

## MAXIMISING COMMUNITY BENEFITS

REF.	ACTION (and outcome)	PARTNERS	PRIORITY	YEAR	RESOURCES	FUNDING	COMMENTS
<b>QUALITY TOURISM</b>							
<b>MCB 1</b>	<p><b>Develop and pilot a coastal visitor payback scheme, linked to specific environmental projects and to be professionally marketed.</b>  <i>Outcome: Income generated to support coastal projects and conservation work</i></p>	<p><b>JCT/DCCRT/AONB's</b></p> <p>Tourism bodies SWCP CHCC</p>	<p>High</p> <p>Not urgent</p>	09-14 and beyond	Staff time Specialist support	To be determined	<p>Assess existing JCT and Wessex Ridgeway schemes, and scope to widen across more partners</p> <p>Research successful schemes operating elsewhere, e.g., South Hams</p> <p>Professionally market final scheme.</p>
<b>MCB 2</b>	<p><b>Further promote and encourage take up of Green Tourism Business Scheme</b>  <i>Outcome: Further promotional and tourism benefits</i></p>	<p><b>GTBS</b> and others</p>	<p>High</p> <p>Not urgent</p>	09-14 and beyond	To be determined	Business contributions	<p>Encourage GTBS take up with two year assessments of sample businesses in coastal corridor</p>
<b>MCB 3</b>	<p><b>Continue to support and further develop Jurassic Coast Quality Business Scheme</b>  <i>Outcome: Businesses and providers integrated with aspirations of World Heritage Site</i></p>	<p><b>JCWHT</b> SWRDA Devon CC Dorset &amp; New Forest Tourism Partnership Local businesses</p>	<p>Medium</p> <p>Urgent</p>	09-14 and beyond	Existing staff resources	SWRDA Dorset and New Forest Tourism Partnership	<p>Continue to promote scheme and its benefits to wider business community</p>

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<b>LOCAL PRODUCE</b>							
<b>MCB 4</b>	<p><b>Develop concepts to showcase local and coastal produce, and link into community networks, e.g., “green café”, Farmer’s Markets etc</b></p> <p><i>Outcome: Further promotional and tourism benefits</i></p>	<p><b>Direct from Dorset</b> NT JCWHT SWRDA AONBs Local businesses</p>	<p>Medium Not urgent</p>	09-14 and beyond	Promotional and feasibility budgets required, say £30k+	Commercial investment SWRDA?	In conjunction with planned visitor centres. Several examples, e.g., Burton Bradstock fish restaurant, café at Kimmeridge, DurlstonHLF
<b>MCB 5</b>	<p><b>Develop accreditation scheme for coastal local produce, e.g., seafood</b></p> <p><i>Outcome: Further promotional and tourism benefits</i></p>	<p><b>Direct from Dorset</b> Taste of the West DAONB</p>	<p>Medium Not urgent</p>	09-12	Promotional and feasibility budgets required, say £30k+ (linked to project above)	To be determined	Work with local food and drink organisations to establish way forward – set initial realistic targets and themes
<b>MCB 6</b>	<p><b>Identify potential for themed coastal local produce walks, linked to pubs, Farm Shops etc</b></p> <p><i>Outcome: Further promotional and tourism benefits</i></p>	<p><b>Tourism bodies AONB’s</b> Local businesses AONBs Direct from Dorset Taste of the West DCCRT</p>	<p>Medium Not urgent</p>	09-12	Feasibility project work, £10k	Local businesses and suppliers	Scope for local entrepreneurs to take lead

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<b>TOURISM INITIATIVES</b>							
<b>MCB 7</b>	<p><b>Develop new tourism initiatives based around coastal environments,</b></p> <p><b>e.g., wildlife watching</b></p> <p><i>Outcome: Increased business and tourism, job creation, extended season</i></p>	<p><b>JCWHT</b> Tourism</p> <p>bodies NE RSPB WT's Local businesses</p>	<p>Medium</p> <p>Not urgent</p>	<p>09-14 and beyond</p>	<p>Initially staff time, plus promotional budget</p>	<p>Local businesses and operators</p>	<p>Promote opportunities via forthcoming Coastal Explorer website e.g., research feasibility of Weymouth and Dorset winter birding promotions, linked across several sites</p>
<b>MCB 8</b>	<p><b>Portland Vision – ensure new regeneration plans for Portland include wider tourism and related projects</b></p> <p><i>Outcome: Increased business and tourism, job creation, extended season</i></p>	<p><b>WPBC</b> NT SWRDA Dorset CC DCCRT</p>	<p>Medium</p> <p>Not urgent</p>	<p>09-14 and beyond</p>	<p>Initially staff time, plus promotional budget</p>	<p>WPBC SWRDA</p>	<p>Develop strategy and associated funding, and link to World Heritage objectives and plans</p>
<b>HEALTHY LIVING</b>							
<b>MCB 9</b>	<p><b>Establish proactive partnerships with GPs/PCTs to support outdoor activity and healthy living for local communities</b></p> <p><i>Outcome: More local people leading active lifestyles</i></p>	<p><b>Devon CC</b> <b>Dorset CC</b> DCCRT NE NT PCTs AONBs Wessex Healthy Living West Dorset Partnership</p>	<p>High</p> <p>Urgent</p>	<p>09-14 and beyond</p>	<p>Existing staff time</p>	<p>PCTs</p>	<p>NE communities team may be able to support initiatives. NT new visitor services manager will offer support. "Green Gym" opportunities along coast.</p>

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REF.	ACTION (and outcome)	PARTNERS	PRIORITY	YEAR	RESOURCES	FUNDING	COMMENTS
<b>MCB 10</b>	<p><b>Develop local projects in line with national diversity agenda</b>                      Outcome: <i>Broader range of people leading active lifestyles</i></p>	Devon CC Dorset CC EDDC AONBs NE JCWHT PCTs	Medium  Not urgent	09-14		DEFRA BLF	Identify opportunities following guidance in DEFRA "Outdoors for All". Build diversity agenda into future policy work