

Jurassic Coast Partnership Plan 2020 - 2025

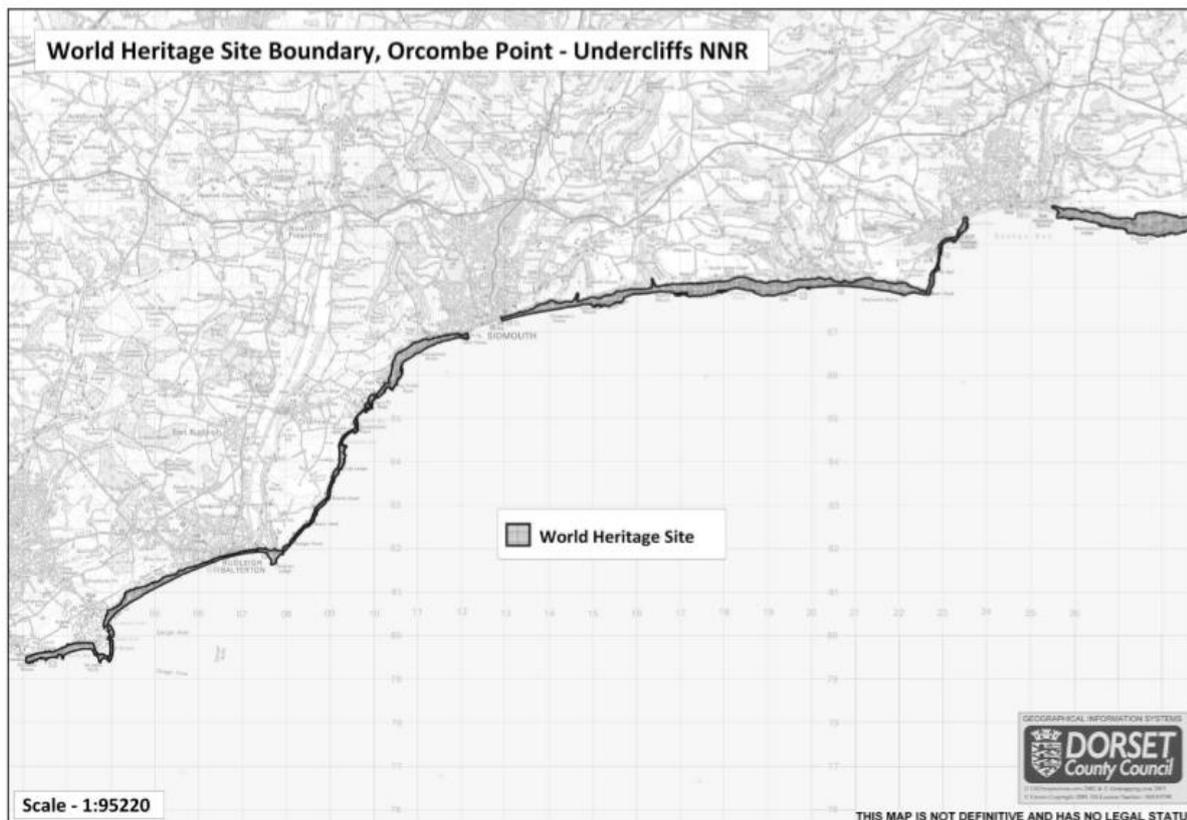
Consultation summary for the Devon Countryside Access Forum (access related aspects)

Full text on : <https://jurassiccoast.org/what-is-the-jurassic-coast/world-heritage/looking-after-the-jurassic-coast/partnership-plan-consultation/>

Closing Date: 4th October 2019

Introduction

The consultation document covers the UNESCO World Heritage Site along the Jurassic coast in East Devon and Dorset. The site is 95 miles long. Its designation is based on globally significant geomorphological and geological features. World Heritage Sites have Outstanding Universal Value (OUV) - 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*”. The Devon section can be seen on the map below.



The vision for the WHS, designated in 2001, is to “inspire people to understand, celebrate and safeguard the Jurassic Coast for future generations.”

The Jurassic Coast Trust is involved in the day to day management of the Site and its World Heritage Status. The Jurassic Coast’s stakeholder body is the Partnership Advisory Committee (PAC), which has representatives from key organisations together with specialist advisors. There is a wider partnership of interested bodies and individuals. As a charity, the Jurassic Coast Trust will have its “operational and delivery

plan in line with the priorities and actions within the Partnership Plan, as well as providing strategic co-ordination and facilitation of the partnership.”

“There is no central government funding available to WHSs. 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.”

“Investment in the WHS from grants and other funding sources will be crucial to achieving delivery against the Partnership Plan.”

“The ideas behind World Heritage are profound and inspirational. The OUV of the Jurassic Coast provides astonishing insight into the history of our planet and its geodiversity underpins the biodiversity and cultural life of the area. It is a powerful, place-making story that continues to seep into the identity of Dorset and East Devon. The health benefits of spending time in natural environments and near ‘blue spaces’ (lakes, rivers and the sea) are becoming increasingly clear. Encouraging people to explore beauty and diversity of the Jurassic Coast offers tremendous opportunities to promote active and healthy lifestyles. People’s outdoor experiences are bolstered by a rich provision of learning and interpretation materials that create emotional and intellectual access routes into the landscape. The Partnership is committed to helping people connect with and value the WHS. Volunteers are a fundamental part of that endeavour, providing essential support to heritage and conservation organisations and freely sharing their passion for this special place with others.”

Partnership Values

The partnership values, laid out in the Plan, are to:

- **advocate** the global significance of the Jurassic Coast, England’s only natural World Heritage Site and most important geological site;
- **protect and promote** the unique geology, landscapes, and flora and fauna associated with the Jurassic Coast World Heritage Site, and do our best to ensure that any development or changes to the WHS support net environmental gain;
- **collaborate** in the development and delivery of projects and programmes to support the policies in the Partnership Plan;
- **develop and share research** into issues about or affecting the Jurassic Coast, in particular, the earth sciences;
- **deliver specific actions** relating to Aims and Policies in the Partnership Plan, either individually or in collaboration;
- **communicate** with other stakeholders to keep all parties abreast of relevant work areas and priorities in order to seek collaborative opportunities;
- **celebrate and share** the achievements and successes of the Jurassic Coast partners in delivering our shared goals for the WHS.

The Jurassic Coast, which includes an inland area, is covered by national and local planning policies and a range of important designations which offer significant protection to the natural environment. Erosion influences the coast, but this dynamic situation is seen as fundamental to the designation. Due to the fluidity of the coast a written description is used rather than a fixed boundary. Areas around the coastal area, the buffer zone, influence the setting of the World Heritage Site and can impact on it. In the case of the Jurassic Coast a specific buffer zone is unnecessary due to the existing conservation and planning controls that are in place. These are outlined in the Plan.

The Plan explains what previous plans have achieved in terms of protecting the World Heritage Site; fossil research, education and display; volunteer recruitment and business accreditation; and public engagement with the geological heritage of the area. It includes details of the palaeontology and geomorphology importance.

Strategic Aims

Strategic aims are:

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

Strategic Aim 2: To conserve and enhance the Site, its presentation, setting and its attributes

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

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

Strategic Aim 5: Enable the World Heritage Status to be of benefit to people and communities

All aims in the Plan include relevant policies, together with priority actions.

From the DCAF's perspective strategic aims 3, 4 and 5 are the most important

Strategic Aims 3 & 4

"Welcome, access, understanding and enjoyment are intrinsically linked on the World Heritage Site. Policies within this aim 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. There is an emphasis 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 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.
- 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	Priority actions and/or aspirations
<p>DM1 Promotion of the Jurassic Coast is sensitive to the needs of, and issues faced by, local communities and the World Heritage Site.</p>	<ul style="list-style-type: none"> ○ Audit, analyse and understand the issues and opportunities for local communities in respect of recreation and tourism along the Jurassic Coast. By 2021 ○ 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 inadvertently promoting sensitive areas by telling people not to go there. Reactive action, to be completed as required. ○ Develop a 'code' for promoting responsible recreation and tourism on the WHS, based on research and to include guidance on the nature of the coast as a natural site, safety, responsible fossil hunting, events planning, sensitive sites, access restrictions, 'honeypot' sites, and year-round tourism. By 2022. ○ Partners will collaborate to make information available to visitors in advance of arrival, through online or other means, to help manage congestion at honeypot sites and promote responsible tourism and behaviour. Prioritised development Plan by end 2020 ○ A sustainable initiative to develop joint promotion and collaborative working between the String of Pearls organisations will be piloted and rolled out, and an annual conference for forward planning and cooperation will be held. Plan by end 2020, Meeting annually in November.
<p>DM2 Information about events, promotions and campaigns relating to the Jurassic Coast is shared between Partners and destination marketing agencies.</p>	
<p>DM3 Collaborative working is actively encouraged to promote public behaviour change, particularly 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.</p>	
<p>DM4 Relevant partners will continue to collaborate as much as possible in order to provide consistent messages about responsible fossil collecting and safety.</p>	

	<ul style="list-style-type: none"> ○ 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'. Pilot by 2021 ○ Creation of a single 'guide book' concept. Pilot by end 2020.
People's experience of the Site	
Policy	Priority actions and/or aspirations
ES1 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.	<ul style="list-style-type: none"> ○ The South West Coast Path National Trail (and England Coast Path, where applicable) is the most significant access route for the Jurassic Coast and partners with a remit will work collaboratively to monitor, maintain and improve its condition. Ongoing. ○ Audit on-site signage and prepare guidance for improvements. By 2021 ○ Work collaboratively to identify funding streams to support infrastructure and signage improvements. Ongoing.
ES2 Partners with a responsibility for Jurassic Coast visitor infrastructure will maintain and improve these taking account of demand, quality guidelines, site sensitivity and expectations. These might include paths, interpretation and signage, toilets, car parks, viewpoints, piers, seafronts, amenity beaches, TICs and other visitor facilities.	
ES3 Public access to beaches within the Site is maintained, but with sensitivity to wildlife and safety considerations.	
ES4 Place-based interpretation and information about the Jurassic Coast emphasises locally distinctive needs and stories that are linked to the wider narratives of the Walk Through Time and the value of geodiversity	
ES5 When implementing emergency plans partners carefully manage any impacts on public access to and perception of the Jurassic Coast.	
Interpretation and learning	
IL1 Development of Jurassic Coast interpretation, learning and outreach is embedded in existing engagement programmes whenever possible	<ul style="list-style-type: none"> ○ For consistency and quality control, when planning or developing interpretation or learning projects about the Jurassic Coast, partners will seek specialist advice from

	the Jurassic Coast Trust and additional professional input when necessary. Partners can initially refer to the Jurassic Coast Interpretation Toolkit for basic best practice advice. Ongoing.
IL2 The approach to interpretation, learning and outreach programmes about the Jurassic Coast follows industry best practice.	
IL3 Interpretation content about the Jurassic Coast is high quality and guided by the Jurassic Coast Story Book.	<ul style="list-style-type: none"> ○ Interpretation about the Jurassic Coast should be created in collaboration with local communities and other stakeholders. Ongoing.
IL4 Opportunities for improving interpretation and learning through remote and global access will be developed where possible within partnership initiatives.	<ul style="list-style-type: none"> ○ Partners will communicate their interpretation development plans to the wider Jurassic Coast partnership and, where possible, collaborate to create an agreed pipeline of funding bids to support projects. Ongoing. ○ Where possible, the data and findings from the evaluation of interpretation and engagement programmes is shared amongst partners. Ongoing. ○ Jurassic Coast content aimed at primary or secondary schools should respond to relevant elements of the National Curriculum. Jurassic Coast content aimed at further or higher education should be accurate and aspire to be based on current research and technologies. Ongoing.

Strategic Aim 5

“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 [measured through council surveys]
- Economic benefit of Status grows past 2015 level
- Community assets along the coast are improved
- Use and promotion of sustainable transport increases”

Well-being	
Policies	Priority actions and/or aspirations
<p>W1 Growth in more sustainable means of accessing the coast is encouraged and supported, in line with the Environmental values of the Site.</p>	<ul style="list-style-type: none"> ○ Develop and implement a pilot integrated, joint or smart transport ticketing along the Jurassic Coast, and link to Visitor Centres, Museums and other attractions. By 2024 ○ Develop and roll out an agreed and joint responsible use policy, Code of Conduct and portal for group or commercial users of the Coast Path (or linked paths) along the Jurassic Coast. By 2021 ○ Undertake an accessibility audit of the Jurassic Coast and use the evidence to promote and improve access to those with specific needs. By 2021 ○ 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. Ongoing
<p>W2 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.</p>	
<p>W3 Volunteering programmes contributing to management and sustainability of the World Heritage Site are encouraged and supported.</p>	
<p>W4 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 Site.</p>	
Economy	
<p>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.</p>	<ul style="list-style-type: none"> ○ Demonstrate the continued and growing economic value of the designation through a repeat of the 2015 study, and develop a case study of the combined economic value of the String of Pearls. By 2021 ○ Develop joint funding initiatives between organisations in the String of Pearls, to allow them to develop as organisations and work more effectively on collaborative projects. Ongoing ○ Advocate existing and potential funding partners to play a long-term supportive role for Visitor Centres and Museums that support World Heritage Status. Ongoing
<p>E2 Visitor Centres and Museums are a key asset for tourism and the communities of the World Heritage Site and their long-term sustainability will continue to be supported.</p>	
<p>E3 Local producers and service providers are used and advocated for where possible in respect of activity relating to the management of the World Heritage Site.</p>	

	<ul style="list-style-type: none"> ○ Produce guidelines for responsible Tourism in line with UNESCO and World Heritage Values. By end 2020 ○ Develop joined up itineraries in partnership with local businesses, museums, visitor centres and other attractions. Ongoing.
Civic Pride	
<p>CP1 The profile of the Jurassic Coast, World Heritage Status and its significance is increased within towns and parishes close to the Site.</p>	<ul style="list-style-type: none"> ○ Produce new guidelines for use of the name 'Jurassic Coast', logos, and other branding tools amongst all stakeholders, particularly businesses and the String of Pearls. By end 2020. ○ Establish an effective mechanism for communicating and interacting with all towns and parishes along the World Heritage Site, and raising the profile of the Site within their communities. By 2021 and ongoing.
<p>CP2 The use of the Jurassic Coast and UNESCO brands should be nurtured in order to strengthen the integrity of the designation.</p>	

Responding to the consultation

Devon Countryside Access Forum members should consider, within the Forum's remit, the recreational and functional access aspects of the Plan and whether any comments should be made to support particular policies or to amend wording or overall content. Attention is particularly drawn to the sections on People's Experience of the Site and Well-being and some aspects of the Destination Marketing theme.

The survey questions specifically ask whether we agree that the draft policies support the aims and the strength of that agreement, and similarly for the draft actions and aspirations. (Strongly agree, agree, disagree, strongly disagree and don't know).

The questions ask whether the Plan covers the different types of experience people might have in the WHS and asks for any comments or suggestions relating to equality and accessibility.