



DORSET AND EAST DEVON COASTAL CORRIDOR ACTION PLAN

2009-14

CONSULTATION DRAFT

October 09

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Led by Dorset AONB on behalf of the following partners:

Jurassic Coast World Heritage Team, East Devon AONB, East Devon District Council, Devon County Council,
Dorset County Council, West Dorset District Council, Purbeck District Council,
South West Coast Path, Dorset Coast Forum, Natural England and the National Trust

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BACKGROUND TO THE COASTAL CORRIDOR

The 95 mile coastal corridor of Dorset and East Devon, commonly known as the Jurassic Coast, is England's only natural World Heritage Site, designated by UNESCO in 2001. The varied landscape includes spectacular cliffs, beaches, bays, estuaries and harbours and small villages and ports dating from the Middle Ages. The corridor includes numerous heritage sites and features; diverse geological interest; and is home to a wide range of birds, fauna and marine mammals.

The coastline attracts many day visitors from nearby centres, as well as tourists staying in the area. There are a number of well-known resorts - Bournemouth, Poole, Swanage, Weymouth, Lyme Regis and Exmouth - which have played an important role in developing the area's economy over the last two hundred years. The South West Coast Path, the longest of the fifteen National Trails, attracts many walkers to the area, with this section used by over a million people each year.

In addition to its designation as a World Heritage Site (WHS) for its geological interest, the coastal corridor is included in both the Dorset and East Devon Areas of Outstanding Natural Beauty (AONB). A wealth of further designations demonstrate the national and international significance of the coastal corridor in terms of its landscapes, wildlife, geology and heritage. Designations include WHS, two AONB's, three Heritage Coasts, SACs, SPAs, RAMSAR, NNRs, SSSIs, RIGS and SAMs, amongst other forms of protection.



Cliffs west of Budleigh Salterton



Sensitive habitats on Chesil Beach



Lyme Bay from near Golden Cap

VISION, PRINCIPLES AND OBJECTIVES

The vision for the coastal corridor agreed by the partners is as follows:

“We will work together to conserve and enhance the environment and heritage of the coastal corridor to enable everyone to engage with, understand and enjoy its special qualities. Working with local communities, the Coastal Corridor Action Plan will be progressed and implemented in a sustainable way to deliver environmental, economic and social benefits”

Principles

The steering group have identified three guiding principles which underpin the Vision and delivery of the Action Plan. These are cross-cutting issues and have therefore not led to individual objectives or separate category headings in the Action Plan. The principles have resulted in a number of specific actions in the Plan, but also need to be considered in the delivery of all the actions.

1. Partnership

The coastal corridor partnership will be developed and extended, providing an integrated approach to the delivery of the action plan, so that resources are used efficiently for maximum benefit

2. Sustainability

The management, development and promotion of the coastal corridor will be sustainable and minimise its contribution to climate change

3. Planning for change

The potential impacts of climate change, landslides and erosion, as well as changes in patterns of use of the coastal corridor, will be identified and planned for in delivering the Vision

Objectives

In addition to the three principles, the Steering Group has agreed six key objectives. Each objective has led to a series of specific actions in the Plan and they are reflected in the six action plan categories.

1. Natural Environment & Heritage

The natural environment - its landscape, geology and biodiversity – and the cultural heritage of the coastal corridor will be conserved and enhanced

2. National Trail & Recreation

Network Opportunities for sustainable access, both along and within the coastal corridor, will be maximised to enable a diverse

range of people to enjoy its recreational opportunities

3. Understanding & Respect

Engagement (e.g. activities, volunteering, events), understanding and respect for the special qualities of the coastal corridor will be enhanced

4. Sustainable Transport

Opportunities to use sustainable modes of transport, when travelling to and within the coastal corridor, will be increased and promoted

Maximising Community Benefits

5. The contribution of visitors, to local economic wellbeing and quality of life, will be maximised, in particular through support to rural diversification, green tourism and healthy living initiatives

6. Monitoring

Impacts and change within the coastal corridor will be monitored, in order to ensure it is managed in a sustainable way

COASTAL CORRIDOR ISSUES: PHOTOGRAPHS



An integrated approach helps form linkages into the wider coastal corridor



Balance between economic benefits and environmental impact



Work with tourist providers can help to promote recreational opportunities



Signage and parking requires sensitive and co-ordinated design



Coastal erosion is an issue which needs to be increasingly addressed



Engagement with visitors promotes wider understanding and respect

ROLE, CONTEXT AND PROCESS FOR THE ACTION PLAN

The Need for an Action Plan

The coastal corridor is one of the most attractive and important areas for both Dorset and East Devon, but also one of the most pressured. The dynamic nature of the coast, coupled with the increasing impacts of climate change and visitor pressure, present major challenges for the management of the coastal strip. In recognition of this, a number of organisations have come together to develop a new and more integrated approach to managing the coastal corridor.

Development of this plan is part of the DEFRA Rural Pathfinder in Dorset, which aims to explore new and innovative methods in rural delivery. The aim of the plan is to bring together and co-ordinate delivery for the South West Coast Path National Trail and the corridor through which it passes, which includes the Jurassic Coast World Heritage Site and the two AONBs. This will provide a framework to enable a range of organisations to join forces to deliver a more strategic and focused programme of work to manage the coast into the future. As well as a more integrated approach,

the Action Plan aims to maximise opportunities in the coastal corridor with wider benefits to Dorset and East Devon's communities and businesses.

Policy and Strategic Context

The vision, objectives and actions contained in this document have been led by the policies and strategic vision of the partners, in particular those contained in the AONB Management Plans, World Heritage Site Management Plan and National Trail Quality Standards. The Action Plan is a five year delivery plan which seeks to bring together the key priorities from the partners' strategies and detailed plans, as well as reflecting national and regional agendas.

Geographic Area of Interest

The action plan covers a corridor from Orcombe Point in East Devon to South Haven Point in Dorset. The 95 mile (155km) long corridor varies in width to include the key gateway towns and villages from which people access the coast and is largely defined by the transport corridors of the A352, A35 and A3052.

Process in Developing the Plan

The actions contained within this draft document have been identified through individual meetings and consultations with a wide range of coastal partners and stakeholders, reporting to a Steering Group. In addition, key recommendations from other supporting documents and strategies have been included, as well as relevant proposals identified by partners in a series of themed workshops held during 2007.

Next Stage and Wider Consultation

This document is a consultation draft which will be circulated to partners for further comment, prior to wider consultation with Parish Councils and others in Dorset. Consultation on the actions has already been undertaken in Devon. The results of consultation on the revised East Devon AONB Management Plan may however lead to changes to this draft document.

ACTION PLAN CATEGORIES

The draft Action Plan comprises six categories, each containing a series of related themes, as scheduled below :

1. Natural Environment and Heritage

Strategic Planning
Improving the Landscape
Agri-environment
Designated sites
Habitat Improvement and Species
Protection
Built Heritage
Archaeology

2. National Trail and Recreational Network

Research and Feasibility Work
Coast Path Erosion and Retreat
Footpath Improvements
Linkages
Circular Routes
Access for All
Cycle Links
Signage and Information
Footbridges
Facilities and Services

3. Understanding and Respect

Visitor and Information Centres
Interpretation
Public Information
Community Engagement
Public Arts
Education
Responsible Behaviour

4. Sustainable Transport

Research and Feasibility Work
Information
Travel Plans
Cycle Facilities
Car Parking Issues

5. Maximising Community Benefits

Evidence Base
Quality Tourism
Local Produce
Tourism Initiatives
Healthy Living

6. Monitoring

Sustainability
Visitor Pressure
Economic Benefits
Market Research
Environment

Under each sub theme generic actions are listed first followed by more detailed projects and initiatives

NOTES ON THE ACTION PLAN HEADINGS

Reference

Each action is given a unique reference category and number – each category relates to one of the six objectives, as listed on page 5.

Partners

A list of the partners and the abbreviations used is given below. Lead partners, where known, are identified in bold.

Priority

Actions have been categorised in terms of **importance** – the impact of implementing, or not implementing, an action and the benefit it will bring, and **urgency** – the need to do it as quickly as possible because it is pressing or because there is a unique opportunity in time, such as availability of suitable funding. There are three categories of importance – high, medium and low – and two categories of urgency - urgent (which must be progressed in the next twelve months) and non-urgent.

Year

This is the proposed timescale for implementation of the project. Many

projects will run beyond the initial 2009-14 period.

Resources

The financial cost, or staff or volunteer time deemed necessary to progress or implement the action. These have been established through discussion with the partners. In many cases costs will remain provisional until the action is worked up in further detail and in some cases partners have still to determine resource requirements.

Funding

This is the proposed or potential funding source to implement the action and has been identified through consultation with the partners. In many instances funding has not yet been confirmed for future work but likely or potential sources are identified. Where external funding has already been secured, e.g. Heritage Lottery Fund, this is highlighted in bold.

Note on Priorities and Timescales

Partners have offered their views on project priorities and timescales from their own perspectives. Inevitably this means some organisations ranked some projects

higher or lower than other organisations, and on occasion it has been necessary to make a balanced judgement based on available funding and other factors. It is intended that the Action Plan be revised and updated on an annual basis, so allowing any anomalies or changing priorities to be identified and amended.

KEY TO ABBREVIATIONS USED

Where known, lead partner(s) are identified in bold in the Action Plan

AONBs	Areas of Outstanding Natural Beauty	EDDC	East Devon District Council	PDC	Purbeck District Council
BHS	British Horse Society	EH	English Heritage	PHC	Purbeck Heritage Committee
BLF	Big Lottery Fund	ENCAMS	The charity behind the Keep Britain Tidy campaign	PS&QT	Portland Sculpture and Quarry Trust
BTCV	Conservation Volunteers	E&SICB	Exmouth and Seaton Interpretation Centres Board	RAF	Royal Air Force
CHCC	Charmouth Heritage Coast Centre	FC	Forestry Commission	RNLI	Royal National Lifeboat Association
CPRE	Campaign to Protect Rural England	FWAG	Farming & Wildlife Advisory Group	RSPB	Royal Society for Protection of Birds
DAONB	Dorset AONB	GTBS	Green Tourism Business Scheme	SWCP	South West Coast Path
DEFRA	Department of Environment, Farming and Rural Affairs	HLF	Heritage Lottery Fund	SWCPA	South West Coast Path Association
Devon CC	Devon County Council	HLS	Higher Level Stewardship	SWRDA	South West Regional Development Agency
Dorset CC	Dorset County Council	JCT	Jurassic Coast Trust	STC	Swanage Town Council
Dorset C	Dorset Countryside	JCWHT	Jurassic Coast World Heritage Team	WDDC	West Dorset District Council
DCCRT	Dorset County Council Coastal Ranger Team	LEAs	Local Education Authorities	WDJHAC	West Dorset Joint Heritage Advisory Committee
DCF	Dorset Coastal Forum	LRDT	Lyme Regis Development Trust	WPBC	Weymouth and Portland Borough Council
DSP	Dorset Strategic Partnership	MCS	Marine Conservation Society	WT's	Wildlife Trusts
DMF	Dorset Maritime Forum	MoD	Ministry of Defence	YHA	Youth Hostels Association
DSWA	Dry Stone Walling Association	MSC	Marine Stewardship Council		
DWT	Dorset Wildlife Trust	NE	Natural England		
EA	Environment Agency	NT	National Trust		
EDAONB	East Devon AONB	PCTs	Primary Care Trusts		