

UNDERSTANDING AND RESPECT

REF.	ACTION (and outcome)	PARTNERS	PRIORITY	YEAR	RESOURCES	FUNDING	COMMENTS	
VISITOR AND INFORMATION CENTRES								
UR 1	<p>Develop planned WHS visitor centres – each to act as a hub linked into the local area/ community, through signage and associated interpretation, as well as education activities, volunteering initiatives, events etc. <i>Outcome: Accessible focal points enabling locals and visitors to enjoy the coast</i></p>	Wide range of partners listed below					For all sites, continue to develop ideas, funding bids, planning consents, etc. Pursue funding as opportunities arise	
		Exmouth	E&SICB EDDC JCWHT	High Not urgent	09-11	To be determined		Developer contributions EDDC
		Seaton	E&SICB EDDC JCWHT	High Not urgent	09-11	To be determined		Developer contributions EDDC
		Lyme Regis Cultural Quarter	LRDT JCWHT	High Not urgent	09-11	To be determined		HLF
		Lyme Regis Field Studies Centre	LRDT JCWHT	High Not urgent	09-11	To be determined		
		Weymouth Pavilion	WPBC JCWHT	Medium Not urgent	09-11	To be determined		Developer contributions WPBC
		Portland Living Quarry Landscape Project	PS&QT DCCRT JCWHT	Low Not urgent	09-11	To be determined		Aggregates Levy

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UR 2	<p>Develop visitor centres at other key locations:</p> <p>i) Durlston Castle as key visitor centre and eastern gateway to the Jurassic Coast <i>Outcome: World class facility for all users of the Dorset coast</i></p> <p>ii) Chesil Beach visitor centre, with new car parking, access and facilities. <i>Outcome: Increased understanding of coastal environment</i></p> <p>iii) Engineers Shed, Portland. <i>Outcome: More visitors aware of Portland's unique history, landscape and wildlife</i></p> <p>iv) Support development and potential of Ladram Bay and Otterton Mill as interpretive and educational hubs for local area. <i>Outcome: More visitors aware of coastal environment</i></p>	<p>DCCRT Dorset CC Arts Council NT EH Etc</p>	<p>High</p> <p>Urgent</p>	<p>09-10</p>	<p>£5.5m</p>	<p>HLF SWRD DWT Fine Family Foundation Portland Gas others</p>	<p>Progress implementation stages in line with HLF approvals</p> <p>Pursue funding bids and further develop design work, including arts input. Ensure proposals take full account of sensitive beach access issues</p>
		<p>WPBC Ilchester Estates SWRDA Crown Estates JCWHT</p>	<p>High</p> <p>Urgent</p>	<p>09-12</p>	<p>£1.1m+</p>	<p>SWRDA WPBC HLF Ilchester Estates</p>	<p>E commerce project underway and exploring design for visitor centre - Marine Awareness Centre used to operate successfully at Ladram Bay and this facility could be re-assessed EDAONB and Mill to share ideas and identify potential funding sources</p>
		<p>DCCRT W&PBC Portland Gas</p>	<p>Medium</p> <p>Urgent</p>	<p>09-11</p>	<p>Staff time</p>	<p>Funding sought</p>	<p>E commerce project underway and exploring design for visitor centre - Marine Awareness Centre used to operate successfully at Ladram Bay and this facility could be re-assessed EDAONB and Mill to share ideas and identify potential funding sources</p>
		<p>EDAONB Devon CC Ladram Bay Caravan Park JCWHT Clinton Devon Estates Otterton Mil</p>	<p>High/medium</p> <p>Not urgent</p>	<p>09-10</p>	<p>To be determined</p>	<p>Ladram Bay Caravan Park and others</p>	<p>E commerce project underway and exploring design for visitor centre - Marine Awareness Centre used to operate successfully at Ladram Bay and this facility could be re-assessed EDAONB and Mill to share ideas and identify potential funding sources</p>

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INTERPRETATION							
UR 3	<p>Review and assess replacement of, or installation of new interpretation panels in the coastal corridor using new interpretation guidelines (NT 17A). Give consideration to whether interpretation is necessary, how best it may be achieved and ensure climate change information is included within broader topics</p> <p><i>Outcome: Visitors made aware of coastal environment/impacts of climate change using methods more appropriate to high quality landscape.</i></p>	<p>DCCRT DAONB JCWHT Dorset CC Landowners</p>	<p>High</p> <p>Not urgent</p>	<p>09-12</p>	<p>To be determined</p>	<p>To be determined</p>	<p>Agree interpretation guidelines and review sites. Explore whether interpretation needed or best way to interpret. Initial survey work needed. Review interpretation in East Devon at end of plan</p>
	<p>i) Review replacement of interpretation panels at identified locations in West Dorset, Portland and Purbeck.</p> <p><i>Outcome: Visitors aware of coastal environment/impacts of climate change</i></p>	<p>DCCRT Dorset CC Landowners PDC, DAONB JCWHT</p>	<p>High</p> <p>Not Urgent</p>	<p>09-14</p>	<p>To be determined</p>	<p>To be determined</p>	<p>Identify feasibility and funding</p>
	<p>ii) Review interpretation at Knoll Beach Visitor Centre – ensure climate change, WHS and coast path information is included.</p> <p><i>Outcome: More visitors aware of coastal environment</i></p>	<p>NT</p>	<p>Low</p> <p>Urgent</p>	<p>09-12</p>	<p>£10k</p>	<p>NT</p>	<p>NT to develop climate change interpretation work</p>
	<p>iii) Provide on-site interpretation of the geology and rock pooling at Otter Cove</p> <p><i>Outcome: More visitors engaged with and aware of value of coast</i></p>	<p>EDAONB JCWHT</p>	<p>Medium</p> <p>Not urgent</p>	<p>2010</p>	<p>£1.2k</p>	<p>To be determined</p>	<p>In conjunction with improvements to the path linking the coast path and the Cove – see NT 13 (i)</p>
	<p>iv) Develop further interpretation at Beer Marine Heritage Centre</p> <p><i>Outcome: Increased understanding of coastal environment</i></p>	<p>Beer Village Heritage Ltd JCWHT</p>	<p>Medium</p>	<p>09-14</p>	<p>Staff time</p>	<p>Charitable</p>	<p>Assess requirements, but</p>

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UR 3	v) Clavell Tower - investigate potential for interpretation/carving around base. <i>Outcome: New landmark on coast</i>	DCCRT	Low Not Urgent	10-12	10k	Landmark Trust Arts Council	Identify feasibility and funding
	vi) Provide broad interpretation to appeal to a wider audience at identified geodiversity sites where access is to be encouraged, especially RIGS sites. Include new internet based projects, e.g., downloads and research ways of reaching new people, linked to forthcoming Coastal Explorer <i>Outcome: Wider understanding of geological importance</i>	JCWHT AONB's NE	Low Not urgent	09-14 and beyond	To be determined	Fine Family Foundation	Priorities for interpretation are RIGS which provide access to geological exposures found in the cliff face of the WHS, but in safer more accessible circumstances. Prepare package of ideas for corridor wide funding bid
UR 4	Continue to develop and install exhibitions/displays at venues within the coastal corridor, including interactive schemes using the skills of artists to interpret the coastal corridor where appropriate. <i>Outcome: Visitors and local people informed about the special qualities and value of the coastal environment – history, geology, landscapes and wildlife</i> i) In Tourist Information Centres and museums <i>Outcome: Visitors and local people informed about the special qualities and value of the coastal environment.</i> ii) In outdoor education locations and similar	JCWHT AONBs Tourism bodies With relevant	High Not urgent High	09-14 and beyond 10 - 14	Staff time, Consultant and design costs, Capital costs Staff time,	Various DorsetCC PDC and others	Work largely ongoing NT interpretation and segmentation study would be useful here to ensure targeting

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	venues, including provision of reusable route cards Outcome: <i>Visitors are informed about the SWCP and Purbeck Way and other circular routes, links to the SWCP</i>	partners	Not urgent		Consultant and design costs, Capital costs approx £3k		right audience. Compile information
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UR 5	Explore new ways of providing virtual access to sites and locations where physical access remains difficult or problematical Outcome: <i>Improved opportunities to access coastal corridor</i> Examples include; Black Ven, St Gabriel's, Chesil, Abbotsbury, Portland, Orcombe Point	NT Dorset CC Dorset C Devon CC DAONB EDAONB SWCP JCWHT	High Not urgent	09-14 and beyond	Existing staff time	Via partner contributions	Via partner contributions
PUBLIC INFORMATION							
UR 6	Develop "Coastal Explorer" web-based package to promote activities, routes, etc and install access points with IT, touch screen facilities at Tourist Information Centres Outcome: <i>Increased awareness of coastal opportunities, attracting new visitors and further expenditure in local economy</i>	DCF	High Not urgent	09-12	To be determined Staff time Consultant support	Funding Agreed	Research and roll out in Dorset, East Devon to follow if funding allows
UR 7	Develop and make available "coastal corridor" information packs. Outcome: <i>Updatable resource to assist TIC's, accommodation providers etc</i>	JCWHT DCF NT NE AONB's DCCRT Tourism agencies	Medium Not Urgent	09-12	To be Determined	To be determined	Carry out research to establish requirements and use TIC's to carry out initial market research. Determine whether virtual or published versions would be suitable.

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UR 8	Ensure all publicity material and web based information links to local services, accommodation, attractions, etc <i>Outcome: Promotion of local services and benefits local economy</i>	Tourism agencies, DDM, NT JCWHT	High Not urgent	09-14 and beyond	Staff time or project officer	Via tourism agencies	Review current situation and set new targets
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COMMUNITY ENGAGEMENT							
UR 9	Continue to promote and support a range of (annual) events to celebrate the coast and its unique heritage <i>Outcome: More visitors, and to benefits local economy</i> Examples include : Lyme Regis Fossil Festival, Purbeck Aware, Dorset Bird Week, Bridport Food Festival, Seaton Tramway bird watching, Spirit of the Sea Festival, Inside Out, Seafest, etc	JCWHT SWRDA Devon CC Dorset CC DCCRT AONBs NE Tourism bodies Visit Devon	High Not urgent	09-14 and beyond	Varies dependant upon scale of events and funding available	Opportunistic Commercial support	Produce annual themed publicity brochure to promote all events. Consider use of NE “submersible” at events during 2009, with virtual images of local marine life. Note – different lead bodies apply for each event or festival
UR 10	Develop co-ordinated volunteer activity for all ages to help engage with more local people to act as active ambassadors and wardens, including development of coastal volunteer network. Additionally, work with diverse local youth groups and organisations to develop active interest in the coastal environment. <i>Outcome: Increased local awareness and pride in the coastal environment, with increased resources to implement improvements</i>	DCCRT AONB's JCWHT NT Wildlife Trusts BTCV CHCC Parish Councils Volunteers etc	High Urgent	09-14 and beyond	Staff time Volunteers	Dorset CC HLF may support	DCCRT setting up volunteer ranger service - could include “adopt a length” schemes for volunteers, to help report problems, erosion, surveys & monitoring of

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							wildlife etc. Create "one stop shop" approach to promote diverse opportunities for volunteering. Consider supporting role from e.g. PGL – activity holidays and conservation tasks. Consider Weymouth as potential pilot project for youth engagement. Establish/bid for core funding and initial programme of work. NB :Not a priority for EDDC
UR 11	Scope and develop submission to BLF Access to Nature, based around Weymouth and Portland areas and Olympics related work <i>Outcome: More local people actively enjoying local environment</i>	DWT WT's NE RSPB DCCRT Community groups, etc.	High Urgent	09-12	To be determined, say £250k+	BLF - match funding requirements potentially as low as 10%	Develop strong local partnerships and innovative ideas. Develop relationship with BLF advisors and set date for initial stage one submission

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PUBLIC ARTS							
UR 12	<p>Ensure arts input is considered and built into all coastal projects and schemes at an early stage including development of an Olympic-linked coast wide community arts project.</p> <p><i>Outcome: High quality and innovative schemes reflecting unique coastal context</i></p>	<p>JCWHT Dorset CC DCCRT Devon CC AONB's NT</p>	<p>High</p> <p>Not urgent</p>	<p>09-14 and beyond</p>	<p>Initially staff time</p>	<p>Arts Council Awards for All</p>	<p>Use Jurassic Coast arts strategies to guide and influence future work and projects. Prepare briefs with relevant arts input, and encourage multi disciplinary working. Identify feasibility and funding for coast wide arts project. NT already engaged.</p>

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Ref	ACTION (and outcome)	PARTNERS	PRIORITY	YEAR	RESOURCES	FUNDING	COMMENTS
UR 13	<p>Develop, install and promote public arts initiatives and projects in appropriate locations <i>Outcome: Range of arts projects fully reflecting coastal environment</i></p> <p>Examples planned include :</p> <p>Durlston – Andy Goldsworthy (budget to be determined)</p> <p>Chesil Beach visitor centre</p> <p>Cultural Olympiad –Wild about Weymouth & Portland</p> <p>“Soundsight” – coastal church bells</p> <p>Sculptural markers, e.g., Kimmeridge, to help interpret climate change/erosion issues, bird migration, etc. Also similar projects with local schools input</p>	<p>JCWHT Dorset CC DCCRT Devon CC DAONB NT Landowners</p> <p>DCCRT Landowners PDC</p>	<p>High</p> <p>Not urgent</p> <p>Medium</p> <p>High</p> <p>High</p> <p>Medium</p> <p>Medium</p>	<p>2009-14 and beyond</p>	<p>Varies depending scale of project</p>	<p>Arts Council/ Arts Lottery Awards for All Section 106 Fine Family Foundation and others</p>	<p>Match artists to projects, build in community input, ensure range includes performance and site specific works. Liaise closely with WHT arts coordinators and ensure budgets allocated to arts programme</p>
EDUCATION							
UR 14	<p>Develop greater understanding of risk management associated with school visits <i>Outcome: Coastal corridor made more accessible to young people</i></p>	<p>JCWHT NE LEAs DCCRT NT DCC Outdoor and visitor centres</p>	<p>Medium</p> <p>Not urgent</p>	<p>09-12</p>	<p>Staff time</p>	<p>To be determined</p>	
UR 15	<p>Encourage and support local schools to engage with and use the coast, with broader curriculum opportunities <i>Outcome: Coastal corridor made more relevant and more accessible to young people</i></p>	<p>JCWHT, NE Dorset CC LEAs NT Outdoor centres</p>	<p>High</p> <p>Not urgent</p>	<p>09-14 and beyond</p>	<p>Staff time</p>	<p>LEAs and partners</p>	<p>NT has 3 Guardianship schemes with BBradstock and Charmouth</p>

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		Visitor centres DCF, DMF					schools.
UR 16	Encourage and support special needs visits to coastal venues such as Charmouth, with provision of, e.g., adapted all terrain buggies, etc <i>Outcome: More people actively enjoying local environment</i>	CHCC NT Dorset CC Devon CC JCWHT	High Not urgent	09-10	£1.5k each	Charitable trusts	Successful trial tests carried out at Charmouth. Next step to raise funds to purchase and operation
UR 17	Develop marine wildlife education project <i>Outcome: Wider understanding of marine wildlife and biodiversity</i>	South West Wildlife Trusts NE	Medium Not urgent	09-14	To be determined	HLF Research other opportunities	Link to volunteer marine wardens, 13-19 year olds, "Coastlink" project. Five year programme planned
UR 18	Link "Shore Thing" A-level project at Kimmeridge to other coastlink centres <i>Outcome: More young people aware of coastal environment</i>	DWT DCF LEAs	Low Not urgent	09-14	£5k	BLF Breathing Spaces	Utilise and promote the three sampling sites currently in Kimmeridge Bay
UR 19	Develop school project to design trail waymarkers to help link Corfe to coast path <i>Outcome: Engagement with local schools to link education, interpretation & local distinctiveness.</i>	DCCRT LEA	Low Not urgent	11-13	Existing staff time Local schools	To be determined	Establish working relationship with one or more schools

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RESPONSIBLE BEHAVIOUR							
UR 20	<p>Develop a “Caring for the Coast” leaflet to include positive, concise and simple messages relating to: Responsible dog behaviour</p> <p>Litter</p> <p>Fossil collecting</p> <p>Wildlife</p> <p>Safety</p> <p>Using private property</p> <p>Guidance for organised events</p> <p>Speed limits and restricted zones for powerboats/jet skiers</p> <p>Kite surfers</p> <p><i>Outcome: More visitors and users aware of safety and personal responsibility. Safer and more responsible use of propelled craft along coastal corridor</i></p>	<p>JCT</p> <p>DCF</p> <p>JCWHT</p> <p>SWCP</p> <p>AONBs</p> <p>DCCRT</p> <p>NE NT RNLI</p> <p>Landowners</p> <p>Tourism bodies</p> <p>DCF</p>	<p>High</p> <p>Not Urgent</p>	2010	Staff time plus consultant and design support, say £5k	To be determined	<p>Cross partner working group needed to select key messages and brief designers.</p> <p>Consider need for stand alone dog behaviour guidance.</p> <p>Audit safety issues, and ensure rockfall messages included.</p> <p>Speed limits and restricted zones for powerboats/jet skiers covered in C-Scope project.</p> <p>Also consider other user groups too, e.g., powered paragliding</p> <p>Develop protocol for managers of events using rights of way.</p>

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UR 21	<p>Assess potential for a “cleaner greener” campaign aimed at both local people and visitors.</p> <p><i>Outcome: Local pride, increased awareness by visitors, sustainable behaviour and actions promoted.</i></p>	<p>AONB’s NT Dorset CC Devon CC EDDC ENCAMS CPRE Parish & Town Councils Community Partnerships</p>	<p>Medium Not Urgent</p>	2010	Staff Time Volunteers	ENCAMS	<p>Research opportunities and initiatives elsewhere. Prepare proposal. Provide publicity and guidance on self-cleaning, self-policing attitudes by users and visitors. Also need to stress need for reduced use of plastics on coast.</p>
UR 22	<p>Encourage responsible collection of fossils through development of:</p> <p>i) Fossil warden scheme to advise, manage and encourage appropriate behaviour ii) Develop training and accreditation scheme for fossil guides, operators etc. iii) Consider whether fossil collecting policy requires review e.g. consider “fossil zones” to indicate where collecting is encouraged or dissuaded.</p>	<p>JCWHT NT DCCRT CHCC Charmouth PC</p>	<p>High Not Urgent</p>	09-14 And beyond	Initially WHT staff time	To be determined	<p>i) Continue fixed term appointment for summer 09, following success in 07/08.</p> <p>ii) Research successful schemes elsewhere.</p> <p>iii) JCWHT fossil working group review whether further work is required</p>