



Implications of World Heritage Site status for planning and managing tourism

Report from the PROWAD study visit to the Jurassic Coast World Heritage Site 24-27 June 2012, Dorset, England

Prepared by
Common Wadden Sea Secretariat
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Colophon

The study visit was organized by the Common Wadden Sea Secretariat and EUROPARC Consulting in the framework of the Interrreg IVB project “PROWAD – Protect and Prosper - Sustainable Tourism in the Wadden Sea” (www.prowad.org).

PROWAD project identifies opportunities and perspectives for sustainable socio-economic development in the Dutch-German-Danish Wadden Sea region from the designation of the Wadden Sea as UNESCO World Heritage Site.

PROWAD analyses the potential for sustainable tourism and carries out regional workshops with stakeholders from nature and tourism sector developing a joint vision, aims and principles for sustainable tourism in the Wadden Sea.

The PROWAD partners are:

- Common Wadden Sea Secretariat (Lead Partner),
- Dutch Ministry of Economic Affairs, Agriculture and Innovation,
- Regiecollege Waddengebied,
- National Park Administration Lower Saxon Wadden Sea,
- LKN National Park Administration Schleswig-Holstein Wadden Sea,
- World Wide Fund for Nature Germany (WWF)
- Danish Ministry of the Environment – Nature Agency



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1. Introduction

For already several years, there have been contacts between the Wadden Sea Cooperation and the Jurassic Coast and its Management team to exchange experiences and to inform each other about World Heritage issues such as site management, communication, education, tourism and marketing. This exchange was fruitful in setting up the first communication and marketing plan for the Wadden Sea World Heritage in 2009 and to develop it further in 2010.

Inscribed on the UNESCO World Heritage List in 2001, the Dorset and East Devon Coast World Heritage Site is England's first natural World Heritage Site - it is known as The Jurassic Coast. It covers 95 miles of truly stunning coastline from East Devon to Dorset and is the only place on earth where 185 million years of the Earth's history are sequentially exposed spanning the Triassic, Jurassic and Cretaceous periods.

Similar to the trilateral Wadden Sea Plan, the Jurassic Coast Management Plan is the key document which establishes the policies for the Site, and the arrangements for co-ordinating effort between all the different interests who have responsibilities for it. The plan sets out proposals for conservation, access, education and science. It also identifies ways in which World Heritage status can help sustainable development in the wider area of Dorset and East Devon (www.jurassiccoast.com).

The Dorset and East Devon Coast World Heritage Site (Jurassic Coast) Steering Group, which has responsibility for management of the Dorset and East Devon Coast World Heritage Site, involves 26 partners from multiple government, private and third sector. The Jurassic Coast World Heritage Team is responsible for managing and coordinating the work programme along the Jurassic Coast. The Jurassic Coast Trust is an independent charity working with partners to support World Heritage education, conservation, science and arts programmes for the benefit of all.

Many experiences exist at the Jurassic Coast with regard to tourism management and cooperation with the tourism sector in the framework of World Heritage which is of high relevance for the PROWAD project and the development of a strategy for sustainable tourism in the Wadden Sea World Heritage. Therefore, the TG-STs invited also stakeholders from the region to participate in a study visit (see list of participants in Annex 1).

The study visit was prepared by Richard Partington (EUROPARC Consulting) with support from the Jurassic Coast Team.

Acknowledgments

On behalf of the Wadden Sea delegation, many thanks to Sally King and colleagues from the Jurassic Coast Dorset and East Devon World Heritage Site team, and to local partners, stakeholders and businesses for their help, advice, support and contribution to the visit programme.

2. Objectives

Purpose of the visit:

To examine the significance of the Jurassic Coast World Heritage Site status for the planning and management of tourism which will help inform the future management of the entire Wadden Sea World Heritage Site.

Areas of interest:

- Tourism marketing, market research, communications
- Qualification, infrastructure, education, nature conservation
- Stakeholder involvement
- Perception of World Heritage by local inhabitants

Learning objectives:

- What new opportunities has World Heritage Site status created for sustainable, high-quality tourism offers and their marketing?
- Has World Heritage Site status provided a sense of identity, associated with the site, and what are the implications of this for tourism?
- How have environmental education resources for schools and for the general public supported sustainable nature-oriented tourism?
- Has World Heritage Site status contributed to building pride and self-confidence among the local community?
- What does being part of the World Heritage network mean for tourism planning and management?
- How do the protected-area organisation and the World Heritage Site organisation interact and work together?
- Have tourism products become more sustainable and what examples have been developed to contribute actively to conservation?

3. Results

3.1 Nature conservation and management

Almost all of the land in the World Heritage Site Jurassic Coast has statutory protection in the UK: as Special Scientific Interest (SSSI), as Area of Outstanding Beauty (AONB) and as a National Nature Reserve (NNR). In addition, parts of the site are protected by the European Birds and Habitats Directives and international conventions and agreements such as the Ramsar Convention. These sites identify and protect both geological and biological interests. The protective mechanism is through existing conservation designations; principally the SSSI and AONB designations and the planning process must take them into account.

For the Jurassic Coast, erosion is the key to the conservation of the World Heritage Site. As erosion itself is actually part of the reason why the coast is a World Heritage Site - the range of coastal landforms, the cliffs, beaches, sea stacks and landslides have all been created by erosion, providing an open laboratory for the study of coastal processes and earth history.

The work of the Jurassic Coast World Heritage Team aims to minimize the greatest threats to the Site through coast defences and inappropriate fossil collecting. They provide geological expertise on the ground for the management and monitoring of the Site and they are coaching an understanding of relevant geological principles to coastal engineers on the Shoreline Management Plan process, as well as to research scientists and to local fossil collectors (“Fossil Collecting Code”).



Sam Rose, Head of Jurassic Coast Team (Photo C. Gätje).

The Management Plan guides the work of the Jurassic Coast Steering Group and partners in managing the Site. The Steering Group consists of broad stakeholder involvement and is the main body responsible for the delivery of the World Heritage Site Management Plan. The Jurassic Coast team and associated partners deliver the work program. It is, however, the duty of all stakeholders involved to help manage and protect the integrity of World Heritage Sites.

A Management Plan has been agreed for the World Heritage Site which defines conservation, access, education and science. It is the key document co-ordinating all the different interests. This Management Plan establishes a long-term management framework that provides for the conservation and protection of the World Heritage Site with continued community participation (e.g. local volunteers in visitor centres, wildlife-friendly farming, clearly defined institutional arrangements concerning responsibilities and actions as well as integrating a funding mechanism (Landowners National Trust and Jurassic Coast Trust) to support appropriate management (www.jurassiccoast.com).



Helen Mann, National Trust property manager (Photo C. Gätje).

Their experience of recent years shows that

- there should be one comprehensive plan,
- there is need to integrate conservation site planning with wider sectorial and land use plans,
- Management planning should be a continuous, repeating and progressive process,
- Management should be reviewed continually within a time scale (Impact study of WH since 2001).

World Heritage Site designation has resulted in stronger management and the creation of new partnerships, which have had significant positive impacts on the communities and business of the Jurassic Coast.

What can be gained for PROWAD and the preparation of the Wadden Sea Sustainable Tourism Strategy (STS):

- Management across administrative borders: Approaches must be inclusive and engage all key stakeholders,
- Public involvement in protection, NGOs as active partner in site management,
- OUV integration in WH management plan,
- Creation of synergies and added value to existing initiatives,
- share responsibility for conservation and protection,
- Investigate the added value of establishing a Wadden Sea WH team for trilateral work on promotion and taking steps in sustainable tourism.

3.2 Tourism Management

Two of the aims of the Jurassic Coast Management Plan relate specifically to sustainable tourism. The coastline has always been a popular holiday destination. The responsibility of the Jurassic Coast team is not to encourage more visitors to the coast, but to promote the interests in respect to the Site's geological credentials. In other words, rather than marketing the location, the team markets the geological and associated elements of the product offer.



Jurassic Coast' identity/brand

The creation of a distinctive 'Jurassic Coast' identity has increased media recognition. The aim of JC WHS brand is to create a clear identity for a coastline that previously had no unifying sense of identity. In the past the coastline has been marketed under a variety of labels now it is on the way to become a national brand: "you are talking about 1 site, ignoring county boundaries (integrity). The brand is being used in a number of ways: for formal information, as co-brand in a regional context, for cultural and creative initiatives + projects, for commercial outcomes (special logo!) The approach is nowadays towards using more creative means for bringing across messages about the JC to

*Boat trips are offered to explore the coast
(Photo: C. Höfinghoff)*

general public: The Jurassic Coast Arts Program “Creative Coast” has been specially created to deliver this objective. Between 2008 and 2011, the JC arts partners developed 26 projects involving 131 artists, 2,745 participants and audiences totalling nearly 70,000 directly and many more indirectly.

Visitor Management

Visitor management considerations for the Jurassic Coast include: access, particularly sustainable transport; focusing on sustainable tourism; promotion, including marketing, awareness raising and information providing; safety and visitor infrastructure.

Efforts are made to ease the pressure of large numbers of visitors at locations that are so popular they are potentially close to or at their capacity.

One construct of the marketing strategy is to be sensitive to capacity issues. This has implications for the types of access, activity and periods which are most actively promoted:

The off-season is promoted as a season of great fossil-hunting. Also, bad/rainy/foggy/stormy weather is being promoted as excellent fossil hunting weather.

Improving visitor orientation in the area is constantly enhanced through improved JCWHS displays in Tourist Information Centres as well as an establishment and implementation of a comprehensive signposting system. Launch of a Jurassic Coast Transport Strategy with a promotion of sustainable transport e.g. Jurassic bus and plan to develop waterborne transport (integrate sea and land travel).



The Jurassic Coast Bus - every two hours along the coast (JC website)



Cooperation with train and bus companies on sustainable transport (Photo: C. Gätje).

A Jurassic Coast Bus Service connects gateway towns with the World Heritage Site. A flyer „Jurassic Coast by bus“ informs visitors about how to easily reach the Jurassic Coast attractions by bus, using the “hop on-hop off”-principle. Buses run every two hours with a Sunday service; a day ticket costs £7.50 ticket (£5.50 for children).

Ten coastal towns along the Jurassic Coast are so called “Gateway Towns” to the World Heritage Site because they are ideal points of access to the Jurassic Coast. Here, clearly visible signs on roads and railway stations show the visitors that they are entering the Jurassic Coast World Heritage Site.

Jurassic Coast Business Partner scheme

A continuation of the JC Quality Business Scheme which project funded by government with 250,000 GBP. Main focus of new scheme is raising WH awareness and gain WH commitment amongst business (support the vision and values of the Jurassic Coast, e.g. by fundraising/visitor payback, training of business partner).

Merchandising

With the need to increase revenue to support conservation and education of the World Heritage Site, the Jurassic Coast Team and Trust are looking at opportunities to create high quality official merchandise that can generate income for the coast. Right now only few items are produced by local companies. The income generated from the sales of e.g. the official books series and a high quality replica ammonite produced from a local family-run business are managed by the JC Trust and goes towards reprints, distribution and supporting conservation + education projects. The merchandising is be seen as alternative source of income instead of rely on public money



*Fossils as merchandising articles
(Photo: A. Claußen)*

What can be gained for PROWAD and the preparation of the STS:

- Working in partnership (PPP)
- Engage communities in decision making process
- Define overall aims – but different steps and timeframes within the different regions to individually give them the time they need.
- Each offer must set itself in the context of the entire WHS
- Keep it local, keep it real (good balance)
- Focus on certain elements (e.g. understanding + education) but do not neglect general visitors. No limitation to just niche markets.
- Development of a strong brand identity and its careful application is central to the marketing strategy.
- Consistently communication of the World Heritage status and values but encourage the diversity of the offer/region which is a part of its attractiveness
- Being clear with key messages
- Use of the brand for commercial outcomes, to drive social, cultural and economic development

3.3 Education and Information Centres Management

Various visitor centres and museums provide a concentration of information and interpretations on or of the Jurassic Coast, particularly from a local perspective. The Jurassic Coast Education Strategy is proposing innovative ways in which the World Heritage Site could be used as a tool to promote an understanding of not only the outdoor environment but also the value of Earth Science to general audiences. Funding for many of these projects has been secured from the Jurassic Coast Trust and the Heritage Lottery Fund. Aim is to strengthen the relationship



The Wadden Sea delegation at the Lulworth Heritage Center guided by Maddy Puff (Photo: N. Drozdovych).

between partners and stakeholders that help to deliver high quality learning experiences and resources across the Jurassic Coast which are focused on the core values of the World Heritage Site; the rocks, fossils and landforms.



Charmouth Visitor Center (Photo: A. Claußen)



Dorchester County Museum with Jurassic Coast exhibition guided by Sam Rose (Head JC Team) (Photo A. Claußen).

Coastal visitor centres play an important role to achieve this aim. According to the current information material, there are eight coastal visitor centres and several museums along the coast and further inland. The visitor centres are run by various authorities such as the National Trust, private landowners, counties, and communities. The centres cooperate in various ways in order to jointly strive towards the common aim. The overall communication and provision of WHS wide information material is provided by the Jurassic Coast Team.



Education course fossil hunting by Meirel Whaites, Head Ranger Charmouth Visitor Center (Photo: A. Claußen)

In a participatory approach strategic partnerships with leading national bodies for science and geographical education such as the Geological Society, Royal Geographical Society, the Natural History Museum, etc. and the establishment of a Jurassic Coast Learning Partnership play an important role.

What can be gained for PROWAD and the preparation of the STS:

- Integrity approach towards education about the entire area as an entity,
- Setting up strategic partnerships to deliver high quality learning experiences and resources,
- Knowledge-based education, to explain complex processes,
- Well-balanced co-branding of National Park and NGO-designs in the exhibitions and on information and teaching material with the WHS design is desirable to ensure Wadden Sea wide communication of the WHS status and the sites OUV.

3.4 Stakeholder Cooperation / International Cooperation

The protection of the site is priority BUT the approach is to integrate JC WHS in the life of the communities: this is based on locally lead partnership which coordinates activity to achieve mutually supportive aims (WIN – WIN situation).

The well-developed network of museums, visitor centres, guided walks, events and activities have a strong local focus. They are a prime resource on which to build interpretation of the WHS and stakeholders should play an effective role in delivering exemplar interpretation of the JCWHS. The World Heritage Steering Group promotes this vision, and coordinates support to stakeholders. The recognition of a need to adopt an inclusive approach which takes account of the interests of all stakeholders encourages the involvement in all appropriate aspects of management planning and site management.

Working with strong partners as the National Trust in the WH context adds values to all partners (co-branding), also working closely with landowners and parish councils as well as a locally-led partnership which co-ordinates activities are key issues.

What can be gained for PROWAD and the preparation of the STS:

- Building and maintaining successful relationships with a shared responsibility of what can and cannot be negotiated.
- establishment of working groups
- projects are benefiting from partnership working

3.5 Foundation and Fundraising

The Jurassic Coast Trust (an independent registered charity) supports the delivery of science, conservation, arts, education and development of sustainable programmes along the Jurassic Coast World Heritage Site. The Trust raises money and uses the influence of its trustees to support the programmes, and through this process helps to build strong community ownership of the individual projects and activities. It is currently supporting a number of educational initiatives.

The Jurassic Coast Trust is a member of the Dorset and East Devon Coast World Heritage Steering Group and works closely with groups responsible for managing the Jurassic Coast World Heritage Site. The Trust has set a voluntary visitor payback scheme where all donated money will be matched and then put towards the current projects run by the trust.

So far no specific WH fundraising strategy but business and commerce are involved in the implementation of various projects which give opportunities for firms to sponsor activities. These can be particularly productive where there is a synergy – for example the presence of BP in the area is seen as an opportunity for an artist to work alongside with scientists and geologists.

What can be gained for PROWAD and the preparation of the STS:

- Independent WH foundation should be considered in the Wadden Sea to raise money for management, awareness, quality schemes, and education.
- A specific policy for fundraising and sponsors has to be developed for the Wadden Sea.
- To raise funds and secure sponsorship to enable promotion, protection and conservation of the World Heritage Site.
- Attracting investments with projects with a clear strategic fit, and with guarantees that projects have the right level of quality, and add value to the existing facilities to create a comprehensible product
- To encourage the tourism industry, other related businesses and visitors to work with conservation groups to protect, maintain and enhance the WHS conservation work to be carried out.

3.6 Communication and Marketing

While the overall communication and public work provided by the Jurassic Coast Team (Website, Guidebook, DVD, folders, etc.) creates an image of the site as an entity in marketing and communication, only few elements of the corporate design and joint approach to public work can be found at the various sites themselves. Individual facilities tell their local stories well but they



Stand with Jurassic Coast information material (Photo: N. Drozdovych).

rarely place the local area within the context of the entire JCWHS.

A coherent marketing campaign with clear “common ownership and responsibility” message and a central communication point (the Jurassic Coast Team that produces all the communication materials, website, education programmes) result in a finding of a new identity. A key role of the JC WHS management team has been seen in the support and ‘translation’ of the ‘Outstanding Universal Value’ of the site into tourism, education, cultural and environmental products and civic ownership messages that the private sector has then been able to market.

What can be gained for PROWAD and the preparation of the STS:

- Communication of the integrity of the entire Wadden Sea area, importance of the STS for the entire Wadden Sea coast line,
- Clear and consistent key messages about the Wadden Sea World Heritage values to be communicated by all stakeholders and within all produced material,
- “Practice what you preach” – integrate sustainable approached into everyday activities within the project – save paper, work with sustainable materials, show responsibility,
- Rely on visuals in explaining complex ideas,
- Site-wide and local interpretation must be complementary, not competitive,
- Generate media coverage and more awareness of, and linkages to, the website.

4. Summary and Conclusions

The study visit was beneficial for all participants in gaining a better understanding of the opportunities and challenges resulting from a World Heritage status on how PROWAD can approach it in the Wadden Sea. The exchange with members of the Jurassic Coast Team, staff at the information centres, NGOs, landowners, local stakeholders and businesses has given an impression how World Heritage has been taken up and integrated in the daily management of the site. Although the situation in the Wadden Sea and at the Jurassic Coast differs in various aspects some general conclusion and take-home lessons can be made.

Management and Conservation

1. World Heritage Site designation has resulted in stronger management, better cooperation across administrative borders and involvement of stakeholders in sharing responsibility for protection and maintenance of the site.
2. World Heritage creates synergies and adds value on existing conservation initiatives.
3. Integration of OUV in management plans on all levels (regional, national, site level) contributes to conservation of the site.

Tourism Management

4. Development of a strong brand identity is crucial for a consistent communication and marketing of the entire World Heritage site and, at the same time, to promote the diversity of regions which are part of its attractiveness.
5. Working in partnership (PPP) and engage local stakeholders.
6. World Heritage brand is a strong driver for social, cultural and economic developments.

Education and information centres

7. World Heritage helps to set up strategic partnerships to deliver high quality learning experiences and resources.
8. Well-balanced co-branding of World Heritage and partner design is desirable in exhibitions and on information and teaching material to ensure Wadden Sea wide communication of the WHS status and the sites OUV.

Foundation and fundraising

9. An independent World Heritage Foundation should be considered in the Wadden Sea to raise money for management, awareness, quality schemes, and education.
10. World Heritage can help attracting investments and projects which have a high level of quality, and add value to the existing facilities.
11. To encourage the tourism industry, other related businesses and visitors to work with conservation groups to protect, maintain and enhance the WHS conservation work to be carried out.

Communication and Marketing

12. The integrity of the World Heritage site is the central point of all WH communication.
13. Clear and consistent key messages about the Wadden Sea World Heritage values to be communicated by all stakeholders and within all produced material.
14. Site-wide and local interpretation must be complementary, not competitive.

Overarching themes

Overarching for all themes is partnership and cooperation. Building and maintaining successful relationships with all stakeholders who share responsibility for the conservation of the World Heritage is critical.

Another one is exchange with other World Heritage site which has mutual benefits, gives motivation and contributes to the principles and aims of the World Heritage Convention.

The study visit has confirmed that the Wadden Sea World Heritage is on a good way. Much has been achieved and has been worth the effort. However, many challenges are still to be tackled and, as several examples from other World Heritage sites show, it will take some time but also some patience to do it properly and for the benefit of nature and people.

ANNEX 1 List of Participants

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ANNEX 2 Programme

Arrival Day: Sunday, 24th June 2012

Staying at the Crown Hotel, Blandford Forum

- 18:00 Participants arrival at Crown Hotel, Blandford Forum.
- On individual's arrival the Study Visit leader Richard Partington, EUROPARC Consulting will provide a welcome and an introduction to the visit logistics
- 19:45 Group gathers – private dining room.
- 19:50 Formal welcome by Blandford Forum Town Council, Mr Deputy Mayor, Councillor Bob Brannigan.
- 20:00 Evening meal at the Crown Hotel – private dining room

Day One: Monday, 25th June 2012

- 07:30 Breakfast
- 08:30 Depart hotel/bus by Discover Dorset, driving to Lulworth Cove
- 09.15 Arrive Lulworth Heritage Centre, welcome to the 6,000H/A Estate by James Weld, Estate owner, Maddy Pfaff, Head Ranger.
- 09.30 Introduction to the Jurassic Coast/overview of the area and its governance including detail on tourism, marketing, businesses, Gateway Towns, land & waterborne sustainable transport, etc. Presentation by Sally King the Jurassic Coast World Heritage Site Visitor Manager.
- Discussions/questions
- Coffee
- 10.30 Introduction to Lulworth and insight into how the Estate business has been influenced by the World Heritage Site. Contributions from: Maddy Pfaff on environmental education and nature conservation and Jude Sargeant (Marketing) on the Jurassic Coast Business Scheme.
- 11:15 Walk to Durdle Door – meet with local farmer Ed Dorey, discussions on wildlife friendly farming, visitor management, local people's views
- Discussions/questions
- 12:30 Depart Lulworth and travel to Abbotsbury at the western end of The Fleet and Chesil Beach.

13:15 Arrive Abbotsbury Swannery, meet with General Manager John Houston at the gardens restaurant for lunch. Joined by Julia Pulman, Marketing and Communications Officer from Jurassic Coast team.

14:15 Examining the Jurassic Coast sustainable tourism offer, marketing, web communications and guided tour of the Swannery with John Houston and with Julia Pulman.

Discussions/questions

16:30 Depart Abbotsbury (approximate timing)
Walk along the South West Coast Path, National Trail (optional) to Moon Fleet Manor at Chickerell.

17:30 Arrive Moonfleet Manor.
Opportunity to relax (tea coffee or drinks).
Learning from day one/discussions

18:45 Buffet dinner (private dining room) and joined by Jeremy Pope OBE, and members from the Jurassic Coast team.

Over dinner Jeremy will lead discussion on the success of the tourism offer linked to the Jurassic Coast World Heritage Site – in particular what has been and what has not been achieved?

Jeremy is closely associated with the sailing venue for the 2012 Olympic & Paralympic Games and chairs the Weymouth & Portland Spirit of the Sea Festival. He serves as a Trustee of the Chesil Trust, which funds the "Sail for a Fiver" scheme, which has enabled 8,000 youngsters to experience the thrills and spills of sailing for just £5. He is also a Trustee of the Jurassic Coast Trust and the Daniel Symonds & Mary Anne Pope Trust, which funds vocational training in Dorset.

20:45 Depart Moonfleet Manor for Crown Hotel Blandford Forum

Day Two: Tuesday 26th June 2012

07:30 Breakfast

08:45 Depart Hotel/bus by Discover Dorset - driving to Dorchester

09:30 Arrive at Kings Arms Hotel, Dorchester. Coffee.

Meet with Sam Rose, Jurassic Coast Team Leader, Helen Mann, National Trust Property Manager, West Dorset and Sam Scriven, Earth Science Adviser for the Jurassic Coast Team

Presentations, discussions and questions on:

(i) Management and governance of the Jurassic Coast led by Sam Rose

(ii) The National Trust is a major landowner as well as recreation, access, information and education provider. We will learn how the trust works with the Jurassic Coast team and how the WHS influences on their operations, including their thinking around sustainable tourism led by Helen Mann

(iii) Geology and conservation on the Jurassic Coast led by Sam Scriven (this will be a helpful context for the afternoons visits to see the Pliosaur and a general overview of how Charmouth fits into wider Jurassic Coast story).

- 12:30 Lunch at the Arrive Kings Arms Hotel, Dorchester
- 13:15 Walk to the Dorchester County Museum
- 13:30 Arrive Dorchester County Museum - Sam Rose will be with us to visit the Jurassic Coast Geology Gallery and see the giant Pliosaur. Meet with Jon Murden, Museum Director, discussions around museums as part of the tourism offer.
- 14:30 Departure from Dorchester by bus.
- 15.30 Arrive Charmouth Visitor centre, meet with Meirel Whaites, Head Ranger
- Introduction to the work of the independent village charity, which established the Charmouth Visitor Centre as an environmental educational facility. Presentation on aims, philosophy and approach to their work including introductory film, the fossil hunting code and Ranger Guided Fossil Hunting Walk
- 17.30 Depart Charmouth for Blandford Forum
- 19:30 Evening meal at Crown Hotel.
- 20:30 Tales, poems, traditional music and song from Dorset and the Jurassic coast by local folk musician, actor and story teller Tim Laycock www.timlaycock.co.uk.

Departure Day: Wednesday 27th June 2012

- 08:00 Breakfast
- 09:30 Summarising main issues addressed, answers to questions in learning objectives, benefits for the Wadden Sea WHS?
- 10:30 Coffee & departure at leisure, end of Study Visit

ANNEX 3

Study visit for Wadden Sea partners to the Jurassic Coast World Heritage Site

24-27 June 2012, Dorset, England

“Implications of World Heritage Site status for planning and managing tourism”

Prepared by

Richard Partington for EUROPARC Consulting, 3 July 2012



1. Brief notes and observations taken during the visit.
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1. Notes & observations collected during the visit

(a) Welcome by Cllr. Bob Branigan, Blandford Forum Deputy Mayor

- Responsibility to Heritage ‘an opportunity for the Gateway town communities to conserve, celebrate and enjoy the World Heritage Site’
- Blandford Forum is a Georgian Town 15th Century Royal Charter/Forum = Market

(b) Welcome to Lulworth Estate by James Weld, owner, Maddy Pfaff, Senior Ranger, Jude Sargent, Marketing officer and Ed Dorey, farmer.

- Family owned Estate for over 350 years, 170 houses, 100+ staff and tourism activities take place on 1.5% of the estate land yet provides 60% of income - half a million visitors/year
- Being part of the Heritage Coast is not entirely commercially driven but need to be part to be able to influence activities.
- Jurassic Coast Business Scheme (see separate presentation)
- Devon Ruby Red cattle for conservation grazing = £4/kilo price premium of .75p
- 6 thousand children/educational visits/year generating £25k income plus car park income help fund service (see separate presentation)

(c) Sally King Tourism Officer - Jurassic Coast team

- WHS designation is globally important for all mankind. A total of 936 WHS throughout the world, including 183 Natural sites. UK has a total of 28 WHS sites (4 Natural, 23 Cultural, 1 mixed)
- Jurassic Coast = 155km long and site is from the top of the cliff to mean high water mark and illustrates 185 million years of geological history

- Raising profile is the biggest job to be done.
- Vision is to Inspire, Celebrate and Appreciate and to contribute and benefit a vibrant local life.
- Activities such as Beach cleans, Arts and Cultural events, Earth festival, Coastal voices, Sustainable transport – Jurassic Coast hop on hop off bus, Waterborne study.
- New JC website – 1500 visits/day
- Main visitor season is Easter – October with July/August the peak.
- Some private sector tourism packages/ accommodation and luggage transfer

(d) Introduction to Abbotsbury by John Houston, Tourism Manager

- Estate bought from Henry 8th in 1541 and has been in the same family since that time
- Frost free sub-tropical gardens started in 1765 by Countess of Ilchester
- Swannery from 1040's started by Benedictine Monks – 1000 swans. Tourism started more seriously from the 1960's. Now: £2.5 million/year income. Advertise around 30-40 miles radius, 250k leaflets, radio, newspapers. Extending season to include concerts, illuminated gardens etc.
- Benefit of the Jurassic Coast is difficult to quantify but is considered very positive

(e) Julia Pulman, Marketing and Communications officer, Jurassic Coast team

- 'What have swans to do with the Jurassic Coast as it's all about the Rocks?' – need to widen appeal, extend season and JC team can help with 'words' for local attraction providers.
- Be welcoming and try to encourage operations in a sustainable way (socially, economically and environmentally)
- Focus on 6 big / key messages to communicate
- Use modern media to communicate as well as traditional printed material (mini guide/transport guide) including selling 'books' (via Jurassic Coast Trust)
- Do not ask other organisation to change their branding but help with words
- 'Jurassic' Brand is carefully managed (colours, font, use)

(f) Jeremy Pope at Moonfleet Manor (after the wonderful walk around the Fleet)

- Destination Management goal is to improve the visitor experience though three key areas: Infrastructure (roads, rail, paths etc.); Public Realm (what the place looks like); Private Offer (high standards)
- Overall 'Brand' is Dorset and the Jurassic Coast Brand is complimentary alongside Countryside and Towns and Attractions
- Regarding Sustainable Tourism – 'we are not there yet'

(g) Harald Marencic reminded participants about the PROWAD Prosper from Sustainable TourismProject. “Why are we on the study visit to the Jurassic Coast?”

- Wadden Sea WHS in recognition of 20 years protection of the area
- Wadden Sea is one entity and indivisible, one ecosystem
- The challenge is to connect all of the individual parts together, through activities and synergies.

(h) Sam Rose, Leader of the Jurassic Coast Team, Sam Scriven Earth Sciences Advisor and Helen Mann, National Trust property manager. (see separate presentations)

- Integrity of site critical
- All actions/activities must lead to the Jurassic Coast vision
- Working in partnership is essential (but often piecemeal)
- Discussion on the Jurassic Coast Trust/Funding/Sponsorship/Visitor payback (BP/Tui)
- New Jurassic Coast Business Partner Scheme (BPS) launched with criteria/aim to raise awareness - army of advocates
- BPS marketing benefit is to be informed about the JC
- Visitor Payback (from BPS partners) to support Education and Conservation
- ‘Plastic Toys’ – licenced to be able to use logo

(j) Dorset County Museum – John Murden/Jenny Cribbs

explained about the Pliosaur – Jurassic Coast Gallery – wider tourism offer

- Family audience and tell the story how the Pliosaur was found, cleaned and how the animal lived/ate etc. in a fun and interactive way
- 50k visitors/year, 6 staff, 180 Volunteers
- Independent Charity with 12% of costs covered by local authority grant with rest through admissions/other business/donations
- All museums along the JC cooperate/work in partnership to improve the tourism offer

(k) Charmouth Visitor Centre, Meirel Whaites, Head Ranger

introduced their environmental education work and led a ‘fossil walk’

- £150k to run the centre/year (4 staff, 85 Volunteers & Board of Trustees). West Dorset Council provides 15% of annual running costs with balance from shop, walks and events, school activities.
- Free entry to centre ethos (to embrace all) 93k visitors including 6k school children

2. Learning objectives with some answers:

- What new opportunities has World Heritage Site status created for sustainable, high-quality tourism offers and their marketing?

Embrace all; Web site; Provide marketing words; Training

- Has World Heritage Site status provided a sense of identity associated with the site, and what are the implications of this for tourism?

Requires good visitor management; Brand

- How have environmental education resources for schools and for the general public supported sustainable nature-oriented tourism?

Active learning, understanding & awareness

- Has World Heritage Site status contributed to building pride and self-confidence among the local community?

Put Dorset on the map; Awareness to residents of special place

- What does being part of the World Heritage network mean for tourism planning and management?

OUV = Vision = activity to maintain OUV

- How do the protected-area organisation and the World Heritage Site organisation interact and work together?

Co-operation; Partnership; Co-branding

- Have tourism products become more sustainable and what examples have been developed to contribute actively to conservation?

Visitor Payback; Business Partnership Scheme

3. Participants overall visit experience: snapshot of impressions (1 = poor, 10 = excellent)

Value:	1	2	3	4	5	6	7	8	9	10
Votes:	0	0	0	0	1	2	6	4	4	0

4. Comments from participants on what they gained from the study visit to help in the development of the Wadden Sea sustainable tourism strategy

- “ to improve the visitor experience through
 - infrastructure
 - public realm
 - accommodation/hospitality
 - attractions.”
- “We need a kind of National Trust or foundation for the Wadden Sea”
- “We are already doing quite well in the Wadden Sea”
- “Good ideas for an action plan”
- “It’s a process that takes time. Be patient. All good things come slowly”
- “Direct flow of money from tourists (parking fees, etc.) to WHS (environment, education)”
- “Volunteer involvement is very important at the Jurassic coast. Will it work at the Wadden Sea?”
- “To implement a strategy needs time.”
- “Ideas for:
 - WH website development
 - more conviction that we should all work together to promote the entire Wadden Sea area
 - new ideas for WH products
 - ideas for co-branding.”
- “It takes time to do it properly.”
- “Partnership is crucial.”
- “WH is a cultural thing. Combine - start with culture / people to tell about nature.”
- “Direct income from business for education and conservation (e.g. car parks)”
- “stronger involvement of volunteers”
- “The logo is not from our team – it is from the site! WH is for everybody.”
- “Gain for sustainable tourism
 - Jurassic coast bus
 - part of business money/parking fees for nature conservation.”
- “Taking home - good to have the time to exchange knowledge and get to know each other within group, even if we have to go to England for this!”
- “Main message: It needs a lot of time to implement the idea of sustainable tourism and world heritage.”

- “The focus on science and nature conservation has to be promoted very much.”
- “Main message: we are already doing a lot of things right! So keep on with the good work for the WHS Wadden Sea!”
- “A common view/vision is of crucial importance.”
- “It depends always on the acting people.”
- “CONFIDENCE that we are on a good way and in some aspects more advanced in terms of sustainability than JC which has been WHS for ten years.”
- “CONFIRMATION that our high levels of cooperation, coordination and sustainability are good and worth the effort.”
- “Partnership. It is crucial to engage partners effectively.”
- “Importance of communication within the strategy developers group (like meetings, study tours, etc.). Much better obvious our complex dependencies in tourism and site management.”
- “Co-branding
- Focus on the big things which connect us
- Overcome the defensive attitudes.....”
- “That we need to identify the branding with stakeholders to make it ‘living’.”
- “That we need (to decide) what sustainable is for us.”
- “We are on a very good way and have already achieved a lot in the last 3 years.”
- “Looking at another WH site is refreshing! Exchange/cooperation should be done more often.....”