

Regulation

Policies

R1

The OUV of the WHS is protected by preventing developments that might impede natural processes, or obscure the exposed geology, as set out in the GCR / SSSI details, now and in the future.

R2

Any development resulting in a negative impact to the OUV of the WHS will only be acceptable if it is both essential and unavoidable. In these circumstances mitigation measures will be undertaken.

R3

New developments in the WHS's setting that may warrant a future need for coastal defences are opposed.

R4

Those elements of landscape character, seascape, seabedscape, natural beauty, biodiversity and cultural heritage that constitute the WHS's functional or experiential setting are protected from inappropriate development.

R5

Emergency plans will be maintained in order to respond effectively to major incidents* that might have significant consequences for the condition and presentation of the Site. Emergency plans will also ensure that the response actions themselves do not cause further damage

* Such as landslide or rockfalls, disease or oil spills

R6

The regulatory protection of the WHS will continue to be improved in places where there is vulnerability.

Priority Objectives 2020 - 2025

- Strengthen the available Landscape Character Assessment evidence base by developing a more detailed coastal character assessment that emphasises the attributes of the WHS.
- Support the development and adoption of Supplementary Planning Guidance that improves the shared understanding of how impacts on OUV should be assessed.
- Seek to ensure OUV and Site protection policies are accurately reflected and taken into account in Local Plans, Shoreline Management Plans, Marine Plans, the Management Plans for the Dorset AONB and East Devon AONB as well as any revisions to relevant Landscape or Seascape Character assessments.
- Create a comprehensive, standardised and publicly accessible data package for WHS boundaries and regulatory information to assist impact assessments and in understanding the Site's sensitivities.
- Undertake an audit of and develop an action plan for parts of the Site that would benefit from increased protection, including areas no longer within the SSSI boundaries due to natural erosion, areas of GCRs that are not included within SSSIs and areas that are not within an AONB or Heritage Coast.
- Explore the potential for extending the geographical parameters of the Site offshore, to include geomorphological features that form part of the OUV story, but are not within the Site boundary.

Industry and Military

Policies

IM1

Port or harbour managers minimise the risk of potential negative impacts on the WHS and setting from shipping activity through sensitive management.

IM2

Aggregate or mineral extraction, oil or gas exploration and exploitation, and renewable energy developments within the inscribed area of the WHS will be opposed.

IM3

Proposals for aggregate or mineral extraction, oil or gas exploration and exploitation, and renewable energy developments outside of the inscribed area of the WHS, but which could have an impact on it, should consider potential harm to the OUV and/or setting of the Site during the earliest stages of planning and take measures to ensure that harm is avoided.

IM4

Military activity avoids adverse impacts on the WHS or setting.

Priority Objectives 2020 - 2025

- Agree a stand-alone policy to make provision for recycling of sediment within a sediment cell in relation to necessary flood and coastal risk management activities.
- Continue to support the implementation of the statutory Reviews of Old Mineral Permissions (ROMPs) on Portland and elsewhere in a manner that will avoid any adverse impacts on the interests of the Site and its setting.
- Continue presumption in favour of replacing existing minerals permissions for surface quarrying on Portland with permissions for underground mining, where this would not result in any other unacceptable impacts on the Site.



Photo by Jon Evans

Codes of Conduct and Site Management Provisions

Policies

CC1

Rock and fossil collecting within the WHS will follow, in general, Natural England's national approach based on the principles of responsible collecting (see appendix 3).

CC2

The West Dorset Fossil Collecting Code for Lyme Regis to Burton Bradstock and the Undercliffs Fossil Collecting Code for the Axmouth to Lyme Regis National Nature Reserve sets the collecting guidance for these two areas and will continue to be implemented by all involved parties. (see appendix 3).

CC3

Fieldwork within the WHS will be undertaken following the Geologists' Association Code of Conduct for Geological Fieldwork.

CC4

Cliff climbing in sensitive areas will continue to be managed by landowners in order to avoid negative impacts on the quality of the geological exposures of the WHS or its wildlife.

Priority Objectives 2020 - 2025

- Continue to support and seek to expand the Fossil Warden service for West Dorset.
- Charmouth Heritage Coast Centre and Natural England, with strategic support, successfully administer the West Dorset and Undercliffs Fossil Codes and fossil recording scheme.
- Review the Undercliffs code within the lifetime of this plan and ensure that, as in the case of the West Dorset Fossil Collecting Code, any changes are made only with the agreement of all collaborating parties.
- Explore ways to invest in and otherwise improve the operation and delivery of the West Dorset and Undercliffs Fossil Codes.
- A campaign to promote responsible fossil collecting (and the two Fossil Codes) will be developed and delivered collaboratively by all relevant partners, using a variety of channels including online.



Theme 2

Conserving Natural Heritage

The Convention recognises the duty of ensuring that natural heritage is conserved and transmitted to future generations.

Strategic Aim 2:

Conserve and enhance the Site, its attributes, presentation and setting

This aim relates to positive and forward-thinking actions for improvements to the Site's OUV and condition. Policies within this aim will cover a range of areas relating to conserving the geo-heritage assets, 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. Fossils and other geological specimens have a set of dedicated policies that indicate the resources needed to support their conservation, from being collected from the Site to becoming part of a public collection.

Critical Success factors

- All SSSIs and GCR sites are in the same or better condition than at the start of this Plan period
- Diverse research continues to be carried out along the WHS
- An increase in the number of scientifically important fossils found along the Site that are acquired by, or loaned back to, local accredited museums

Conservation of Site and Setting Policies

Policies

CSS1

The conditions of GCR sites and SSSIs will be maintained and / or improved, when appropriate and possible, in ways that are consistent with or build on natural processes, taking account of other conservation objectives.

CSS2

The ongoing condition of the Jurassic Coast will be monitored with a particular focus on identifying the potential impacts of climate change on the attributes of the WHS).

CSS3

Initiatives that seek to address the causes and consequences of marine and land-sourced litter will be supported in order to reduce negative impacts on the WHS's condition and presentation.

CSS4

Features and sites inland and seawards from the coast that help to illustrate the OUV* will be highlighted or improved, especially aspects of the WHS story that are hard to access on the coast itself.

**e.g. submerged river channels near Portland and the Keates Quarry dinosaur tracks.*

CSS5

The conservation and enhancement of biodiversity, the historic environment and landscape character in the WHS and setting will be supported in ways that are complementary with its OUV.

CSS6

Along parts of the WHS where a new, bespoke approach for managing fossil collecting is needed, collaborative arrangements will be made*

**Partners will include Natural England, landowners, accredited museums, the academic community and collectors (amateur and professional)*

CSS7

Opportunities to make gains for geological conservation should be responded to positively.

Priority Objectives 2020 - 2025

- The GCR sites and SSSIs that make up the WHS will be monitored in line with Natural England methodology and timescales in terms of their defined geological and geomorphological value.
- Targeted monitoring of specific features under threat will be undertaken and substantive events that affect the site will also be recorded where possible and practicable.
- Collaborate to identify inland sites and seabed features that are priorities for incorporation into the story of the WHS, and plan for their conservation.
- Review needs and desirability for new bespoke fossil codes along the Site and, if any, prepare a prioritised development plan.
- Collaborate in order to thoroughly consider the implications to the WHS of the Government's Landscapes Review, particularly in relation to the proposal for a National Park for Dorset and East Devon and any opportunities to make gains for geological conservation.

Research

Policies

Re1

Research under a wide range of disciplines will be encouraged and facilitated in order to expand our understanding of the WHS and the benefits of World Heritage Status.

Re2

Research on the WHS will adhere to relevant codes of conduct, site management provisions, conservation designations and legal requirements.

Re3

Geological material collected from the WHS for research, especially specimens described or figured in published research, should be deposited in a publicly accessible collection.

Re4

Partners will share data (e.g. scientific, economic demographic) relating to the Jurassic Coast and World Heritage Status wherever possible, and work together to identify key research needs.

Priority Objectives 2020 - 2025

- Establish a set of shared values and a set of guidelines that can encourage responsible research and guide science, arts, geography, economic and social researchers and practitioners to engage with the Jurassic Coast and its partnership of stakeholders
- Establish an information sharing platform for researchers and the Jurassic Coast partnership with the aim of facilitating access, fostering co-ordination, collaboration and new research opportunities
- Draw on UK Climate Projections 2.2km climate modelling in combination with other coastal monitoring and research data to help identify areas or features of the WHS that are most vulnerable to sea level rise and climate change. Highlight locations where new or expanded coastal defences may be needed
- Develop research partnerships and programmes to help identify and deliver research in relation to parts of the Site that are vulnerable to sea level rise and climate change
- Collaborate to create opportunities for 'citizen science' projects and the dissemination of research through public engagement programmes



An exquisitely preserved *Dapedium* fossil fish from Lyme Regis Museum

Fossils and Other Geological Specimens

Policies

F1

The partnership will continue to support the discovery, rescue and preparation of significant fossils by responsible collectors, which it recognises as an essential contribution to Site management.

F2

Building and maintaining strong relationships between collectors, academics and museums is encouraged and supported in order to help facilitate research and the acquisition of important specimens by public institutions.

F3

Where possible, important fossils and geological specimens from the Jurassic Coast are acquired and/or displayed by local accredited museums for the direct benefit of Jurassic Coast communities.

F4

Museums will continue to support ethical collecting practices that are responsive to relevant codes of conduct, Site management provisions, conservation designations and legal requirements when acquiring geological specimens from the World Heritage Site.

F5

Support is given to developments that improve the acquisition, curation, research, and exhibition of Jurassic Coast fossils where there is a recognised gap in provision and evidence to demonstrate need.

F6

Information and record keeping regarding geological collections and specimens from the Jurassic Coast should be maintained to a high standard.

F7

Accredited museums local to the Jurassic Coast are supported to enable them to maintain important geological collections and public engagement programmes.

Priority Objectives 2020 - 2025

- Through collaboration and partnership working, create a database of significant Jurassic Coast fossils, both publicly and privately held, in order to:
 - demonstrate the OUV of the WHS
 - identify privately owned specimens and collections that are suitable for acquisition if/when available
 - identify stored museum specimens that could be given a wider role for community benefit and public engagement
 - better understand the opportunities along the WHS in respect of acquisition, research, curation, storage and display of important fossils from the Site
 - support the case for investment that improves the acquisition, curation, research, and exhibition of Jurassic Coast fossils
- Use the database of significant Jurassic Coast fossils to help address the needs and opportunities surrounding the development of a new facility dedicated to Jurassic Coast fossils and establish its true potential in consultation with all stakeholder groups
- Explore ways of helping museums improve their documentation practices, existing records and other skills development e.g. fossil curation
- Continue to maintain and seek to expand the Fossil Finder Database

Theme 3

Presenting the World Heritage Site

The Convention states that effective and active measures are taken for the presentation of natural heritage and that appreciation and respect of that heritage should be strengthened through educational programmes.

Strategic Aims:

3. Inspire and engage people with the Site and deepen their understanding of its values

4. Maintain and improve access to and experience of the Site

Welcome, access, understanding and enjoyment are intrinsically linked on the World Heritage Site. Policies within these aims are focused on making appropriate, realistic and sustainable improvements that enable people to enjoy the coast responsibly and encourage them to become invested in its ongoing protection. These emphasise the way that the destination is promoted, visitor safety and the maintenance or improvement of those facilities that are crucial for visitors, including interpretation provision that celebrates the unique and global heritage value of the Site.

Critical Success factors

- Sustainable and appropriate access to the Site is maintained or enhanced in line with capacity
- Tranquillity and sense of place are maintained or enhanced
- Promotion and use of sustainable transport increases
- Walking and cycling routes accessing the Site continue to be improved and managed to a high standard
- Visitors' enjoyment of the Jurassic Coast is maintained or enhanced

Destination Marketing

Policies

DM1

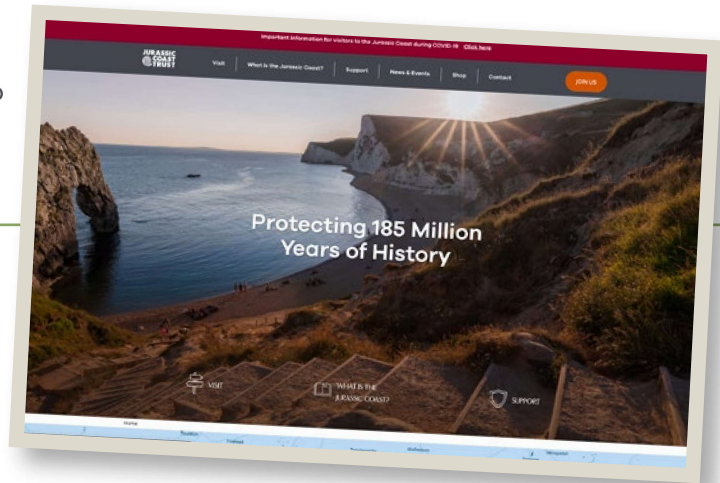
Promotion of the Jurassic Coast is sensitive to the needs of, and issues faced by, local communities and the WHS.

DM2

Information about events, promotions and campaigns relating to the Jurassic Coast is shared between Partners and destination marketing agencies.

Priority Objectives 2020 - 2025

- Partners will be encouraged to collaborate to make appropriate information available to visitors in advance of arrival that is intended to help manage congestion at popular sites and promote responsible tourism and behaviour.



Visitor Management

Policies

VM1

Partners with a responsibility for Jurassic Coast visitor infrastructure* are encouraged to maintain and improve it taking account of demand, quality guidelines, and site sensitivity.

* e.g. paths, interpretation and signage, toilets, car parks, viewpoints, piers, seafronts, amenity beaches, Tourist Information Centres and other visitor facilities

VM2

Public access to beaches within the WHS is maintained, but with sensitivity to wildlife, behaviour and safety considerations.

VM3

Signage at access points to the coast is coordinated, consistent and sensitive to the location and visitor needs. Permanent installations along undeveloped parts of the coast are kept to a minimum.

VM4

Collaborative working is actively encouraged in order to provide consistent messages and promote public behaviour change in the following areas: Safety and selfies; Littering and other fouling; Fossil collecting; Sporting or similar events; Marine behaviour (e.g. tranquillity or landing in sensitive areas) and preventing suicide in public places.

VM5

Safety messaging is effective, following best practice in both design and placement.

VM6

Sustainable travel, including rail, bus, walking, cycling or by sea, is encouraged and promoted.

VM7

When implementing emergency plans, partners are encouraged to carefully manage any impacts on public access to and perception of the Jurassic Coast.



Priority Objectives 2020 - 2025

- The South West Coast Path National Trail (and England Coast Path, where applicable) is the most significant access route for the Jurassic Coast and relevant partners will continue to work collaboratively to monitor, maintain and improve its condition
- Work collaboratively to:
 - Review WHS access points to identify priorities for place-based projects that seek to make improvements and reduce clutter in the landscape
 - Work in partnership to improve signposting at railway stations and other key sustainable transport hubs
 - Identify funding streams to support infrastructure and signage improvements
 - Review best practice of safety messaging development and delivery and seek to implement along the Jurassic Coast
- Raise awareness of the Dorset Local Resilience Forum Rockfall and Landslide Response Plan and seek to replicate it in East Devon
- Consult with local communities in order to gather information about issues and opportunities surrounding recreation and tourism along the Jurassic Coast
- Create clearer guidance on responsible fossil collecting for tourists on the WHS, emphasising those areas of the coast where fossil hunting is appropriate and permitted, and those where it is discouraged or restricted and why. This will be done in consultation with collectors and in response to actual visitor behaviours and pressures to avoid needlessly highlighting sensitive areas
- Develop guidance aimed at businesses and other organisations for promoting responsible recreation and tourism on the WHS, e.g. the nature of the coast as a natural site, safety, responsible fossil hunting, events planning, sensitive areas, access restrictions, visitor congestion, and year-round tourism
- The partnership, String of Pearls group and other key stakeholders are encouraged to work collaboratively to:
 - Explore the role of the String of Pearls group
 - Find co-ordinated and proactive ways to promote responsible tourism and behaviour
 - help manage congestion at popular sites along the Jurassic Coast
 - Find feasible ways to encourage visitors to explore the wider rural landscape inland
 - explore joint branding and promotion
 - explore how social media can be used as a tool to help deliver shared aims
 - Explore the idea of a 'distributed museum' along the coast, including an inventory of assets and expertise, and the development of a Jurassic Coast 'Gallery Plan'
 - Explore the value of creating a single 'guide book' for the WHS
 - Consider / explore relevant links between the Site and its setting and associated cultural and historic heritage
 - Develop coordinated promotion of connected sustainable travel in the area
 - Explore joint messaging relating to climate action
- Collaborate in order to develop approaches that help improve access, diversity and social inclusion following the recommendations of the government's Landscapes Review

Engagement and Learning

Policies

EL1

Development of Jurassic Coast interpretation, learning and outreach is embedded in existing engagement programmes whenever possible.

EL2

Interpretation content about the Jurassic Coast is high quality, guided by the Jurassic Coast Story Book and emphasises locally distinctive stories that link to the 'Walk Through Time'.

EL3

Interpretation about the Jurassic Coast is developed in collaboration with local communities and other stakeholders whenever possible.

EL4

Collaboration with artists and creative organisations is actively encouraged in order to support innovation and cultural links.

EL5

Efforts to highlight the connections between local geodiversity, culture and social history are encouraged and supported.

EL6

Jurassic Coast content aimed at primary or secondary schools should respond to relevant elements of the National Curriculum.

EL7

Jurassic Coast content aimed at further or higher education should be accurate and aspire to be based on current research and technologies.

Priority Objectives 2020 - 2025

- Dorset AONB team and Jurassic Coast Trust to work collaboratively with stakeholders and communities along the length of the Site in order to improve the consistency and quality of outdoor interpretation signage about the WHS
- Evaluate the use and impact of the Jurassic Coast Story Book
- Devise methods and resources that use the earth science stories of the Jurassic Coast to help people in local communities, schools and other educational settings to understand and engage with the climate variability and the potential impacts of climate change along the WHS
- The String of Pearls group and other key stakeholders will be encouraged to collaborate in order to:
 - Share information with partners about upcoming interpretation projects
 - Share and discuss interpretation and engagement aspirations and opportunities for collaboration amongst partners and with the arts sector
 - Explore ways of highlighting the relationship between nature, culture and social history
 - Identify opportunities for improving digital/online interpretation and learning aimed at a global audience
 - Explore ways of developing interpretation and learning best practice along the WHS (e.g. accessibility and inclusivity, joint training, sharing data and findings from the evaluation)
 - Explore ways to disseminate current scientific research about the WHS amongst the String of Pearls group and other partners

hobby, so your collection should reflect this.

The best place to look is amongst pebbles and boulders on the beach.

Hammers and chisels are not essential, plenty of fossils can be found without them.

If you are in an area where hammering is permitted, always wear eye protection and keep hammering to a minimum.

Do not hammer or dig in the cliffs.

Check the weather and tides before setting out. It is best to collect on a falling tide.

Beware of large waves, especially during rough weather.

Stay away from the cliffs, as rock-falls can happen at any time.

Mudflows are dangerous, stay well away.

Always tell someone where you are going and how long you will be.

Register special or rare fossil finds at the Charmouth Heritage Coast Centre.



Theme 4

Involving Communities

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 seek to protect and conserve it.

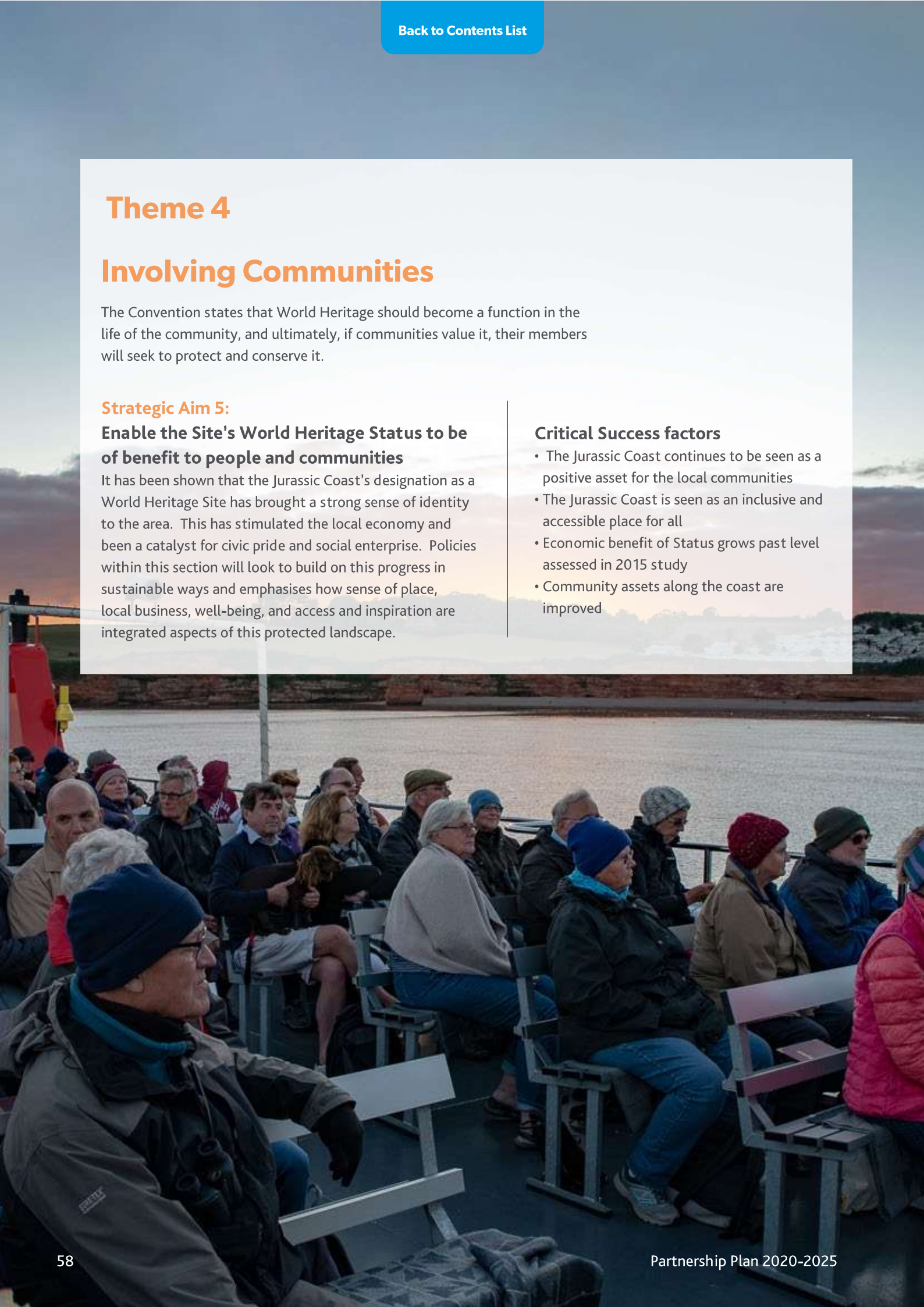
Strategic Aim 5:

Enable the Site's World Heritage Status to be of benefit to people and communities

It has been shown that the Jurassic Coast's designation as a World Heritage Site has brought a strong sense of identity to the area. This has stimulated the local economy and been a catalyst for civic pride and social enterprise. Policies within this section will look to build on this progress in sustainable ways and emphasises how sense of place, local business, well-being, and access and inspiration are integrated aspects of this protected landscape.

Critical Success factors

- The Jurassic Coast continues to be seen as a positive asset for the local communities
- The Jurassic Coast is seen as an inclusive and accessible place for all
- Economic benefit of Status grows past level assessed in 2015 study
- Community assets along the coast are improved



Well-being

Policies

W1

Initiatives to promote the Jurassic Coast as an area supportive to well-being and / or health are strongly encouraged, as long as they are within agreed environmental tolerances.

W2

Volunteering programmes contributing to management and sustainability of the WHS are encouraged and supported.

W3

Accessibility and inclusivity are strongly supported as a means to build a cohesive community, locally and internationally, that is invested in the future of the WHS.

Priority Objectives 2020 - 2025

- Undertake an accessibility audit of the Jurassic Coast and use the evidence to improve access to the coast for those with specific needs
- Grow, and join-up appropriate volunteering programmes as a means of skills and confidence development, well-being and as a support to management of the WHS
- Collaborate in order to grow the ways in which the WHS can contribute to health and wellbeing programmes
- The partnership will collaborate in order to develop approaches that will help increase access, diversity and social inclusion throughout their operations and outputs



Economy

Policies

E1

The economic value of the designation is evaluated, promoted and demonstrated, particularly to encourage sensitive business growth and encourage a greater year-round economy.

E2

Visitor Centres and Museums are a key asset for tourism and the communities of the WHS and their long-term sustainability will continue to be supported.

E3

Growth in the sustainable use of the coast and wider inland landscape is encouraged and supported, in line with the environmental values of the WHS.

E4

Local producers and service providers are used and advocated for where possible in respect of activity relating to the management of the WHS.

E5

Employment and enterprise opportunities inspired by the STEM areas of science, geology, research, conservation and the marine environment, within the WHS and its adjoining areas are to be supported and encouraged.

Priority Objectives 2020 - 2025

- Demonstrate the continued and growing economic value of the World Heritage designation through a repeat of the 2015 study. If possible, include a focus on STEM opportunities and develop a case study of the combined economic value of the String of Pearls
- Develop and roll out an agreed and joint responsible use policy or Code of Conduct for group or commercial users of the Coast Path (or linked paths) along the Jurassic Coast
- Advocate for the continued support of visitor centres and museums that provide social and economic benefits to their communities and the World Heritage Site
- Develop joined up itineraries for visitors in partnership with local businesses, the String of Pearls group and other attractions, prioritising those that use sustainable transport
- Explore ways of raising awareness of local services and skills, such as fossil preparation, that are linked to the WHS and its economic impact



Civic Pride

Policies

CP1

The profile of the Jurassic Coast, World Heritage Status and its significance is increased within towns and parishes close to the WHS.

CP2

Appropriate use of the Jurassic Coast and UNESCO brands is nurtured in order to strengthen the integrity of the designation.

Priority Objectives 2020 - 2025

- Produce new guidelines for use of the name 'Jurassic Coast', WHS logos, and other branding tools amongst all stakeholders, particularly businesses and the String of Pearls group
- Establish an effective mechanism for the partnership to communicate with towns and parishes along the World Heritage Site in order to:
 - Facilitate their involvement with Site management
 - Help increase an understanding of the Site within their communities

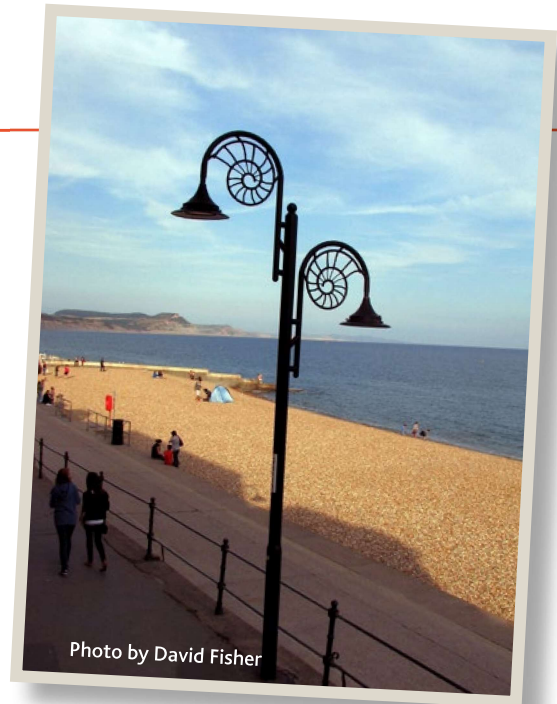


Photo by David Fisher

5. DELIVERY

Delivering the policies and objectives of this Plan will require the combined effort and resources of a wide range of partners. The Jurassic Coast partnership acknowledge that it is not the central remit of many of these partners, but assert that investment in delivery will benefit the environment, communities and a sustainable local economy.



By Tom Chamberlain

5.1 A Delivery Plan

The Partnership Advisory Committee (PAC) will agree an annual delivery plan that will seek to identify the collaborations and resources needed in order to commit to the opportunities identified by the Partnership Plan. The delivery plan will align to the 2020–2025 period and will be made available online via www.jurassiccoast.org.

Roles and Responsibilities

A variety of working relationships and collaborations will be needed in order to achieve particular objectives. These will be agreed by PAC and identified within the delivery plan, along with lead roles for specific tasks and more detailed time frames and deadlines.

Resources

This Partnership Plan plays a central role in all resourcing efforts by providing the context and framework that demonstrates how obligations to the World Heritage Convention are being met, and the importance and benefit of investment to the WHS itself and to the wider community. However, there is no central government funding available to World Heritage Sites.

Where possible and applicable, resources available from the Jurassic Coast Trust, partners, grant opportunities and other funding sources will be identified within the delivery plan and allocated to specific objectives or tasks.

Reporting

Progress delivery updates will be published on an annual basis by the Jurassic Coast Trust with co-ordinated input from the members of PAC. These reports will be made available via www.jurassiccoast.org. The delivery plan will also be designed so that progress can, in principle, be updated and publicised at any time.

The Jurassic Coast Trust (JCT) will continue to liaise directly with DCMS on behalf of the partnership in order to respond to issues affecting the WHS. It will also submit State of Conservation reports about the Site to UNESCO as and when required.

5.2 Participation and Inclusion

Implementation of policies and actions as contained in the Partnership Plan, or related research initiatives and consultations should consider audiences carefully. Key considerations should include and be sensitive to the needs of Black, Asian and Minority Ethnic (BAME) groups, LGBTQ people, religious groups, socially and economically disadvantaged people, people with visible or hidden disabilities or other underserved groups. This not only refers to meeting standards that incorporate the needs of these groups (for example gender neutral toilets at

visitor centres) but also through proactive and positive engagement in communities that are underrepresented and under-served in the heritage sector.

In practice, this means that actions and approaches undertaken as part of the new Partnership Plan will take into consideration the matters described above. This approach will set standards for the management of World Heritage Sites and other natural designated areas.

Race/ethnicity (including Gypsies and Travellers)

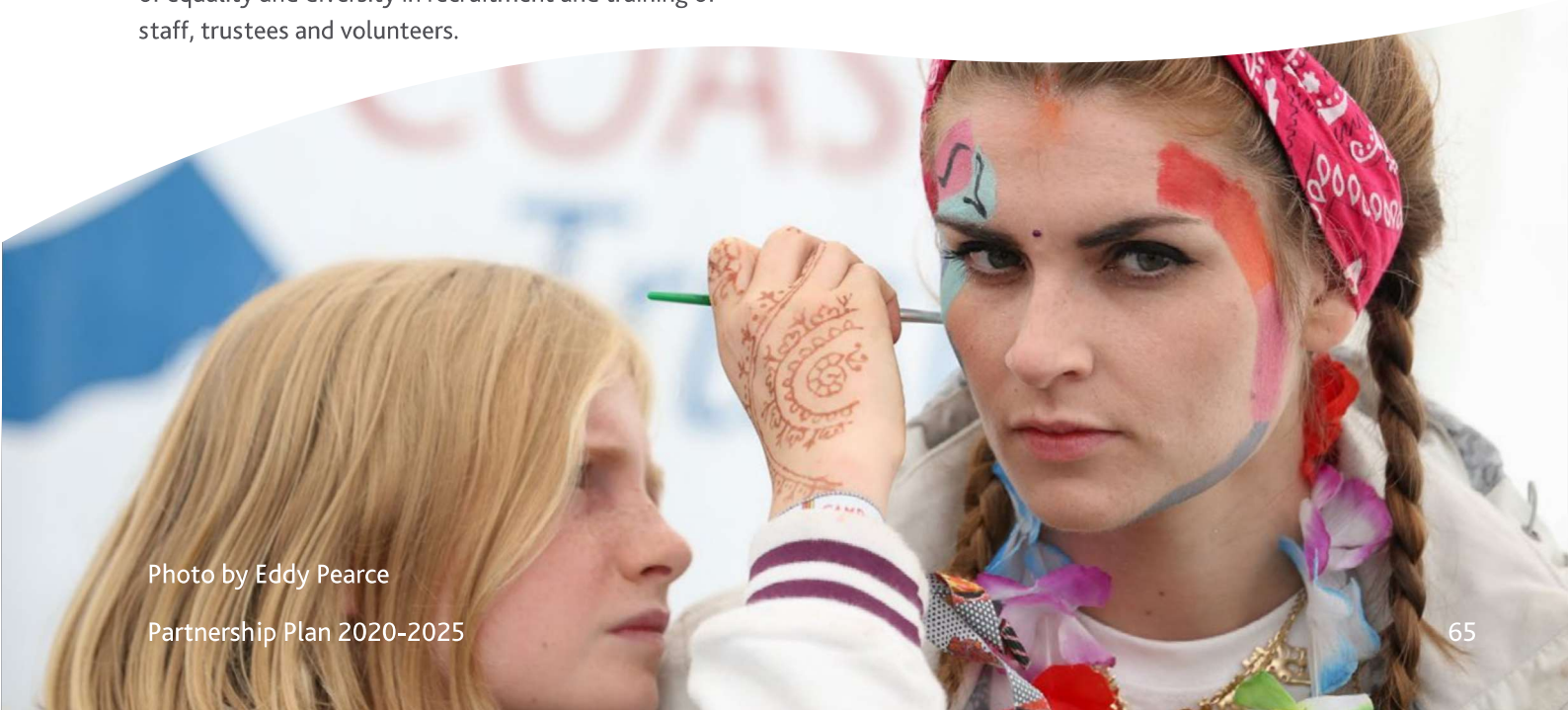
Dorset is less ethnically diverse than England. In 2011 Census 4.5% of Dorset's, and 3.8% of East Devon's population classed themselves as being from a Black, Asian and Minority Ethnic (BAME) group other than "White British". This is lower than the proportion for England (13.0%). There are significant opportunities to link to nearby urban populations, which tend to have much more diverse BAME populations. Provision of outreach and educational activities should be inclusive in design and delivery, following good practice, and where appropriate and possible, include measures to reach specific BAME groups, particularly in relation to local urban populations and the local populations of travellers and gypsies. Partner organisations are encouraged to follow good practice guidelines regarding the promotion of equality and diversity in recruitment and training of staff, trustees and volunteers.

Visible and hidden disabilities

Dorset tends to reflect national patterns with regard to levels of disability. Hidden disabilities refer to conditions that have no physical signs to the outside world but are still disabilities under the Equality Act. They include, but are not limited to, dyslexia, dyspraxia, dyscalculia and mental health. East Devon also reflects national averages, and in likelihood has a similarly ageing population. The percentages of people who say they have a limiting long-term health issue or disability are 8.6% for Dorset and 8.9% for East Devon. All visitors to the coast should be welcomed equally, and this should include, as a general principle, inclusive design principles at all stages of planning and delivery, with a particular emphasis on the need for disabled parking and public transport.

Photo by Eddy Pearce

Partnership Plan 2020-2025



Religion and/or belief

When considering religious beliefs, 65.3% of the residents of Dorset and 65.6 % of the residents of East Devon tend to define themselves as Christian. This is largely in line with the national average. It is hard to identify any obvious ways in which this should have any consequences regarding this management plan in terms of welcoming people of other faiths.

Age

Dorset and East Devon generally have an ageing population, with significantly higher numbers of people over 65 than nationally (Dorset 25.2% of the population, East Devon 28.2%). Many of the issues which relate to this plan are reflected in the notes on disability set out above. Work could be done with partners and through learning and education programmes to develop specific activities to target the full age spectrum of young through to older people, particularly the socially isolated. Many visitors to the coast are likely to be visiting older relatives (e.g. grandparents), and this could be taken into account in providing more inter-generational activities. In addition, specific work such as the Jurassic Coast Volunteer Network project is now underway to target young people and engage them with volunteering programmes along the Jurassic Coast.

Sexual Orientation and Gender

The Jurassic Coast is a World Heritage Site and therefore everyone, regardless of their sexual orientation or gender should feel welcome to explore and enjoy what it has to offer. Partner organisations should actively and positively use images for literature and marketing materials that reflect a diverse community and non-traditional family groupings.

Rural isolation/exclusion/deprivation/other issues

Rural isolation and pockets of significant social deprivation are significant issues along the Jurassic Coast, with many small and relatively isolated communities, and generally poor and limited access to public transport. In particular, aim 5 'Enable the World Heritage Status to be of benefit to people and communities' should be considered in the context of these communities and care should be taken to engage with the smaller communities, as well as with the more significant 'gateway towns'. Provision of outreach and educational activities should be inclusive in design and delivery, following good practice, and where appropriate and possible, include measures to reach isolated and socially deprived communities, to inspire and develop aspirations, working with grassroots organisations in cross cutting sectors.

5.3 The role of the Jurassic Coast Trust

The JCT can play a unique, strategic role on behalf of the partnership by focusing on the needs of the WHS in ways other partners are not free to. In summary, the JCT will aim to add strategic value in the following ways:

- Providing leadership on what is best for the WHS by understanding its OUV and promoting its identity, heritage values and the need to protect it.
- Fostering the partnership that collectively protects the site by understanding the environmental, economic and social/cultural benefits of World Heritage status and working to make sure partners and communities have a share of those benefits.

Whilst the JCT will have its own business plan, the work programming that it undertakes will be in response to the strategic opportunities within the Partnership Plan and priorities within the delivery plan agreed by the PAC.

Dorset Council and Devon County Council provide a grant to the JCT in support of its strategic role, but this only covers around 30% of operating costs. As an independent charity, fundraising will be a central concern for the JCT in order to sustain its operation and strategic value.



Glossary of Terms

Fossil Finder Database	https://jurassiccoast.org/what-is-the-jurassic-coast/all-about-fossils/fossil-finder/fossil-finder-database/
Outstanding Universal Value	See chapter 2
String of Pearls	See page 8 of this Plan

Appendices

Available on request or for download via www.jurassiccoast.org

Appendix 1	Significance and description of the Site and Setting
Appendix 2	Statement on the boundaries of the Site, and the World Heritage interests within them
Appendix 2M	Maps
Appendix 3	Fossil Collecting
Appendix 4	Integration with UN Sustainable Development Goals

Acronyms

AONB	Area of Outstanding Natural Beauty
CPA	Coastal Preservation Area
GCR	Geological Conservation Review
HC	Heritage Coast
IMO	International Maritime Organisation
IUCN	International Union for Conservation of Nature
JCT	Jurassic Coast Trust
LRF	Local Resilience Forum
MARPOL	International Convention for the Prevention of Pollution from Ships
MCA	Maritime and Coastguard Agency
MCZ	Marine Conservation Zones
MMO	Marine Management Organisation
NNR	National Nature Reserve
NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance
OUV	Outstanding Universal Value
PAC	Partnership Advisory Committee
PSSA	Particularly Sensitive Sea Area
RAMSAR	Referring to sites designated under the Ramsar Convention on Wetlands
SAC	Special Area of Conservation
SMP	Shoreline Management Plan
SNCI	Site of Nature Conservation Importance
SOUV	Statement of Outstanding Universal Value
SPA	Special Protection Area
SSSI	Site of Special Scientific Interest
STEM	Science, Technology, Engineering and Mathematics
UNESCO	United Nations Educational, Scientific and Cultural Organisation
WHS	World Heritage Site



United Nations
Educational, Scientific and
Cultural Organization



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

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