

The Jurassic Coast World Heritage Site

Tourism potential unlocked????

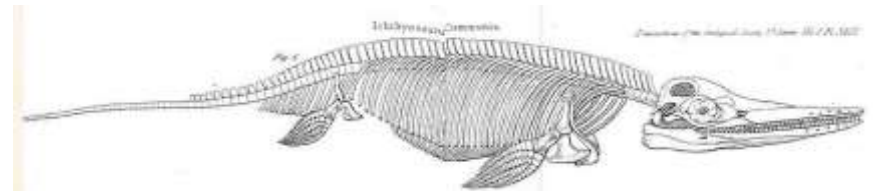
Sam Rose, Jurassic Coast WHS Manager



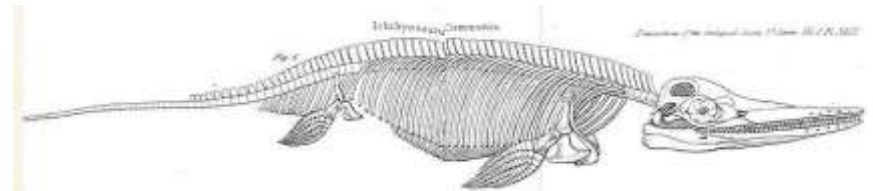
United Nations
Educational, Scientific and
Cultural Organization



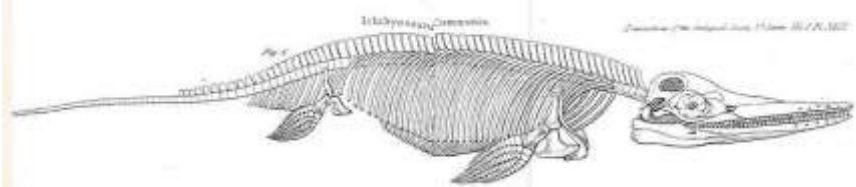
Dorset and East Devon Coast
• inscribed on the World
• Heritage List in 2001



How we present ourselves...



OUV: The Dorset and East Devon Coast has an outstanding combination of globally significant geological and geomorphological features, created by ongoing **natural processes**



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Criterion 8 – Earth’s history, record of life



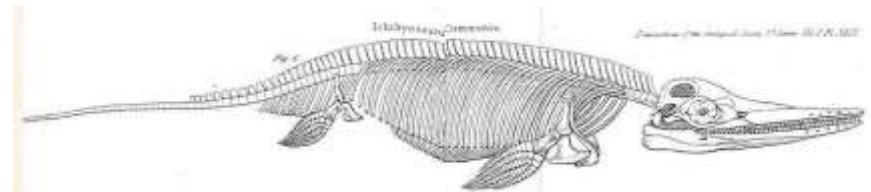
Criterion 7 – Natural Beauty



Erosion is a good thing...

if the Site is falling into the sea, we are happy

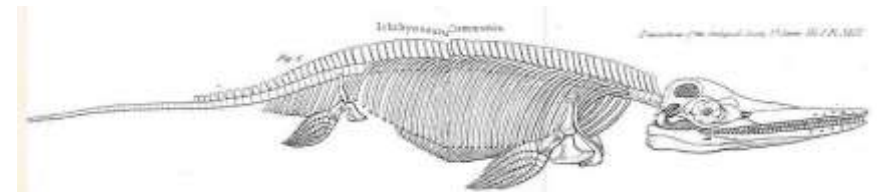
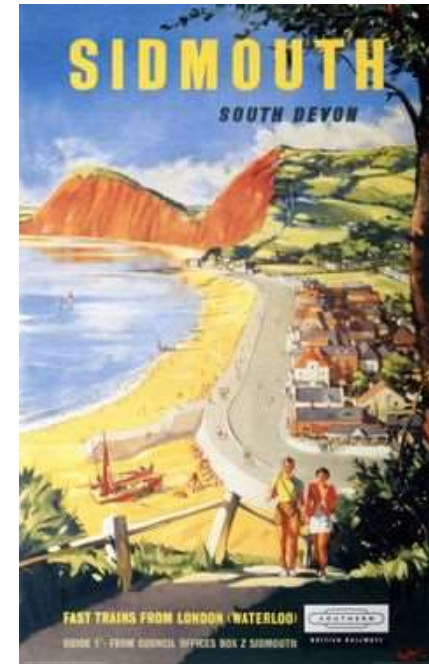
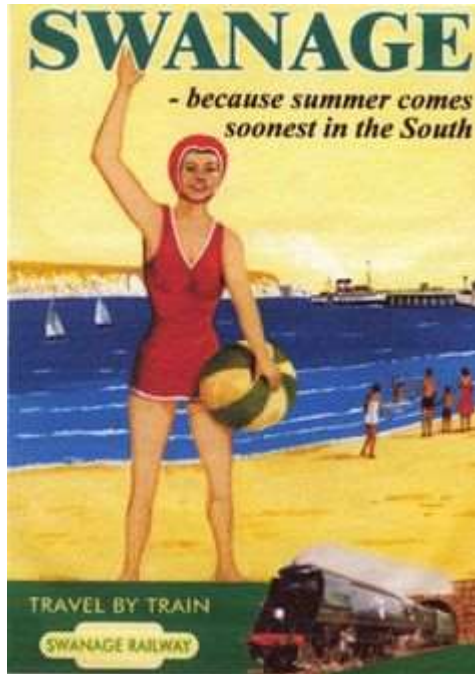
(to a point)....





DANGER - Rocks
Serious risk of injury or death
Stay away from the edge
© Crown Copyright 2004

There's lots to see



























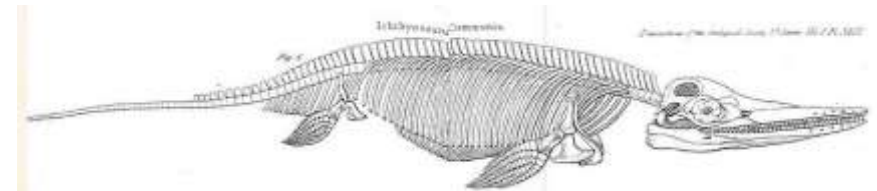
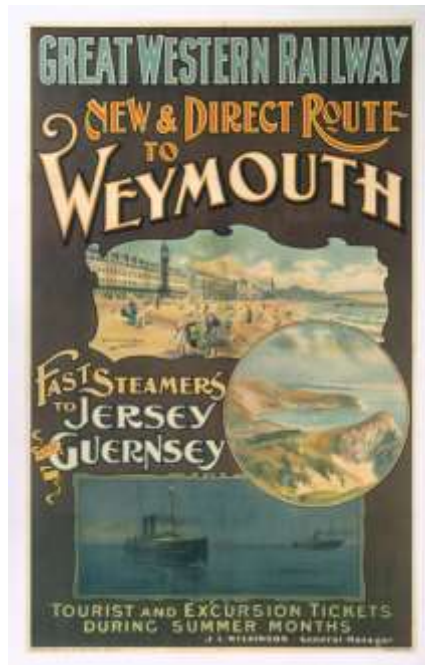








And lots to do





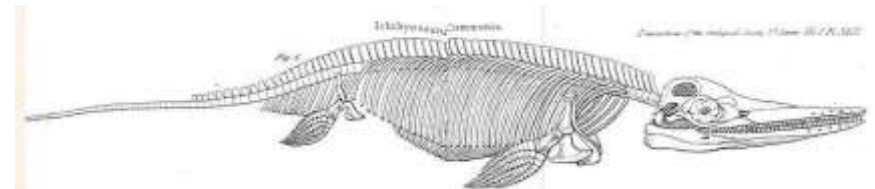












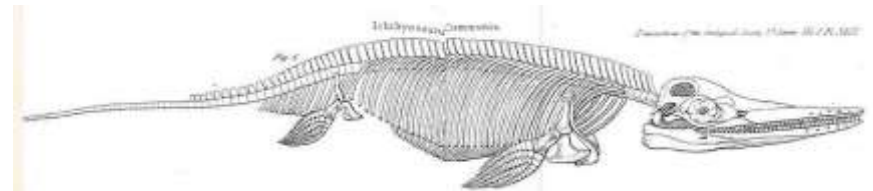




Winner
Crepuscular and Cretaceous – Hedbury Quarry
Paul Haynes



Winner
Sea Fishing at Seaton Bay, Devon
James Osmond









PRIDE

of

EXMOUTH

STUART KING
CRUISES
01395 222144

Stuart King Cruises





The JURASSIC COAST

A walk through time...

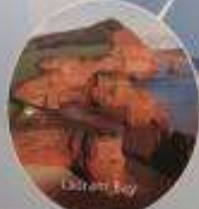
The coast will feel strange until you reach Durdley Hill, where the coast has been cut by the sea. The Jurassic Coast is a stretch of 150 miles, from Dorset to Devon, and is a World Heritage Site. It is a stretch of coast that has been cut by the sea over millions of years.

The coast is 150 miles long, from Dorset to Devon, and is a World Heritage Site. It is a stretch of coast that has been cut by the sea over millions of years.



A 150 million year old sea level is shown in the diagram. The sea level was much higher than it is today, and the land was much lower. This is why the coast is so steep and dramatic.

The sea level was much higher than it is today, and the land was much lower. This is why the coast is so steep and dramatic.



Oldham Bay



Lyme Regis



Durdley Head

The coast from Durdley Head to the chalk cliffs of Old Harry Rocks is made up of hard Portland (Jurassic) and a mixture of younger Cretaceous rocks.



Old Harry Rocks



Portland

The sea of Portland is formed from the youngest Jurassic rock, Portland Limestone (142 million years old).



Lulworth Cove

Lulworth Cove is one of the coast's spectacular features. It was formed by the sea, which cut through the hard Jurassic Portland Limestone and cut into the Cretaceous chalk to form Lulworth Cove (142 million years old).

JURASSIC COAST

World Heritage Site

The Jurassic Coast is a World Heritage Site because of its geological importance. It is a stretch of coast that has been cut by the sea over millions of years, and it is a World Heritage Site because of its geological importance.

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For more information, visit the Jurassic Coast website.



200 MILLION YEARS



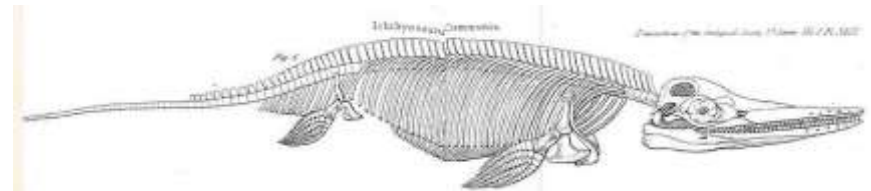
THE MIDDLE YEARS



JURASSIC



Why do they come?



Friends and family

Food and drink

Fossils

Walking

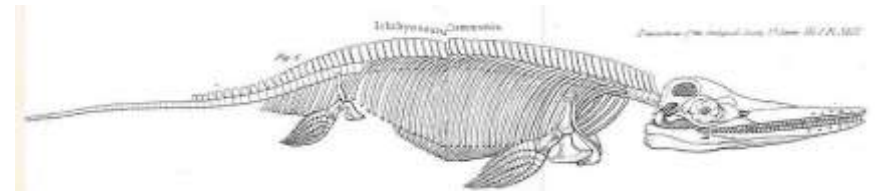
Bollywood?

Water-sports

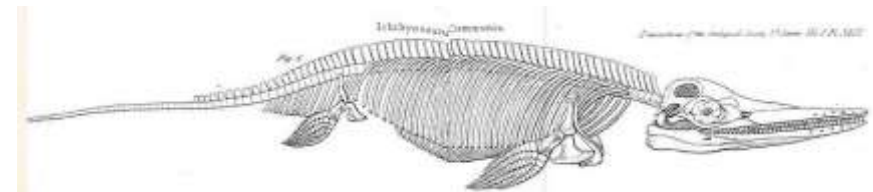
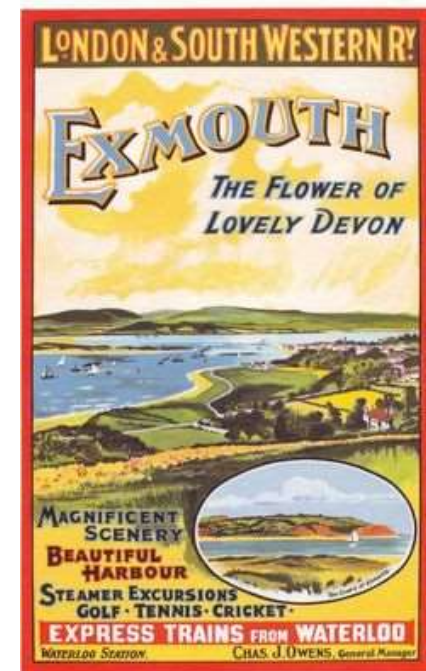
World Heritage Site

Because it is spectacular

Because they always have...



How have we started to unlock the potential?



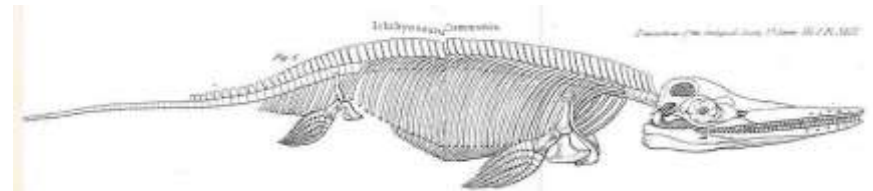
How have we started to unlock the potential?

What's in a name?

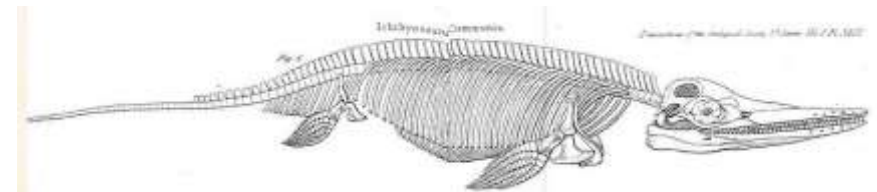
Partnership working

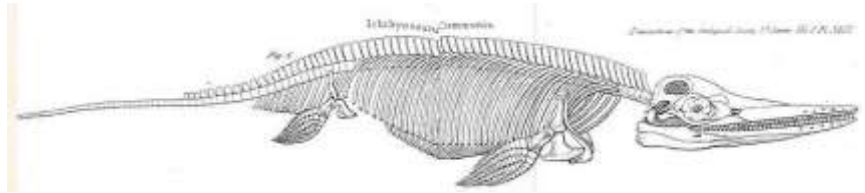
Taking the lead

Working with the those at the coal face!



What's in a name?





An Economic, Social and Cultural Impact Study of the Jurassic Coast

A SUMMARY OF FINDINGS

JURASSICCOAST
DORSET AND EAST DEVON
WORLD HERITAGE SITE



JURASSICCOAST
DORSET AND EAST DEVON
WORLD HERITAGE SITE

view from™ the Jurassic Coast

www.viewfrompublishing.co.uk

PICK UP YOUR FREE COPY

Issue 1 June 2009



£5m project to honour extinct species

Pages 4 & 5

Fun ride with a serious purpose



Page 8



The Queen strolls on Weymouth beach

Page 15

Creating identity gives a big boost to business

SUCCESS OF COAST STRATEGY EXCEEDS ALL EXPECTATIONS

A RECENTLY completed study into the Jurassic Coast strongly suggests that it has exceeded expectations in bringing economic, social and cultural benefits to the region since being awarded UNESCO World Heritage Site status in 2001.

The results of the Economic, Social and Cultural Study of the Jurassic Coast, conducted by non-profit regeneration consultancy Iva Ltd, conclude that 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.

The creation of a distinctive 'Jurassic Coast' identity has increased media recognition, the study says. It has also given a boost to the area of Dorset and East Devon in terms of learning and education, tourism opportunities, facilities and services, especially benefiting the local tourism industry. Researchers looked at

the impacts of the status at all levels, from local to global. The study included a mix of desk-based research using existing data as well as

“There is a significant opportunity to build on achievements to date and help existing businesses and local entrepreneurs to develop new, high-quality products and services appropriate to World Heritage Site status”

the gathering of new evidence through workshops, individual interviews and survey questionnaires.

In the survey results, 92 per cent of all respondents said they see value in the Jurassic Coast World Heritage Site identity, while three quarters of tourism businesses said the identity had influenced their marketing.

In 2003, the Jurassic Coast WIS Management Plan Framework for Action stated that: “We aspire to be the leading regional and na-

tional example of how achieving the conservation, understanding, enjoyment and sustainable use of the environment can also lead to economic and social development.”

Five years on, the management partnership for the site decided that it was time to test the reality against this aspiration

and commissioned the study, which was jointly funded by the South West Regional Development Agency and the county councils of Dorset and Devon.

The study suggests that although there remain challenges for the management of the site, there is a significant opportunity to build on achievements to date and help existing businesses and local entrepreneurs to develop new, high-quality products and services appropriate to World Site

TURN TO PAGE 3



■ DARWIN and his Dodo were a big hit at the Evolution Rock festival held at Lyme Regis over the May Bank Holiday.

The festival - the fourth of its kind to be organised - attracted thousands of visitors to the resort for a programme of educational and fun activities housed in a

rented village on the shingle.

Experts from the National History Museum in London descended on Lyme Regis for the weekend to give the visitors the benefit of their experience and UNESCO also staged a youth summit in the town.

Four-page pull-out inside

A new View!

WELCOME to the first issue of the **View from the Jurassic Coast** - a newspaper dedicated to the stunning 95 miles of coast and countryside that has been designated a Natural World Heritage site.

View from the Jurassic Coast will be published ten times a year - February to November - and will feature events and activities all along the Dorset and Devon coastline from Bournemouth in the east to Exmouth in the west.

View from the Jurassic Coast is published by View from Publishing Limited who also publish weekly community newspapers in Dorchester, Weymouth, Bournemouth, Bournemouth and Lyme Regis with a combined distribution of over 20,000.

With an initial distribution of 5,000 copies, delivered to tourism outlets in the region, the **View from the Jurassic Coast** will also be available at the Natural History Museum in London and at the main universities which offer degree courses in the earth sciences.

Commented editor Philip Evers: “The Jurassic Coast is one of the most beautiful parts of the world and is already attracting tens of thousands of visitors to our region.

“The **View from the Jurassic Coast** will promote the World Heritage Site and it is our intention to make it the essential guide to the many activities which make this such an interesting area to live in and visit.”

The launch of the **View from the Jurassic Coast** has been welcomed by the Jurassic Coast World Heritage team. Co-ordinator Dr Sam Rowe said: “We are delighted that the Jurassic Coast will have its own newspaper to promote the very many exciting projects in the pipeline. Keeping people informed about the initiatives being pursued is essential and the **View from the Jurassic Coast** can play a vital role in doing just that.”

Local insight into the Jurassic Coast



JURASSICCOAST
DORSET AND EAST DEVON
WORLD HERITAGE SITE

BBC
RADIO





Jurassic Fields



TICKET HOTLINE
01308 424901

MUSIC FESTIVAL 2014

Saturday 12th July, Asker Meadow, Bridport, Dorset

MAIN STAGE

dodgy



the_rising



msb



Vanilla Radio
Pure Music. Pure Sound.

Jonathan Cotton

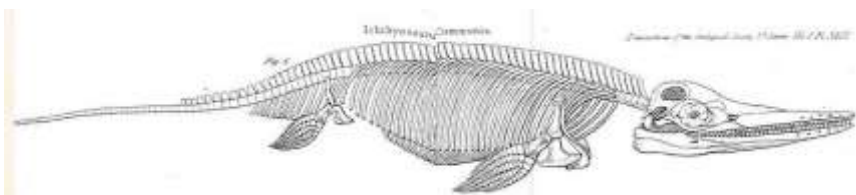



ACOUSTIC STAGE

THE LEGGOMEN



Mr.B





Weymouth



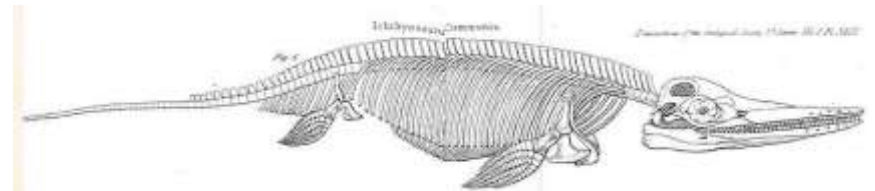
Alight here for

JURASSIC COAST

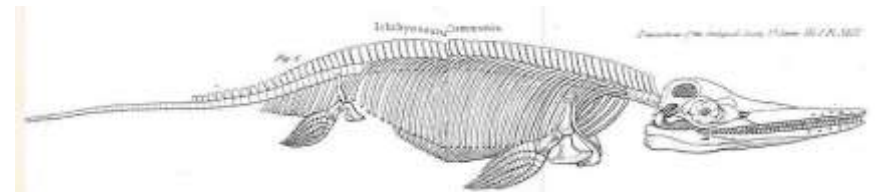




JURASSIC COAST
DORSET AND EAST DEVON
WORLD HERITAGE SITE



Partnership working





BEACH CAFE

CHARMOUTH HERITAGE COAST CENTRE
FINE FOUNDATION EDUCATION CENTRE

Rock Follies
new & trendy vintage fashion





JURASSIC COAST A WALK THROUGH TIME

England's only natural World Heritage Site



A whopping 100 miles of the Jurassic Coast is included in the World Heritage Site. It's a stretch of coastline that runs from Dorset in the south to Devon in the north. It's a stretch of coastline that's been around for over 100 million years.



The Jurassic Coast is a World Heritage Site. It's a stretch of coastline that runs from Dorset in the south to Devon in the north. It's a stretch of coastline that's been around for over 100 million years.



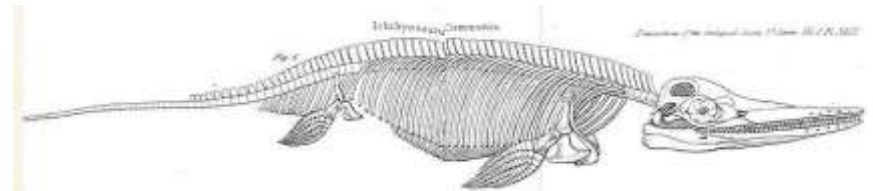


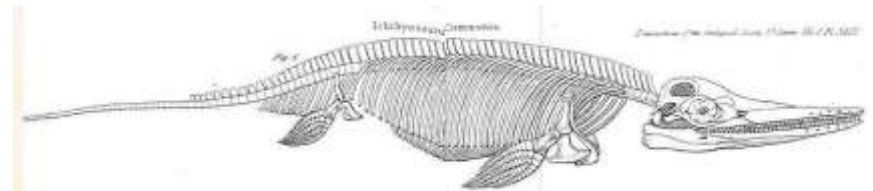


2012

JURASSIC COAST EARTH FESTIVAL

Leadership







Every 2 Hours

First

Exeter X53

£6.00 day ticket



Exeter • Beer • Seaton • Lyme Regis • Bridport • Abbotsbury • Wareham • Weymouth

COAST 37583

THE ROCK POINT INN

LYME REGIS
7900 85 69

RIO'S
07976 7



**LITTER
FREE**

**COAST & SEA
ALONG THE JURASSIC COAST**







OUR DATES

WED 16 FEB 7.30pm
Tacchi Morris Arts Centre
School Road
TAUNTON TA2 8PD
01823 414T41
www.tacchi-morris.com

THU 17 FEB 7.30pm
Theatre 1
Roland Levinsky Building
University of PLYMOUTH
PL4 8AA
01752 585050
www.peninsula-arts.co.uk

FRI 25 & 26 FEB 8pm
Pegasus
Magdalen Road
OXFORD OX4 1RE
01865 812150
www.pegasustheatre.org.uk

TUE 1 MARCH 8pm
The Place
Robin Howard Dance Theatre
17 Duke's Road
LONDON WC1H 9PY
020 7121 1100
www.theplace.org.uk

WED 2 MARCH 7.30pm
Rhodes Arts Complex
1-3 South Road
Bishop's Stortford
HERTS CM23 3JG
www.rhodesbishopsstortford.org.uk

FRI 4 MARCH 6.30pm
Pavilion Dance
Westover Road
BOURNEMOUTH BH1 2BU
01202 203630
www.paviliondance.org.uk

TUE 8 MARCH 7.30pm
New Theatre Royal
20-24 Guildhall Walk
PORTSMOUTH PO1 2DD
023 9264 9000
www.newtheatreroyal.com

FRI 11 MARCH 8pm
Deda
Chapel Street
DERBY DE1 3GU
01332 370911
www.deda.uk.com

THU 31 MARCH 7.30pm
Number 8
Community Arts Centre
High Street
PERSHORE WR10 1BG
01386 555488
www.number8.org

FRI 1 APRIL 8pm
Corn Exchange
Municipal Buildings
High Street
DORCHESTER DT1 1HF
01305 XXXXXX
www.dorchesterarts.org.uk

FRI 29 APRIL 8pm
Marine Theatre
Fossil Festival
Church Street
LYME REGIS DT7 3QA
01297 442138
www.marinetheatre.com

30 JUNE 2pm
1 & 2 July 2pm & 6.30pm
National Arts Festival
Grahamstown
SOUTH AFRICA

STATE OF EMERGENCY PRESENTS
a new dance choreographed by gregory maqema

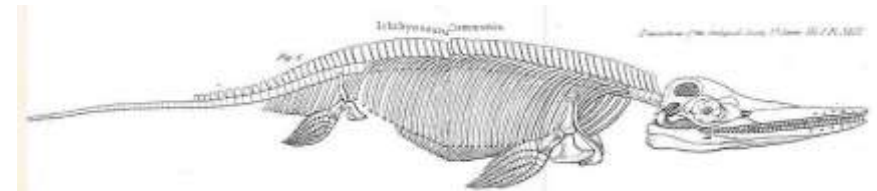
DESERT CROSSINGS



Supported by
**ARTS COUNCIL
ENGLAND**

JURASSICCO
WORLD AND LIVES
WORLD HERITAGE

Working with the those at the coal face!



LULWORTH RIB RIDES

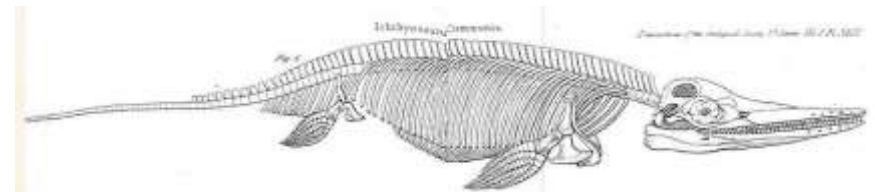


*Come for a fun boat ride whilst raising money
for the Jurassic Coast Trust!*

Saturday 21st - 27th June 2014

Boat rides to Durdle Door will run from Lulworth Cove all day every day from 10am (weather permitting.)
£6 for adults and £4 for children- No need to book

£1 for every paying adult during the week will be donated to the Jurassic Coast Trust to support them in the vital work they do to safe guard our beautiful coastline for future generations.



Request a Brochure

If you would like us to send you a brochure through the post, just fill in [this form](#) and we'll pop one in an envelope for you.

Things to do in Bournemouth

Looking for things to do in and around Bournemouth?



Why not hire a bike from [Front Bike Hire](#)?



Or hop on the [City Sightseeing](#) open-top bus.

facebook

Find us on Facebook

Jurassic Coast & Isle of Purbeck

Adults / Students £30 • Under 16s £25



Durdle Door



Corfe Castle



Sandbanks Ferry

- Catch the early morning ferry across to the Isle of Purbeck.
- View Old Harry Rocks, the starting point of the Jurassic Coast, England's only natural UNESCO World Heritage Site.



The Tour in Pictures

included. (Free to NT members).

- After lunch drive through the Isle of Purbeck to Kimmeridge Bay, hunt fossils on the beach and sealife in its rock pools.
- Walk down to Man o' War Rocks and Durdle Door.
- Visit Lulworth Cove and Stair Hole with its famous crumple.

What to bring with you:

- Take in breathtaking views across Poole Harbour and Brownsea Island, learning about the largest onshore oil field in Western Europe.
- Hear how the stone industry shaped Swanage and gave it the name Little London by the Sea.
- Travelling up out of Swanage, we arrive at Durlston Country Park, you will be taken on a stunning cliff top walk, taking in Anvil Point Light House, Tilly Whim Caves and the Great Globe, there will then be time to stop for some morning refreshments.
- Take lunch in the village of Corfe Castle dominated by the ruins that give it its name. Entrance to the castle itself not

9:00am - 6:00pm

Book Now!

Sun 12 February 2012	Book
Sun 19 February 2012	Book
Sun 26 February 2012	Book
Mon 27 February 2012	Book
Sun 4 March 2012	Book

[Other dates](#)

Testimonials

The Jurassic coast trip was fabulously awesome. The guide Jim was fantastic. He didnt let us bored for a moment even. He briefed each and every facts of the sight very minutely and was very friendly. About the trip , i would say it was a complete trip and worth paying GBP 30 PP. i believe no travel company can give such package in such cost.

Manoj
4 December 2011

I really had a wonderful experience over the trip. I really thank you for conducting trips to these breath-taking places which are not easily accessible without having a own vehicle and at a reasonable cost.

I wanted to visit these places

Replica
Jurassic Ammonite

JURASSICCOAST



Shell

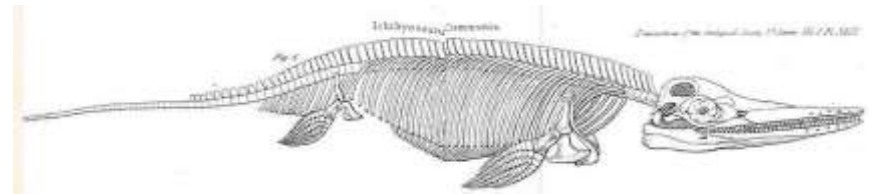
Made in Dorset at
JUNIOR GEO

www.juniorgeo.co.uk

Ammonites and wine

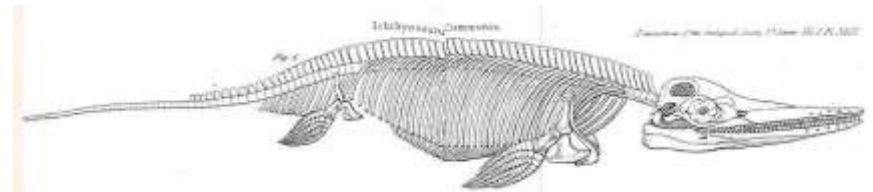


Wonderful things
can happen when
you let people get
on with it!





But beware...!





Designation +
Drive +
Innovation =
Catalyst for change



Thank you

