, Universities	Partner
		c	Encourage and develop ‘citizen science’ projects where feasible, both for increased research and encouraging wider interest and understanding.	JCWHT, SCAG, NE, EA, NHM, Universities	Partner
ECOSYSTEMS SERVICES ³⁶					
2.15	Identify the assets and opportunities associated with the WHS using the ecosystem services approach so that future planning for conservation of the natural environment within the Site and setting fully recognises geology and geomorphology.	a	Develop a report outlining the ecosystem services that the WHS provides, or contributes to, making clear links between these and the geodiversity of the site and its setting, the natural processes of erosion and the cultural value of the site.	JCWHT, NE	Lead

³⁶ For more information about this, go to: www.gov.uk/ecosystems-services

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
		b	Work with the Local Nature Partnerships in Dorset and Devon to ensure geological conservation is fully recognised in their vision and strategies, and that the dependencies between geology, geomorphological processes and biodiversity are highlighted. Produce a revised LGAP for Dorset and East Devon based on this.	Dorset LNP, Devon LNP, JCWHT	Advise
		c	Work with NE in writing the geological descriptions for the National Character Areas that include the WHS and its setting.	NE, JCWHT	Advise

AIM THREE

Aim Three	Description	Indicators / critical success factors
To strengthen understanding and awareness of the Outstanding Universal Value of the Site, and of World Heritage.	This aim sets out a long term aspiration to significantly strengthen the understanding of the World Heritage Site, its OUV and the setting to as wide a range of people as possible. It is based on the premise that an increase in understanding will lead to appreciation, valuing, ownership and long term conservation of the natural world, particularly amongst the coastal communities and the young people who live there, the future custodians of the Site. Policies within this section focus on formal education and learning, learning outside the classroom, interpretation and events. Significantly, this aim also includes the support for and development of interpretation centres, whether new or enhanced existing facilities, as these are often many people’s main exposure to interpretation of the World Heritage Site.	The number of schools actively engaging with the Jurassic Coast increases significantly.
Timescale Ongoing, but requiring detailed reassessment in 5-10 years.		Completion (or confirmation of) the following facilities: Jurassic Coast Studies Centre (Lyme Regis); Seaton Jurassic; Kimmeridge Fossil Museum.

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
FORMAL AND INFORMAL EDUCATION					
3.1	Make a positive contribution to the lives of children and young people in Dorset and Devon through their engagement with the Site.	a	Create opportunities for all children and young people in Dorset (including Bournemouth and Poole) and Devon (East and Mid Devon, and Exeter) to visit the Jurassic Coast and learn about the Site.	JCWHT, JC Trust, Schools, young people’s organisations	Lead and facilitate
		b	Ensure links are made to Children’s and Young People Plans (or equivalent) for Dorset and Devon.	JCWHT	Lead
		c	Provide opportunities for young people to develop careers in the Earth Sciences and nature conservation more widely through internships and the Jurassic Coast Ambassadors scheme.	JCWHT, JC Trust, local partners	Lead
3.2	Embed the core values of the World Heritage Site into schools through training teachers about the Site and its values.	a	Deliver INSET and other related training for teachers and other educational practitioners.	JCWHT, PSTT	Lead
		b	Become a national exemplar for creative Earth Science education through creating innovative Continuing Professional Development opportunities and classroom resources for teachers.	JCWHT, PSTT	Partner
		c	Explore partnerships with establishments offering initial Teacher Training courses.	JCWHT, Schools, TT Colleges	Partner
		d	Develop and disseminate resources for teachers and educational practitioners to use as learning tools about World Heritage and the Jurassic Coast.	JCWHT, Visitor Centres	Lead and facilitate
3.3	Facilitate meaningful and sustainable relationships between formal education establishments and the Site.	a	Maintain regular contact and updates with key staff in schools in Dorset (including Bournemouth and Poole), and Devon (including Exeter), and colleges where appropriate.	JCWHT, Schools	Lead
		b	Maintain existing and establish new relationships with Universities to develop mutually beneficial research, teaching and other projects.	Exeter / Bournemouth / Bath Spa / Portsmouth / Southampton / Plymouth Universities	Partner

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
3.4	Promote and disseminate best practice in understanding the values of the World Heritage Site within the education system nationally and internationally.	a	Undertake advocacy work as and when resources and capacity allow.	JCWHT, LAWHF, DCMS	Advise
3.5	Support outdoor learning in relation to the WHS.	a	Support the development of the Jurassic Coast Studies Centre as the flagship centre for outdoor learning about the World Heritage Site.	LRDT, FSC, NHM, JCWHT, Steering Group	Partner
		b	Work with Leeson House Field Studies Centre as a key eastern venue for outdoor learning about the WHS.	JCWHT, DtCC	Partner
		c	Provide expertise and advice about the WHS to other residential study centres and accommodation providers where appropriate.	JCWHS, YHA	Partner
		d	Work with Visitor Centres, Museums and other similar facilities (for example Tout Quarry Sculpture Park) where appropriate to promote and support the development and delivery of their outdoor learning provision.	JCWHT, VCs, JCMP, DtWT, DvWT, Other organisations.	Partner
3.6	Support lifelong learning opportunities for all members of the community to engage with the Jurassic Coast.	a	Undertake activities such as talks, walks, travelling exhibitions and other creative activities, and provide advice and expertise as requested and when capacity allows.	JCWHT, JC Trust, Ambassadors, VCs and Museums, DCC (DCS)	Advise, facilitate and lead where required
		b	Continue to support partners, for example University of the Third Age (U3A), museums groups or Adult Education Providers to deliver lifelong learning programmes to members of the community with expertise as requested and when capacity allows.	JCWHT, JC Trust, Education providers, Ambassadors	Advise

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
INTERPRETATION					
3.7	Interpretation of the JCWHS will be based on the scientific values of the Site and use creative approaches that will lead to inspirational and high quality outcomes across all forms of media.	a	Work in partnership to develop outstanding and innovative interpretation about the JCWHS.	JCWHT, DAT, BAC, Partners the length of the coast	Partner
		b	Review and revise the Interpretation Action Plan (2005) to provide a strategic approach to the next phase of interpretation provision along the WHS, including undertaking a gap analysis and consultation.	JCWHT, JCCF, JC Trust, Partners the length of the coast	Lead
		c	Raise public awareness about natural erosion as the driver for the global significance of the coastline, and for its natural beauty, and use this to explore the potential effects of climate change on the WHS.	Steering Group, JCWHT	Lead and advise
3.8	Support existing visitor interpretation centres, museums and other facilities to tell the stories and present the values of the WHS in clear, engaging and accessible ways.	Note	Visitor interpretation centres (from West to East) are: Arches Interpretation Centre, Sidmouth; Fine Foundation Beer Village Heritage Centre; Charmouth Heritage Coast Centre; Fine Foundation Chesil Beach Centre; Lulworth Cove Visitors Centre; Fine Foundation Marine Centre at Kimmeridge and Durlston Castle. Key museums are: Exeter RAMM; Budleigh Salterton Fairlynch Museum; Sidmouth Museum; Lyme Regis Museum; Bridport Museum; Portland Museum; Dorset County Museum; Swanage Museum and Heritage Centre and Wareham Museum. Other facilities are: Tout Quarry Sculpture Park and the Drill Hall, Portland.		

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
		a	Provide ongoing operational and financial support where existing arrangements apply, and where resources allow.	WDDC, DtCC, JCWHT, DvCC, EDDC, DtWT, DvWT and others	Centre specific
		b	Clarify the wider role of the WHS Partnership in respect of these facilities and provide appropriate support based on mutually agreed objectives, including technical advice and strategic funding support when needed.	JCWHT, VCs	Lead
3.9	Support the development and delivery of specific new or improved visitor facilities to interpret, understand and celebrate the WHS, in locations where there is a gap in provision and an identified need.	Note	Visitor interpretation centres or similar projects currently in the development stage for either new build, extension or major overhaul are (from West to East): Seaton Jurassic; West Bay Chapel; MEMO (Mass Extinction Memorial Observatory) on Portland and the Kimmeridge Fossil Museum (Etches Collection). Museums at a similar stage are: Lyme Regis Museum; Bridport Museum and Dorset County Museum.		
		a	Ensure that these projects are complementary and work together as part of an effective network, both in content and market positioning.	Project partners, JCWHT	Facilitate
		b	Clarify the wider role of the WHS Partnership in respect of these proposed projects and provide appropriate support based on mutually agreed objectives, including technical advice and strategic funding support when needed.	JCWHT, Project partners	Lead
		c	Encourage and support new facilities to meet high standards of quality, sustainability, design (in keeping with the Site and setting) and accessibility in architecture, landscaping, construction, and delivery of interpretation messages.	Project partners, LAS, DDHF	Facilitate

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
3.10	Establish effective mechanisms for linking together existing and planned visitor interpretation centres, museums and other infrastructure, as a ‘string of pearls’ supporting collaborative working, sharing good practice and developing a cohesive offer.	a	Encourage interpretation initiatives to incorporate the ‘string of pearls’ principle so that visitors can experience how local stories fit together into the wider WHS story.	JCWHT, Coastlink, JCMP	Lead
		b	Continue to facilitate and provide a secretariat for the Coastlink network of visitor interpretation centres, to support the sharing of good practice and linking of facilities, and including new facilities when appropriate.	Coastlink, JCWHT	Facilitate
		c	Support collaboration, networking and linking between coastal museums through the JC Museums Partnership.	JCMP, JCWHT	Support as needed
3.11	Residents and visitors should be helped to understand how they can enjoy the coast safely, while increasing their understanding and awareness of the Site – through on-site physical information, as well as printed and virtual information.	a	Audit, review and where necessary, amend existing outdoor WHS interpretation panels, ensuring that they should indicate, where practical, areas of local ecological, geological or archaeological sensitivity.	JCWHS, LAS, DtCC (DCS), AONBs, NE, EA, EH, landowners	Lead
		b	Work with partners to make sure that signage and information panels are in appropriate gateways and access points to the Site, rather than within the landscape itself.	LAs, JCWHS, DtCC (DCS), AONBs, EA, NE, Landowners	Partner
		c	Support TICs, accommodation providers, other tourism businesses and visitor facilities to provide accurate information about the WHS through provision of publications and encouragement to use the Jurassic Coast interactive.	JCWHT, Ambassadors	Lead
		d	Maintain and further develop the Jurassiccoast.org website as an informative and engaging tool for interpreting the WHS.	JCWHT	Lead
		e	The series of high quality, official Jurassic Coast publications, will continue to be developed, produced and marketed.	JC Trust, JCWHT	Partner

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
		f	Commercial publishers providing information about the Site will be encouraged to check accuracy and consistency.	JCWHT	Lead
EVENTS					
3.12	A Jurassic Coast events programme will be delivered primarily through collaborating with existing visitor centres, museums and festivals, or other activities along the coast and in Exeter, Bournemouth and Poole.	a	Clarify target audiences for Jurassic Coast-related events, including new audiences and hard to reach groups, and use this to develop a varied, accessible and realistic events programme.	JCWHT, community groups and partnerships (e.g. NWPP), VCs, Museums, Arts / Cultural organisations, JC Trust	Partner and coordinate
		b	Support the Lyme Regis Fossil Festival as the flagship event for the Jurassic Coast WHS.	LRDT, NHM, JCWHT, JC Trust, local and national societies, Universities, scientific organisations	Partner
		c	Develop hands-on and creative activities that offer the potential for education using non-collecting based activity (e.g. fossil dig trays).	JCWHT, JC Trust	Lead
		d	Facilitate partner organisations in delivering activities at events on behalf of the Partnership.	JCWHT, NT, YHA	Partner



AIM FOUR

Aim Four	Description	Indicators / critical success factors
To support communities in realising the economic social and cultural opportunities and benefits that World Heritage Status can bring.	The Convention states that World Heritage should become a function in the life of the community, and ultimately, if communities value it, their members will look to protect and conserve it. It has been shown that the Jurassic Coast’s designation as a World Heritage Site has brought a new identity to the area. This has stimulated some economic growth and been a catalyst for educational and cultural development, civic pride and social enterprise. Policies within this section will look to build on this progress, and work with (and take the lead from) communities, local authorities and businesses to explore existing and new areas in which they can benefit in creative, innovative and sustainable ways. It also recognises the value and importance of those who volunteer their support for the World Heritage Site, and looks to support them further. The actions and approaches will also respect the differences between communities along the coast and will adopt an approach that is sensitive to each community’s aspirations and concerns.	Community organisations recognise and can evidence the benefits that they have seen from designation of the WHS.
Timescale Ongoing, but requiring regular review and detailed reassessment in 10-15 years.		Significantly more active and well-supported volunteers than at the start of the Plan period are helping to deliver the Management Plan Aims along the length of the coast.

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
COMMUNITY-LEVEL INVOLVEMENT					
4.1	Support local area partnerships, town and parish councils, development trusts and other community groups to develop appropriate aspirations with respect to the WHS.	a	Maintain and support an active Jurassic Coast Communities Forum as the main mechanism for communication with local community organisations about management of the site, and for encouraging collaboration between towns.	JCCF, Community organisations, Town and parish Councils, JCWHT, JC Trust	Coordinate
		b	Provide strategic level support to help communities to realise their aspirations in relation to Jurassic Coast initiatives.	JCWHT, LAs	Facilitate
		c	Identify individuals in key organisations to represent Jurassic Coast interests in their communities, and to be a point of contact for the Partnership.	JCWHT, Ambassadors	Facilitate
		d	Build capacity in communities and with individuals where appropriate through training, information, resources and advice about the WHS, and links to other support programmes.	JCWHT, JC Trust Ambassadors	Lead
VOLUNTEERING					
4.2	Volunteering along the Jurassic Coast will be promoted both to support the aims of the Partnership and its constituent organisations.	a	Continue to develop a comprehensive and innovative approach to volunteering along the coast.	JCWHT, JC Trust, Ambassadors, JCCF, VCs, Museums, Princes Trust, DtCC (DCS), EDDC, DtWT, DvWT, plus many others	Lead
		b	Promote, support and share good practice in volunteer management and training.	JCWHT, JC Trust	Partner
		c	Work with visitor centre and museum partners to promote Jurassic Coast Volunteering, and undertake mutually supportive actions.	VCs, JCMP, JCWHT, JC Trust, Coastlink, DtWT, DvWT	Partner
		d	Explore how to engage more young people in volunteering programmes.	JCWHT, JC Trust, Ambassadors	Lead/ Partner

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
4.3	Increase the profile of the Jurassic Coast in its communities.	a	Engage people through both public and group/ society talks, lectures and walks that explore the Jurassic Coast World Heritage Site.	JCWHT, JC Trust, Ambassadors, Rotary clubs	Partner
		b	Liaise closely with the local media where appropriate.	JCWHT, JC Trust	Partner
ECONOMIC DEVELOPMENT / GROWTH					
4.4	Encourage local entrepreneurs and businesses to develop sustainable products and services that link to the Site’s values or directly address policies set out in this Management Plan.	a	Highlight the opportunities and benefits of linking to the Site and working with the coastal visitor centres and their markets.	JCWHT, LAs, JC Trust	Facilitate and inspire!
		b	Work with businesses to develop new, innovative, engaging and successful products and/or services that link directly to or are inspired by the WHS, and explore the possibility to link these together into a new Jurassic Coast brand.	JCWHT, JC Trust, Businesses, AONBs	Facilitate and / or lead
		c	Encourage local businesses to join the Jurassic Coast Business Scheme to increase their connection with the WHS.	JCWHT, JC Trust, Ambassadors	Partner
4.5	Promote the Site’s high quality environment and World Heritage Status as economic, social and cultural drivers for Dorset and East Devon, and the wider sub-region.	a	Demonstrate through examples and other evidence the value and potential of the environment as a driver for sustainable development and the benefits of the Ecosystems Services approach to the Dorset and Heart of the South West LEPS, and through working with the Dorset and Devon Local Nature Partnerships.	Dorset and Devon LNPs, LAs, Dorset LEP, Heart of the South West LEP, JCWHT, DAT	Promote
		b	Undertake research and monitoring where appropriate, using the 2008 Economic Social and Cultural Impact study as baseline information, and developing appropriate quantitative indicators.	LAs, LEPS, JCWHT	Lead

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
CULTURAL DEVELOPMENT					
4.6	Contribute to cultural development in Dorset and East Devon communities through supporting cultural bodies in linking to the values of the WHS.	a	Continue partnership working with the Dorset Cultural Sector through Dorset Loves Arts. Explore mechanisms to do the same in East Devon.	DLA, JCWHT, EDDC, JCMP, DAT, Cultural organisations	Facilitate
		b	Work in partnership with libraries, arts centres and other cultural organisations as potential venue for events.	JCWHT, DtCC, DvCC Cultural organisations	Partner
		c	Promote best practice with respect to involvement of culture and creativity in World Heritage Site management.	JCWHT, DAT	Lead
		d	Highlight the opportunities presented by the WHS to local groups and organisations across sectors, and support where appropriate and possible.	JCWHT, JCCF	Lead
4.7	Use the World Heritage Site designation to promote appropriate health and well-being initiatives.	a	Explore opportunities with key local stakeholders, and develop and deliver at least one significant event or programme in the life of this Plan.	County Councils’ Health and Well-Being Boards, Dorset and Devon LNPs, other partners	Partner

AIM FIVE

Aim Five	Description	Indicators / critical success factors
To improve sustainable access to the Site, and enable visitors to enjoy a welcoming experience and high quality facilities.	Access and welcome to a destination are critical to people’s appreciation and enjoyment, and are intrinsically linked. Access in the context set out here is in terms of improving physical access to the Site and its setting where appropriate and realistic, and where it can be done sustainably. Policies within this aim are focused on improving quality and choice of access, and accompanying information, enabling people to make the best choices about how to enjoy the coast, given their own abilities and circumstances, other than encouraging more access at any cost. Improving the welcoming experience is more complicated as it is often subjective and even dependent on weather or traffic. However the policies within this Aim focus on the way that the destination is promoted, on visitor safety and on the maintenance or improvement of those facilities that are crucial for visitors, including public facilities and tourist information.	Choice, frequency and information about public transport access to the Site is maintained or enhanced, and walking routes accessing the Site continue to be developed and managed to a high standard. The level of enjoyment of the visitors’ Jurassic Coast experience is maintained or enhanced.
Timescale Ongoing, but requiring regular review and detailed reassessment in five years.		

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
VISITOR MANAGEMENT					
5.1	Visitors will be encouraged to make informed decisions about how they access the coast through the provision of physical and virtual information at key gateways to the Site.	a	Identify physical gateways and access points to the Site, their functions and roles, and use this information to guide visitor management strategies.	JCWHT with AONBs, DCF, NE, SWCP, SWCPA, NT, EDDC, DtCC, DtCC (DCS), district and parish councils	Lead
		b	Ensure that jurassiccoast.org acts as an effective gateway for visitors to the Site, providing information and links in respect of transport, accommodation, events, access and safety.	JCWHT	Lead
		c	Explore the potential for an Explore the Jurassic Coast multi-platform app.	JCWHT	Lead
		d	Audit and review locations and condition of Gateway Town signs, and signage to visitor centres, museums and other facilities, and implement recommendations.	JCWHT with town and parish councils, and LAs	Lead
		e	A collaborative coastal corridor approach will be used to target infrastructure and access improvements in the Site and its setting.	JCWHT with AONBs, DCF, NE, SWCP, NT, LAs, DtCC (DCS), landowners, parish and town councils	Partner
		f	Review Coastal Car Park Guidelines and develop a collaborative approach to simplifying and improving signage at coastal car parks and other key gateways in ways that are sensitive to the local landscape.	LAs, JCWHT, AONBs, DSC, landowners	Partner
5.2	Where possible, maintain existing public access to beaches within the Site, taking into account safety issues and referring where necessary to the Dorset Coastal Cliff Fall and Landslide Protocol.	a	Develop a collaborative approach with landowners and managers including through the approaches set out in the Dorset Coastal Cliff Fall and Landslide Protocol, and its equivalent in Devon.	Steering Group, landowners, DtCC (DCS), LAs	Lead

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
FOOTPATH AND CYCLE ACCESS					
5.3	Maintain and improve an effective network of Rights of Way and permissive Paths for providing access to the Site and setting from key access and local transport points.	a	Maintain the South West Coast Path National Trail, England Coast Path and linking routes to the relevant national and local standards.	SWCP, SWCPA, DtCC (DCS), NE, DvCC, EDDC, landowners	Encourage
		b	Provide geological advice and support when needed to help maintain and improve an effective rights of way network.	JCWHT, NE	Lead
		c	Provide clear links to information about diversions and route changes to the National Trail on jurassiccoast.org , and encourage people to report problems.	JCWHT, SWCP, DtCC (DCS), EDDC	Lead
		d	Take account of the policies in this Plan when developing stages of the England Coast Path.	NE, DtCC (DCS), DvCC, EDDC, JCWHT	Advise
5.4	Public access to military areas maintained, as far as military requirements and the protection of the environment allow.	a	Maximum possible public access consistent with military use to be considered as part of MoD planning for the Lulworth Ranges.	MoD	Advise on geological issues
		b	The MoD will advise Natural England over any changes to the current access arrangement on Chesil beach; increased public access is not sought.	MoD, NE	Advise on geological issues
		c	Publish details of Lulworth Range opening times on jurassiccoast.org .	JCWHT	Lead
5.5	Access to beaches and viewpoints at specific locations is accessible for disabled people, people with mobility and sensory impairment or families with pushchairs, where compatible with statutory conservation objectives.	a	Identify barriers to access at key locations, and work collaboratively to find solutions.	DtCC (DCS), NT, Landowners, SWCP, SWCPA	Partner
		b	Maintain up to date access information on jurassiccoast.org .	JCWHT	Lead

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
5.6	Improve access to coastal gateways by cycling, particularly through National Cycle Network routes.	a	Support the development of the Stop Line Way, Tour de Manche, Exe Estuary Trail and other cycling routes that link to the coast, and accompanying infrastructure.	DvCC, DtCC, Sustrans, JCWHT	Encourage
		b	Encourage cycle hire companies to establish and link to the Jurassic Coast and aims of this Plan.	Cycle hire companies	Advise
MARINE ACCESS					
5.7	Promote the development of an integrated scheduled marine transport service as an alternative means of accessing the WHS and Gateway Towns.	a	Secure resources and progress the Jurassic Coast Marine Links Project, including: - Infrastructure improvements - Private sector involvement - Promotion and marketing - Community engagement - Smart ticketing	JCWHT, AONBs, DtCC, DvCC, district and town councils, operators	Lead
5.8	Promote tourist boat trips as the best way to view and better understand the WHS.	a	Encourage boat operators to become Jurassic Coast Business Partners and undertake the WiSe accreditation scheme. Provide geological advice, training and interpretation materials where appropriate.	JCWHT, JC Trust	Lead and advise
		b	Promote boat transport as an attractive option to visitors and residents through clear printed and web-based information.	JCWHT	Lead
5.9	Commercial boat operators will be advised against landing in sensitive parts of the Site without permission.	a	MCA guidelines will restrict access to the Undercliffs NNR.	MCA, NE	Advise
5.10	Support the sustainable growth of the cruise industry along the Jurassic Coast, encouraging benefits of staying local.	a	Work with Portland Port to develop Jurassic Coast itineraries, and information.	Portland Port	Advise

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
BUS AND RAIL INFRASTRUCTURE ACCESS					
5.11	Maintain and improve existing bus services serving the coast, including associated infrastructure such as bus stops and shelters, and information provision.	a	Work closely with bus operators to encourage service improvements, maintain branding and information provision.	Bus operators, JCWHT, DtCC, DvCC, JCWHT	Partner
		b	Encourage the possibility of extending real-time information systems for public transport beyond the Weymouth and Dorchester area.	DtCC, DvCC	Encourage
		c	Work with operators to maintain or improve existing services that link the coast to the X53 service, e.g. 31, X43, 102 (Dorset), and 157, 899 (Devon), and encourage adoption of Jurassic Coast branding.	Bus operators, DtCC, DvCC, JCWHT	Encourage
		d	Where resources allow, improve the quality and accessibility of bus stops with increased information about the coast and how to access it on foot.	Bus operators, DtCC, DtCC (DCS), DvCC, JCWHT, SWCP	Partner
		e	Encourage good practice with public sector and commercial operators in provision of accessible public transport information and consistency in branding.	JCWHT	Advise
5.12	Maintain a collaborative and strategic approach to Jurassic Coast Sustainable Transport improvements.	a	Maintain the Jurassic Coast Sustainable Transport Improvements Action Plan and implement, where appropriate and possible, key recommendations.	JCWHT, AONBs, DtCC, DvCC	Lead
		b	Maintain the Jurassic Coast Transport Working Group as the key mechanism for collaborative working.	JCWHT	Lead
5.13	Support improved rail connections to the coast, either through routes or improved frequency.	a	Work with the Swanage Railway Company to re-establish the link between Swanage and the main line at Wareham as a viable and regular service.	DtCC, Swanage Railway	Information provision

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
5.14	Support the development of more effective transport interchanges and encourage joint ticketing operations.	a	Liaise and lobby with private and public sector stakeholders where practical and appropriate. Consider particularly in respect of Marine Links project.	DtCC, DvCC, Bus companies, Network Rail	Liaise and lobby
		b	Maintain and enhance signage and information about the Jurassic Coast on the Rail Network.	Network Rail, SW Trains, First Great Western	Lead/ Partner
5.15	Information for the general public about transport services will focus on alternatives to car use, and will be consistent, particularly across county borders, accurate, high quality, up-to-date, accessible and widely promoted.	a	Promote sustainable travel options for coastal accommodation, attractions and other businesses through Dorset CC’s Local Sustainable Transport Fund bid and Devon CC’s travel toolkit.	DtCC, DvCC, JCWHT, AONBs, businesses	Partner
		b	Continue to provide official free printed and web-based information about sustainable access to the coast.	JCWHT	Lead
		c	Develop itineraries whereby the public can access the interests of the Site through using public transport.	JCWHT, SWCP, SWCPA	Lead
TRANQUILLITY					
5.16	Seek to maintain high levels of tranquillity along the undeveloped areas along the coastal corridor.	a	Discourage fast motorised craft from remote or tranquil beaches within the Site.	LAs, harbour masters, DCF, DMF, MMO, CE	Advise
		b	Discourage excessive levels of Jurassic Coast tourism-related air traffic over the WHS.	Flying clubs, JCWHT	Advise
		c	Support and promote initiatives for the understanding and protection of tranquillity, remoteness and wildness.	Dt AONB, Academic bodies, JCWHS	Partner
5.17	Support efforts to de-clutter coastal access routes, following Dorset Rural Roads Protocol and the Highway Guidance for Protected Landscapes in Devon.	a	Encourage local highways authorities to take account of best practice as set out in the guidance documents.	DorCC, DevCC, AONBs, Highways Agency, JCWHT	Advise

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
VISITOR INFRASTRUCTURE AND PROMOTION					
5.18	Support, maintain and improve physical visitor infrastructure in Gateway Towns and other access points on a year-round basis, including car parks, public toilets, transport interchanges, tourist information centres (TICs) or equivalent, visitor centres, viewpoints and seafront public spaces.	a	Maintain acceptable year-round provision, including of information, and improve facilities and green infrastructure where necessary and possible.	LAs, DtCC (DCS), parish councils, landowners,	Partner
		b	Better understand the role visitor centres and museums can play in visitor management and provide appropriate support to improve joint working; create an effective linked network of visitor facilities.	JCWHT, VCs, museums	Lead
		c	Promote high quality and appropriate landscape design in public realm and green infrastructure developments.	JCWHT, DtCC, DvCC, art organisations	Advise
		d	Support park and ride schemes where they provide effective access to the coast or coastal communities or facilities, take pressure off roads and link to public transport.	Location dependent	Liaise and promote
5.19	Promotion of the Jurassic Coast will be sensitive to the needs of local communities and Aims and Policies of this Plan, and will support aspirations for a year-round tourism economy.	a	Highlight the benefits of visiting in the ‘shoulder’ or winter months, and encourage local businesses to develop the opportunities of the off-peak season.	JCWHT, AONBs, LAs, VCs, TICs, SWTA, DoDMO	Partner and advise
		b	Ensure that promotional activity focuses on those areas that can best support larger numbers of visitors, and avoids promotion of areas facing visitor management problems.	LAs, SWTA, NT, landowners, JCWHT, EHoD, DoDMO, DtCC (DCS)	Lead and advise
		c	The promotion of fossil collecting along the WHS will only be in sites that are considered suitable (including sustainable) for public and educational use. Where restrictions are applied by some landowners, they should be clearly set out. Common sense messages should be promoted to deter inappropriate collecting that might impact on sensitive sites and also to discourage unsafe behaviour.	JCWHT, CHCC, VCs, TICs, NT	Lead and advise

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
		d	Tourism partners and businesses will be encouraged to consult with the JCWH Team to ensure their visitor information is accurate and consistent with respect to the WHS. Key facts for the tourism industry will be made available on jurassiccoast.org .	JCWHT, EHoD, private sector, LAs, DoDMO	Lead
		e	Work with Tourism partners and authorities, including Visit Britain, Visit England, Dorset DMO and SWTA to promote positive messages about the Site, including the best, and safest, ways to enjoy it.	JCWHT, VB, VE, SWTA, EHoD, DoDMO	Lead
5.20	Official visitor-focused information about the Site and setting will aim to be of the highest quality, communicating key messages about the Site, the WH Convention and UNESCO in ways that are appropriate, accessible, and sensitive to the different communities along the WHS.	a	Publish an inspirational, high quality leaflet which explains the key attributes of the WHS and encourages sustainable exploration.	JCWHT, JC Trust	Lead
		b	Other leaflets and foreign language versions of the main leaflet will be produced as and when resources can be found to allow demand to be met.	JCWHT, JC Trust	Lead
SAFETY AND RISK PREPAREDNESS					
5.21	Official interpretation and educational materials produced about the Site will, where appropriate, provide clear safety messages to visitors.	a	Ensure that all official WHS printed and on-line material produced through the Steering Group or Jurassic Coast Trust contains consistent and up-to-date safety messages, agreed with the relevant authorities, where appropriate.	JCWHT, JC Trust, DtCC and DvCC (Emergency Planning and Comms)	Lead
5.22	Landowners, land-managers, local authorities and other partners will be encouraged to help visitors understand how they can enjoy the coast safely.	a	Enable coastal landowners, land-managers, local authorities and others to access relevant printed materials, and ensure information on jurassiccoast.org is up to date.	JCWHT, Landowners, DtCC, DvCC	Lead
		b	Work with partners to improve safety information on appropriate physical signage, including interpretation panels, and including gaining a better understanding of the public’s attitude to safety signage.	JCWHT, DTCC DCS, LAs, AONB Teams, NT, Landowners	Lead and advise

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
		c	Geological and geomorphological advice will be made available in relation to safety issues, in accordance with guidelines set out in the Dorset Coastal Rock Fall and Landslide Protocol.	JCWHT	Lead
		d	Extend the Dorset Coastal Cliff Fall and Landslide Protocol to East Devon.	DvCC, EDDC	Advise
5.23	Coastal visitor and tourist information centres, accommodation providers and the media will provide safety information to the public.	a	Safety information will be made readily available to these facilities and to the media, according to guidelines set out in a joint landslide and cliff safety protocol.	JCWHT, LAs, NT, private sector, TICs and VCs	Lead
		b	TICs (or equivalent), coastal visitor centres will be encouraged to provide information about tide times and jurassiccoast.org will feature links to tide time information.	JCWHT, TICs, VCs	Lead
5.24	Maintain or create emergency plans to implement the most effective response for visitors and communities to major incidents such as landslide or rockfall, disease or pollution.	a	Emergency planners to consult the JCWH Team when updating plans that relate to incidents or emergencies that might affect how people visit the Site.	LA Emergency Planning teams, DtCC (DCS), SWCP, JCT	Advise
SUSTAINABLE TOURISM POLICY					
5.25	Jurassic Coast tourism partners will be aware of UNESCO’s approach to managing Tourism at World Heritage Sites.	a	Encourage public and private sector tourism organisations to integrate elements of UNESCO’s key sustainable principles into business planning policies, strategies and information provided to the wider general public.	JCWHT, LAs, SWTA, EHod, private sector tourism businesses	Lead
		b	Close working relationships with tourism industry, both public and private sector, will be maintained and strengthened.	JCWHT	Lead
5.26	Support initiatives to improve the quality and sustainability of tourism businesses, and their understanding and sense of ownership of the WHS.	a	Encourage businesses to become Jurassic Coast Business Partners, to improve their knowledge of the coast and the offer for visitors.	JC Trust, JCWHT	Lead

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
		b	Encourage businesses to undertake national or local quality assurance schemes.	LAs, DoDMO, EHod	Encourage
		c	Maintain regular contact with Jurassic Coast linked businesses through email, social media and regular networking events.	JC Trust, JCWHT	Lead
		d	Use jurassiccoast.org to promote tourism businesses that were Jurassic Coast Quality Businesses, and encourage all of these to become members of the Business Partner Scheme.	JC Trust, JCWHT, Businesses	Lead

AIM SIX

Aim Six	Description	Indicators / critical success factors
To support and demonstrate exemplary WHS Management.	Underpinning effective management of the Site is a need for effective processes and principles, and policies for this are outlined under this aim. Partnership is a fundamental consideration of UNESCO in managing WH Sites, and, although always a challenge, the maintenance and development of partnerships that will enable the plan to be achieved is critical. Alongside this, there is a need for strong, accountable and transparent governance for decision-making, a secure, long-term resource base and effective back-office and administrative support. Policies relating to monitoring and evaluation, and communication are also identified here in order to ensure that lessons are learnt from past work, and disseminate good practice.	Jurassic Coast Partners continue to understand the benefits and obligations of WHS and to commit resources and / or leadership to achieving them.
Timescale Ongoing, with regular review.		An increase in the range and diversity of income streams to support the Management Plan, particularly through the Jurassic Coast Trust.

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
GOVERNANCE					
6.1	Maintain an effective and fit-for-purpose management structure for the WHS.	a	Manage the Site by means of a formal Partnership, following the terms as set out in a Partnership Agreement, and led by Dorset and Devon County Councils.	JCWHT, Management Group, Steering Group, DtCC, DvCC	Coordinate
		b	A Steering Group for the Partnership will meet at least three times a year, and host an annual event for wider stakeholders.	Steering Group, JCWHT	Lead
		c	Review the Partnership agreement at the start of the Management Plan period, and governance arrangements as and when needed.	Steering Group	Coordinate
		d	Produce reviewed Management Plan for 2019-24, commencing in 2018.	Steering Group	Coordinate
		e	Respond to UNESCO requirements for Periodic Reporting and State of Conservation Reports as necessary.	Steering Group	Lead
6.2	Show accountability and transparency of decision making affecting the Site.	a	Develop annual costed delivery plan for implementation of Management Plan Aims, and report progress against this.	JCWHT, Management Group	Lead
		b	Publish Steering Group papers and minutes on jurassiccoast.org .	JCWHT	Lead
		c	Respond promptly to complaints policy based on the complaints procedure of the host authority.	JCWHT	Lead
6.3	Maintain the Jurassic Coast World Heritage Team as the key implementation body for the WHS Management Plan.	a	Dorset County Council continue to host the JCWH Team.	DtCC	Advise DtCC of requirements

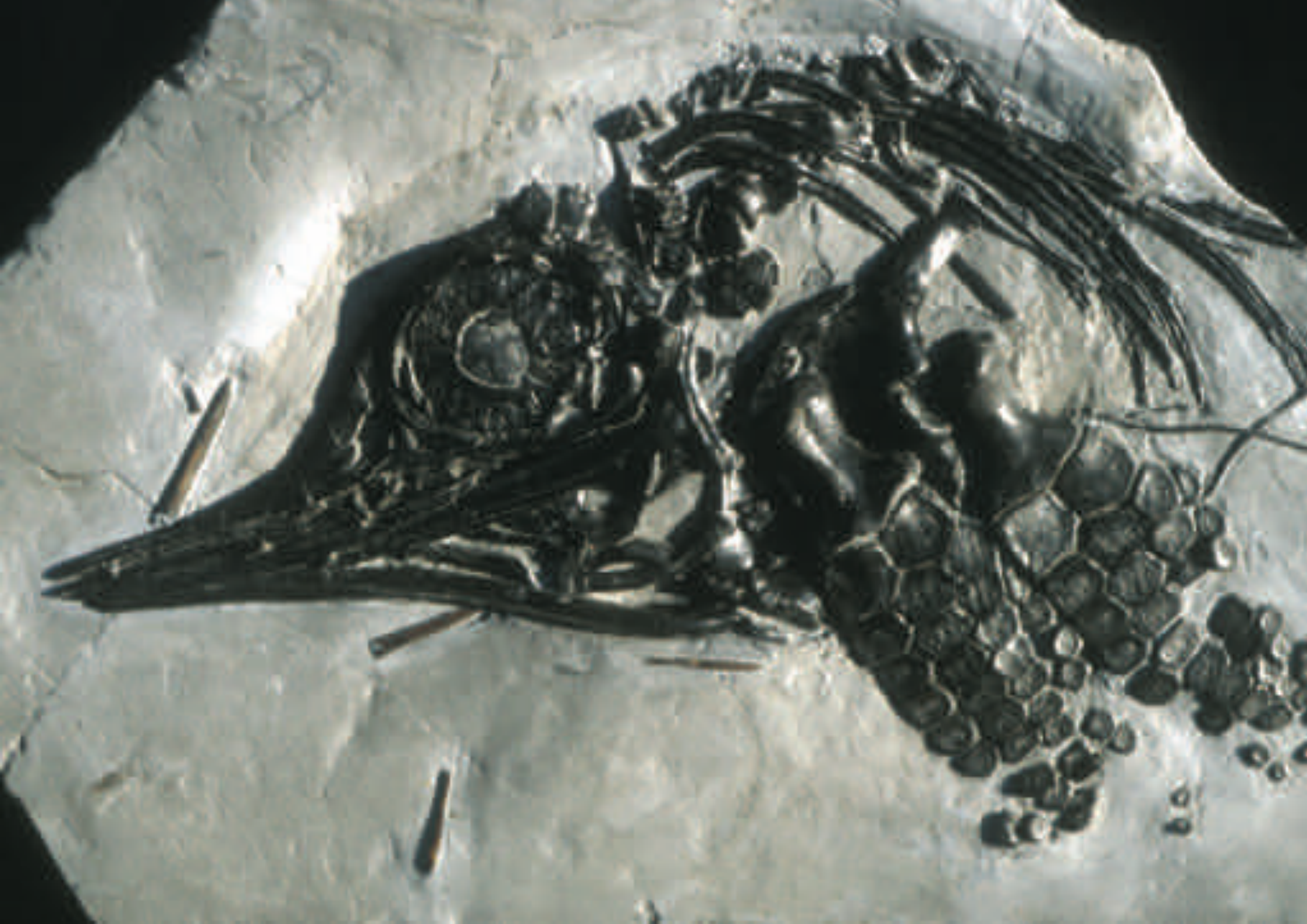
Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
		b	Dorset County Council continue to act as accountable body for funding applications and agreements relating to the core work of the team in delivering this plan unless otherwise agreed by the Partnership.	DtCC	Give DtCC necessary information
RESOURCES					
6.4	Ensure sufficient resources in place to enable effective delivery of the Management Plan.	a	Dorset and Devon CCs and statutory agencies with responsibility for different aspects of Site management (currently NE, EA, EH) provide appropriate funding to ensure the core Site management functions are is able to be undertaken as set out in this Plan; through Funding Agreements, or Service Level Agreements (SLAs).	DtCC, DvCC, NE, EA	Facilitate
		b	Seek to broaden the resource base for core funding and delivery of the specific elements of the Plan, including through sponsorship, merchandise and charging, and through an increased involvement of the Jurassic Coast Trust.	JCWHT, JC Trust	Partner
		c	Explore alternative arrangements and models for reducing the impacts of public sector funding cuts.	DtCC, DvCC, Steering Group	Lead
		d	Demonstrate the value of collaboration at a strategic level to the Local Economic Partnerships, and seek LEP links and support for appropriate initiatives.	JCWHT, Steering Group	Lead
		e	Develop a fundraising strategy to resource this Plan and co-ordinate applications so as to avoid multiple approaches to the same donor.	JCWHT, JC Trust, Management Group	Lead
6.5	The Jurassic Coast Trust will play an increased role in supporting the delivery of Management Plan objectives with support of the wider Partnership.	a	Continue and increase the close working relationship between the JCWH Team and Trustees, and work towards a more outwardly single entity.	JCWHT, JC Trust	Partner

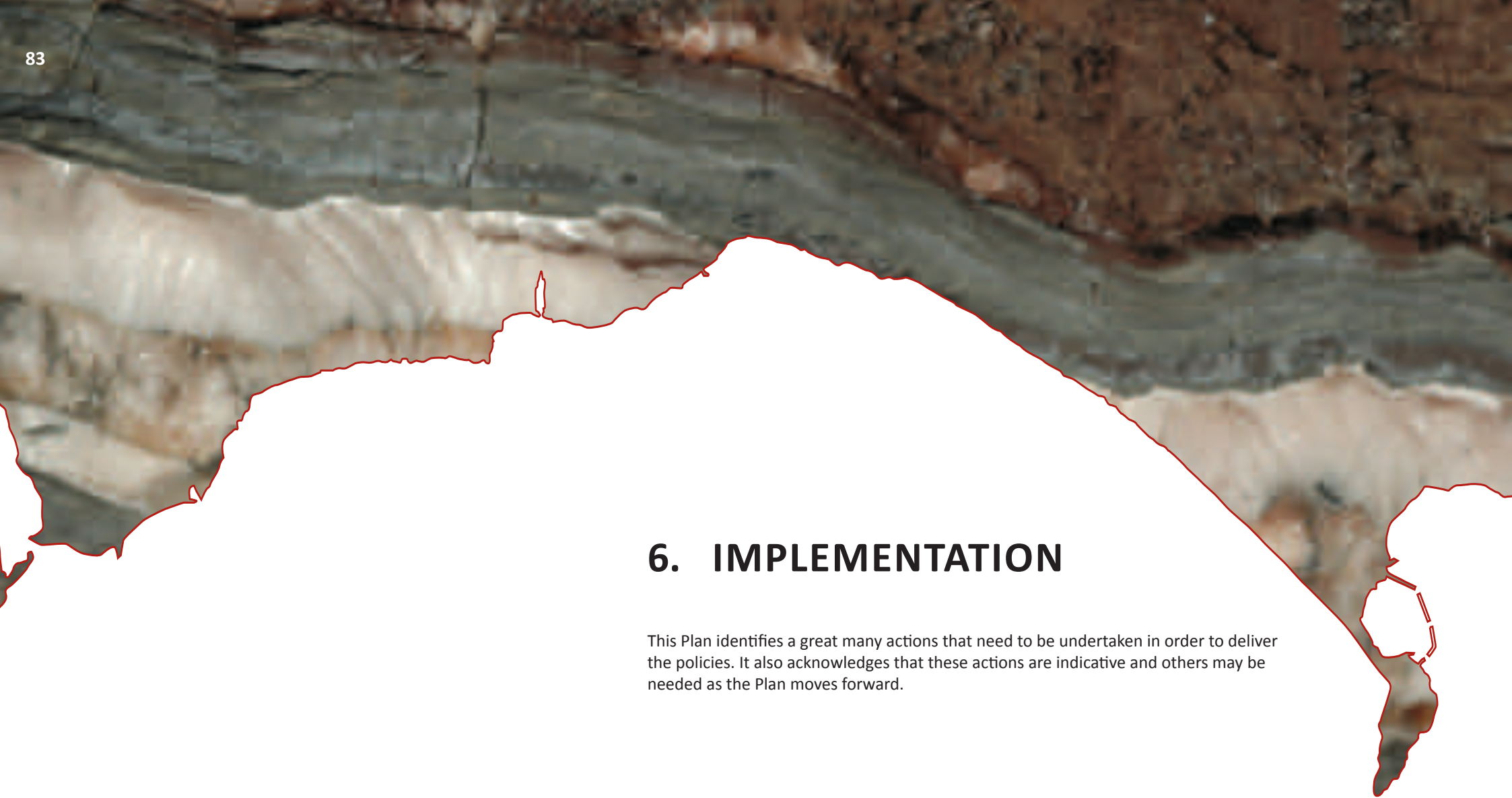
Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
		b	Continue existing and develop new initiatives to raise funds and generate supporters for the WHS. These will include the Jurassic Coast Business Partner scheme, publications and Friends of the Jurassic Coast.	JC Trust, JCWHT	Partner
		c	Develop a strategic plan to align and work with this Management Plan.	JC Trust, JCWHT	Partner
		d	Provide grants that meet the objects of the Trust and the Aims of this Management Plan when funds are available.	JC Trust	Partner
		e	Increase the Trust’s role as accountable body for funding applications in support of its Objects and Management Plan Aims.	JC Trust	Give JC Trust necessary information
6.6	Support volunteers as an increasingly important resource for undertaking delivery of the Aims and Policies in this Plan.	a	Maintain volunteer management in accordance with best practice.	JC Trust, JCWHT	Lead
WIDER PARTNERSHIPS AND REPRESENTATION					
6.7	Maintain clear relationships with central government departments and agencies with respect to management of the Site.	a	Communication as needed with and between DCMS and DEFRA, Natural England and English Heritage.	DEFRA, DCMS, NE, EH	Liaise and facilitate where possible
6.8	Maintain or develop regional, national or international partnerships that are beneficial for the WH Site, and for Dorset, East Devon and the wider South West.	a	Maintain a formal agreement with the NHM and identify other key national or international partnerships as appropriate, including with the Field Studies Council and YHA.	Steering Group, JCWHT	Lead
6.9	Help the UK Government meet the wider obligations of the WH Convention.	a	Provide support in management practice to, or share good practice with other World Heritage Sites at their request, and where resources and capacity allows.	JCWHT	Lead

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
		b	Investigate the potential for the Jurassic Coast Studies Centre to be a UNESCO Category 2 Centre.	JCWHT	Lead
6.10	Maintain and further develop relationships with other UK and international WH and a UNESCO Sites to raise awareness of World Heritage and other UNESCO designations.	a	Collaborate with other UK WHSs via LAWHF, DCMS, EH and the APPGWH, and through direct project collaboration where appropriate.	JCWHT	Lead
		b	Continue a collaboration with the other three South West WHS, the English Riviera UNESCO Geopark and North Devon’s UNESCO Biosphere Partnership.	JCWHT	Partner
6.11	Represent the Site’s interests with appropriate national World Heritage Site bodies.	a	Maintain membership of the Local Authorities World Heritage Forum (LAWHF) or successor body, as resources allow.	DtCC, DvCC	Lead
		b	Continue to play an active role in other UK WHS-related fora and bodies (UNESCO UKNC, IUCN).	JCWHT	Lead
6.12	Ensure management function is well supported, but still value for money to funding agencies.	a	Maintain administration costs at <5% of total core budget.	JCWHT, Management Group	Lead
		b	Appropriate administrative support provided by host authority.	DtCC	Advise DtCC of requirements
6.13	Undertake ongoing monitoring and periodic evaluation of progress against the Management Plan aims.	a	Maintain a monitoring framework for this Management Plan and produce an Annual Monitoring Report.	JCWHT, Management Group	Lead
		b	Develop a simple evaluation plan prior to the commencement of individual projects.	JCWHT	Lead

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
ASSET MANAGEMENT					
6.14	The World Heritage and UNESCO Emblems will be used to raise awareness about the Site in line with UNESCO guidelines.	a	JCWH Team will determine appropriate use of the UNESCO emblems as per guidelines following guidance from DCMS and UNESCO.	JCWHT	Lead
6.15	The Jurassic Coast logo and branding will be used in accordance with the Brand Guidelines.	b	Guidance for use of the JCWHS brand will be produced, revised and made available from the JCWH Team and JC Trust.	JCWHT, JC Trust	Partner
COMMUNICATIONS					
6.16	Enable Steering Group partners, parish and town councils, landowners, the general public, business groups and other stakeholders to be kept up to date with news about the WHS through a variety of means.	a	Publish the Jurassic Post regularly and integrate communications with the Friends of the Jurassic Coast.	JCWHT, JC Trust	Partner
		b	Communicate how the Site is managed to the wider public and maintain a clear mechanism for feedback, questions and requests for support.	JCWHT	Lead
		c	Programme meetings about the WHS for the public and elected members where appropriate, and respond to requests for talks as resources allow.	JCWHT, JC Trust	Lead
		d	Information for landowners about their role in respect of the WHS will be made available online.	JCWHT, NE	Lead

Ref.	Policy	Ref.	How policy will be delivered (Action / approach)	Organisations responsible for delivery of actions and approaches	JCWHT Role
6.17	Keep wider audiences informed as to any significant developments in relation to the Site, and work with the media so that key messages are accurately presented.	a	Build relationships with key local media organisations, and lobby national and international media to positively promote the WHS when appropriate.	JCWHT, JC Trust	Partner
		b	Issue press releases, through and in collaboration with Dorset and Devon County Councils or the Jurassic Coast Trust, wherever is appropriate and respond quickly to major events.	JC Trust, JCWHT, DtCC and DvCC Comms	Partner
		c	Utilise social media channels to promote awareness of the WHS, visitor opportunities and events.	JC Trust, JCWHT	Partner
6.18	All Steering Group partners will raise awareness of the WHS (and their role in its management) within their organisations, partners and clients, where relevant.	a	Steering Group partners raise the profile of the WHS and their role in its management where appropriate.	Steering Group	Facilitate
		b	JCWH Team provide information, resources and presentations in support of this policy.	JCWHT	Lead





6. IMPLEMENTATION

This Plan identifies a great many actions that need to be undertaken in order to deliver the policies. It also acknowledges that these actions are indicative and others may be needed as the Plan moves forward.

Delivery will not be the preserve of one organisation, but through individual or combinations of Steering Group partners, the Jurassic Coast World Heritage Team, Jurassic Coast Trust and other organisations. Some of the actions will be delivered as part of an organisation’s core function, and may well have been undertaken irrespective of World Heritage Site status. Others will have been inspired by the WHS and would not have come about without the designation. Many of the actions will bring wider benefits to Dorset and East Devon, and not just meet the obligations of the WH Convention.

To see the details of how the Aims will be achieved, please refer to the accompanying Jurassic Coast Delivery Plan 2014-2019. This document sets out which work is ongoing and considered part of the day-to-day responsibilities of managing the WHS, and which projects will be the priorities for the Plan period. This document will be sufficiently flexible to adapt to changing circumstances over the Plan period, but in line with the policies set out here. Each year of the Plan period will have a very clear set of priorities, identified by the Partnership at the start of each financial year.

The rest of this chapter summarises the management principles and structure for the delivery of this Plan. The existing consensus-based partnership approach has been scrutinised through a review of governance arrangements in 2009 and has been agreed as fit for purpose, subject to some relatively minor changes ³⁸. Any changes to Governance will be in line with the Policies set out in this Plan and reported through Steering Group minutes.

6.1 Management principles

The future of the Dorset and East Devon Coast relies on the achievement of sustainable development, integrating long-term conservation and sustainable use of coastal resources with the promotion of quality of life and prosperity. With this and the obligations to the World Heritage Convention in mind, the management of the Site will adhere to the following principles:

³⁸ See minutes of WH Steering Group 15/04/09 for recommendations from review of governance arrangements

- Principle 1**
The World Heritage Site Management Plan will address issues directly related to or arising from ***World Heritage Site status***, in the context of the Site or its setting.
- Principle 2**
Actions undertaken as part of the management of the Site will respect the ***obligations to the World Heritage Convention***, particularly to ensure that the natural heritage is protected, conserved and presented, and given a function in the life of the community.
- Principle 3**
Actions undertaken as part of the management of the Site will consider ***impact on the core values and integrity of the Site*** at all times.
- Principle 4**
World Heritage Site management will be delivered through a partnership approach and wherever possible through established existing initiatives and mechanisms. Key stakeholders will be accountable for policies identified as their responsibility within this plan.
- Principle 5**
Management of the World Heritage Site will ***be locally driven***, in a regional, national and international context, with an aim to achieve effective community involvement in decision-making.
- Principle 6**
Recognising that the Site is set within a well-visited coast where people will continue to live, work and visit, the Management Plan will support the basic premise of ***sustainable development***; seeking to integrate conservation with responsible use within acceptable limits, to allow economic development and improved quality of life.
- Principle 7**
World Heritage Site Management will ***respond to the needs and the aspirations of the community*** where there is a relevance to the World Heritage Convention and the vision and objectives of this plan, and where the managing partnership is legitimately able to play an influencing or enabling role.

6.2 Management structures and organisational roles

The Operational Guidelines for the World Heritage Convention state that “Partners in the protection and conservation of World Heritage can be those individuals and other stakeholders, especially local communities, governmental, non-governmental and private organizations and owners who have an interest and involvement in... [its].. conservation and management”.

When considering 95 miles of coastline with multiple owners, 38 parishes, 10 coastal Gateway Towns, many conservation designations and numerous other interests, the partnership approach is critical.

The structure is shown below in Figure 3, and hinges around the strategic role of the Partnership Steering Group.

6.2.1 Key organisational roles

Partnership Steering Group

As stated in Chapter 1, the responsibility for management of the Dorset and East Devon Coast World Heritage Site lies with a Steering Group whose primary remit is the development of the Management Plan and setting the policy framework for the Site. This group is made up of representatives of organisations that have a key role to play in the delivery of the aims and policies in this Management Plan, as well as individuals with relevant expertise, and is bound together with a Partnership Agreement (Appendix 4).

Partnership Management Group

A Management Group exists to support both the Steering Group and Team, focused on the detail of implementation, including finding resources, monitoring progress against business plans, overseeing the Team and forward planning for the Steering Group.

Working, advisory, or consultative Groups

Since before designation, the Steering Group has relied upon advisory or working groups to play a key role in the delivery of the Management Plan. Such groups enable a much wider group of people, including experts and frontline delivery staff, to be involved in the process of Site management, and they can be very effective at helping many partners to all work towards a mutually beneficial common aim. Working groups and their function change over time. This Plan establishes the principle of these groups as being a key part of the Management structures.

Jurassic Coast World Heritage Team

The Jurassic Coast World Heritage Team’s role in implementation of the Plan is as advisor, supporter, coordinator, facilitator, and deliverer, and it will play a greater or lesser part in most, but not all, of the initiatives undertaken. The Team is a small unit hosted by Dorset County Council comprising technical specialists in the areas of work covered by this Management Plan. The list of staff roles are set out on the Delivery Plan (2014-2019); any significant changes to the Team role and governance will be set out in that document. The work programme also benefits from the contributions of an extended team of officers from both County Councils. The Team works the length of the coast, depending on where the activity is focused at any one time.

Jurassic Coast Trust

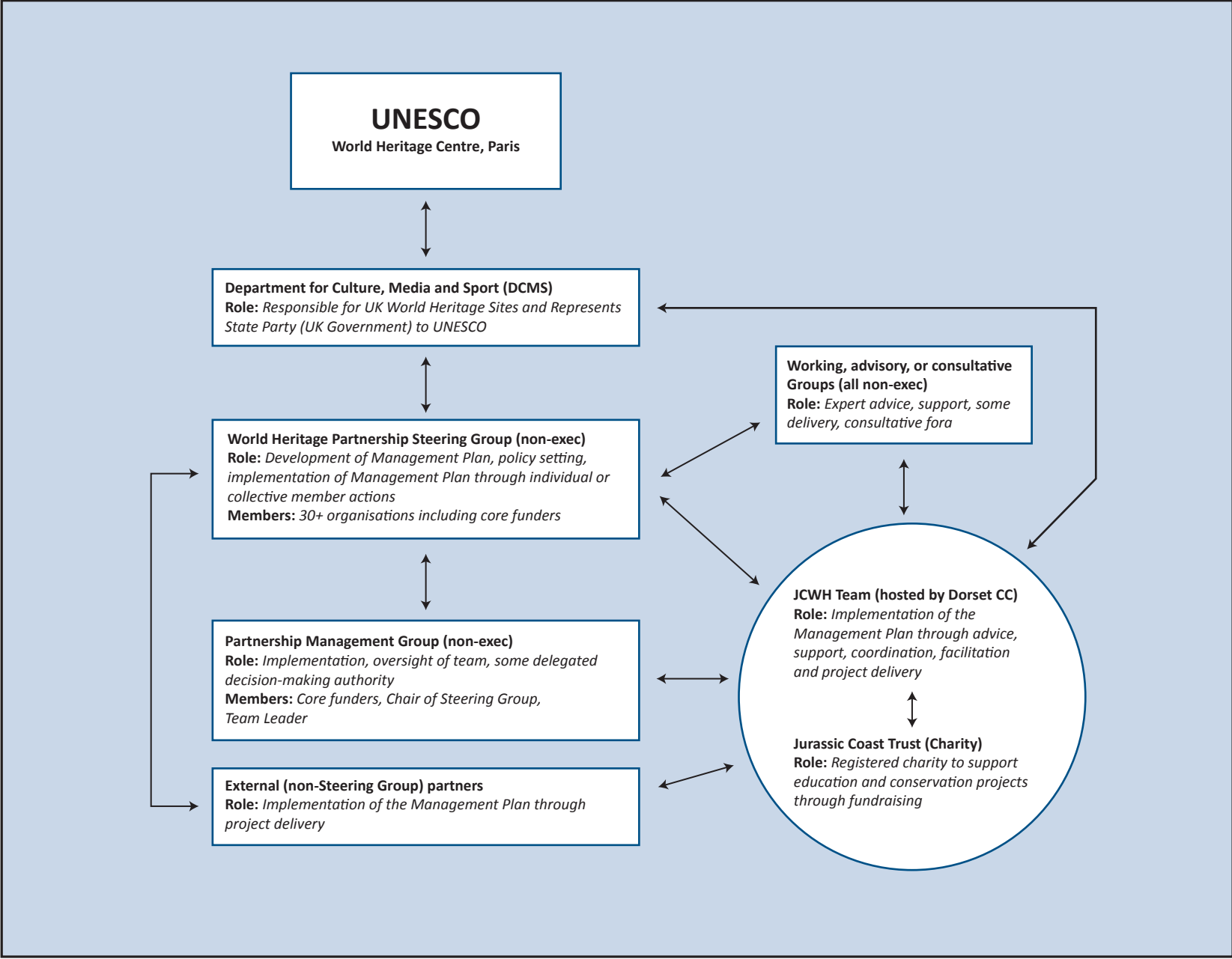
The Jurassic Coast Trust is an independent registered charity governed by a board of trustees, which was established in 2002. Its primary function is to support education and conservation initiatives along the World Heritage Site through a variety of fundraising activities. The JC Trust Trustees work jointly with Team members and other partners on a range of different initiatives.

External partners

Organisations and individuals that are not part of the above groups play a critical role in the delivery of the policies in this Plan. These range from national agencies that may have a specific role in the protection of the Site, like the Maritime and Coastguard Agency, through Town and Parish Councils, Development Trusts and Arts organisations, to groups with a specific local interest like the Beer Village Heritage group. Most are organisations who have seized the opportunities that the WHS has presented and are working for the benefits of their own communities and visitors. Although not listed here, they all play a vitally important role in the delivery of the Plan.

Figure 3

Simplified links and relationships between organisations involved in management of the Site



Organisations and acronyms

ACE SW	Arts Council England, South West
AONB	Area of Outstanding Natural Beauty
AONBs	Dorset and East AONBs / their management Teams
APPGWH	All Parties Parliamentary Group on World Heritage
ATBA	Area To Be Avoided
BAC	Bridport Arts Centre
BAP	Biodiversity Action Plan
BERR	UK Government Department for Business and Regulatory Reform
BME	Black and Minority Ethnic
BREEAM	BRE Environmental Assessment Method
CABE	Campaign for Architecture and the Built Environment
CBFNR	Chesil Bank and the Fleet Nature reserve
CCAP	Coastal Corridor Action Plan
CCO	Channel Coast Observatory
CDE	Clinton Devon Estates
CGS	County Geological Sites
CHCC	Charmouth Heritage Coast Centre
ChPC	Charmouth Parish Council
DCF	Dorset Coast Forum
CE	Crown Estate
DAT	Dorset Arts Trust
DCLG	UK Government Department for Communities and Local Government
DCMS	UK Government Department for Culture Media and Sport
DDA	Disability Discrimination Act
DEFRA	UK Government Department for Environment, Food and Rural Affairs
DLPG	Devon Landscape Policy Group
DMF	Devon Maritime Forum
DMP	Durlston Marine Project
DoDMO	Dorset Destination Management Organisation
Dt AONB	Dorset AONB Team
DtCC	Dorset County Council
DtCC (LEA)	Dorset Local Education Authority
DtSP	Dorset Strategic Partnership
DtCC (DCS)	Dorset County Council Countryside Service
DvCC	Devon County Council
DtWT	Dorset Wildlife Trust
DvWT	Devon Wildlife Trust
EA	Environment Agency
ED AONB	East Devon AONB Team

EDDC	East Devon District Council
EH	English Heritage
EIA	Environmental Impact Assessment
EHoD	Exeter and Heart of Devon (tourism partnership)
FSC	Field Studies Council
GA	Geological Association
GCG	Geological Curators Group
GCR	Geological Conservation Review
HoD	Heart of Devon – Exeter, Coast and Countryside
ICOMOS UK	International Council on Monuments and Sites – UK
IMO	International Maritime Organisation
JCCF	Jurassic Coast Communities Forum
JCMP	Jurassic Coast Museums Partnership
JCSC	Jurassic Coast Studies Centre
JCWHT	Jurassic Coast World Heritage Team
JC Trust	Jurassic Coast Trust
LAs	The six coastal Local Authorities (DvCC, DtCC, EDDC, WDDC, WPBC, PDC)
LAWHF	Local Authorities World Heritage Forum
LE	Lulworth Estates
LEA	Local Education Authority
LEP	Local Enterprise Partnership
LGAP	Local Geodiversity Action Plan
LGS	Local Geological Sites
LNR	Local Nature Reserve
LRDT	Lyme Regis Development Trust
LRM	Lyme Regis Museum
LNP	Local Nature Partnership
LTP	Local Transport Plan
MCA	Maritime and Coastguard Agency
MCS	Marine Conservation Society
MEHRA	Marine Environmental High Risk Areas
MLA	Museums, Libraries and Archives Association
MMO	Marine Management Organisation
MoD	Ministry of Defence
MPA	Minerals Planning Authority
NE	Natural England
NHM	Natural History Museum
NNR	National Nature Reserve
NT	National Trust

NWPP	Natural Weymouth and Portland Partnership
OUV	Outstanding Universal Value
PQNP	Portland Quarries Nature Park
PSQT	Portland Sculpture and Quarry Trust
PSSA	Particularly Sensitive Sea Area
PDC	Purbeck District Council
PSTT	Primary Science Teaching Trust
RDPE	Rural Development Programme for England
RIGS	Regionally Important Geological Sites (and groups)
ROMP	Review of Minerals Permissions
RoWIP	Rights of Way Improvement Plan
SAC	Special Area of Conservation
SDAD CAG	South Devon and Dorset Coastal Action Group
SEA, SA	Strategic Environmental Assessment, Sustainability Assessment
SMP	Shoreline Management Plan
SOUV	Statement of Outstanding Universal Value
SPA	Special Protection Area
SSSI	Site of Special Scientific Interest
SWCP	South West Coast Path Team
SWCPA	South West Coast Path Association
TB CAG	Two Bays Coastal Action Group
TICs	Tourist Information Centres
UKHO	UK Hydrographic Office
UNESCO UKNC	UK National Commission for UNESCO
VCS	Visitor Centres
WDDC	West Dorset District Council
WisE	Wildlife Safe scheme - UK standard for marine wildlife watching
WPBC	Weymouth and Portland Borough Council
WPP	Weymouth and Portland Partnership
Bus companies	First (various), Stagecoach Devon, Wilts and Dorset, Damory
Train companies	South West Trains, First Great Western

ACCESSIBILITY

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YOUR VIEWS

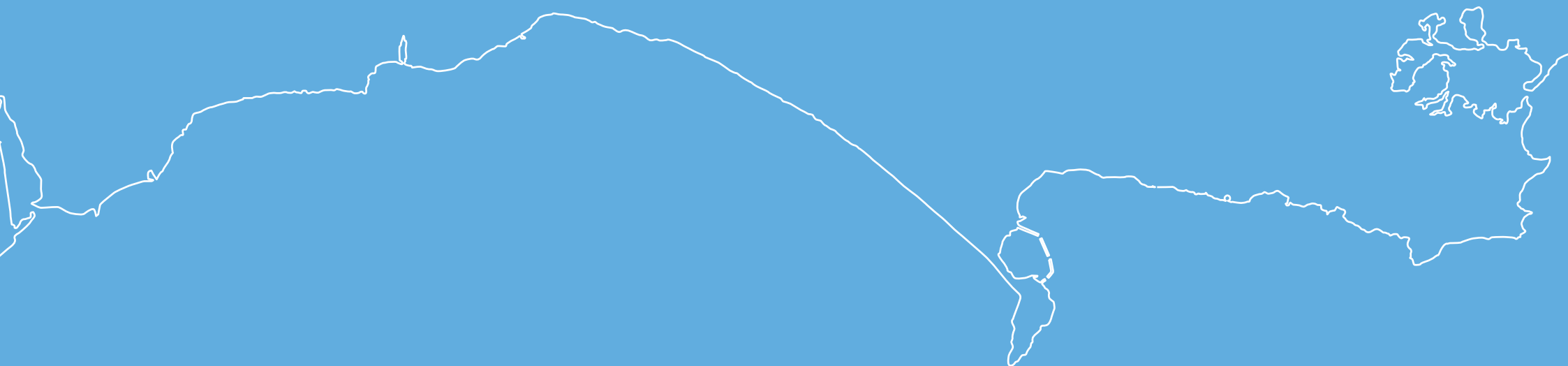
The most important people for the future protection, conservation and use of the Dorset and East Devon Coast are those who live or work on or near it, and visit and enjoy it. Please let us know your views on the Site and its management through the contact details below.

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