



The Jurassic Coast UNESCO World Heritage Site

The Jurassic Coast is unique in the UK family of UNESCO World Heritage Sites. Not only is it England's only natural World Heritage site, it also covers 95 miles of beautiful coastline and boasts a richness unparalleled in the country of fossils and other geological features. How do you protect, conserve and present a site of this size and nature for present and future generations?

The Jurassic Coast Trust, the independent charity wholly responsible for the site, sees it as a joint endeavour. The Trust's Learning Framework states 'At the heart of our work is a belief that the Jurassic Coast is ultimately best looked after by the people who visit it, use it and love it. Therefore, our focus is always as much upon the people and communities of our World Heritage Site as it is upon the rocks, landscapes and fossils.'¹¹²

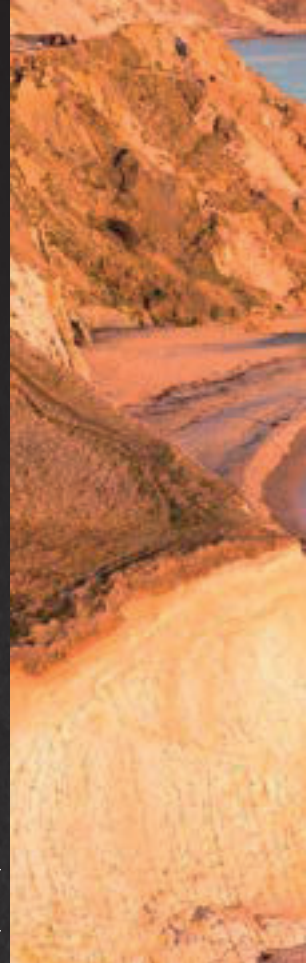
This belief is embedded in the site's partnership plan which outlines a clear set of responsible, inclusive and sustainable goals and objectives, particularly influenced by Articles 4, 5 and 27 of the UNESCO World Heritage Convention.¹¹³ These articles encourage the site to make it their 'duty' to protect, preserve and present its heritage (Article 4), to 'strengthen the appreciation and respect by the people towards the Jurassic Coast' (Article 27), to have 'a function in the life of the community and to integrate the protection of that heritage into comprehensive planning programmes' (Article 5).¹¹⁴

¹¹² Khatwa, A. (2018). The Jurassic Journey. A Learning Framework for the Jurassic Coast.

¹¹³ Dorset Council. (2019). Dorset and East Devon Coast World Heritage Site Management Plan 2014-2019. Retrieved from <https://moderngov.dorsetcouncil.gov.uk/ecSDDisplay.aspx?NAME=SD335&ID=335&RPID=0> p.32

¹¹⁴ Dorset Council. (2019). Dorset and East Devon Coast World Heritage Site Management Plan 2014-2019. Retrieved from <https://moderngov.dorsetcouncil.gov.uk/ecSDDisplay.aspx?NAME=SD335&ID=335&RPID=0> p.32

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“What we’re really proud of, and we do this a lot, we are constantly talking about our global position in this World Heritage family because I think that’s one of the key inspirational aspects of the work that we do. That we are part of this huge global family of World Heritage Sites that celebrate these outstanding features, natural or cultural; it is a very powerful concept that these values transcend national and political boundaries. I think building these ideas into the content that we do just adds a different facet to our work. It actually lifts it and it puts it into a completely different arena from other protected landscapes like national parks or AONBs.”¹¹⁵

→ Anjana Khatwa, Programme Manager, Learning at the Jurassic Coast Trust

As an umbrella organisation, the Jurassic Coast Trust works with local communities and organisations. A detailed Learning Framework and Storybook set out the Trust’s wider education strategy and guidelines for both the site and its partners to practise and communicate its core values effectively while transforming its visitors into advocates and champions.¹¹⁶

¹¹⁵ Khatwa, A. (2019). Wider Value of UNESCO to the UK 2019 Report. United Kingdom Commission for UNESCO interview. Phone Call. London

¹¹⁶ Khatwa Ford, 2019. Resonance in Rocks: Building a sustainable learning and engagement programme for the Jurassic Coast. Proceedings of the Geologists’ Association 130 (2019) 507–521, p.1 Anjana KhatwaFord, article, p.1.





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1

Travelling Pliosaur

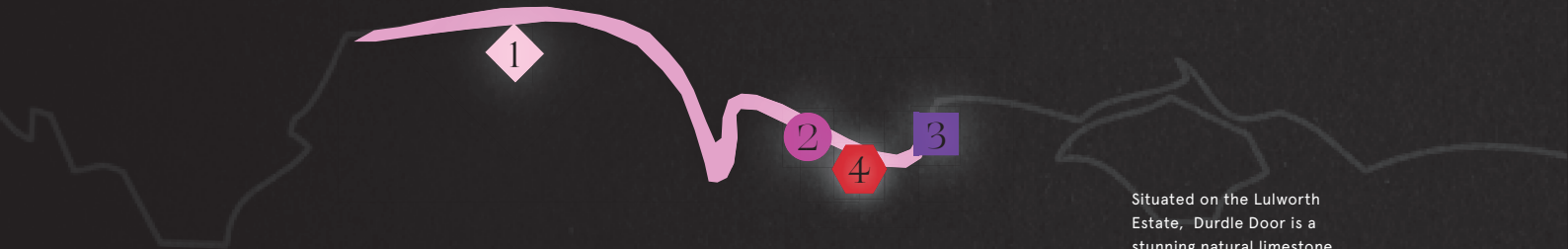
A pliosaur was one of the most fearsome predators the Earth has seen. A fossil of the 155-million-year-old predator was found on the Dorset Coast in 2009 and can be seen at Dorset County Museum.



2

Lulworth Cove

Formed by the combined forces of the sea and a river swollen by melting ice at the end of the last Ice Age, the Cove and Lulworth Estate is one of the best places in the world to study geology.



1

2

4

3

Forming the easternmost part of the World Heritage Site, Ballard Down is a chalk downland culminating in the stunning Old Harry Rocks.

3

Ballard Down



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4

Durdle Door

Situated on the Lulworth Estate, Durdle Door is a stunning natural limestone arch and is derived from the old English word 'thirl' - meaning to pierce, bore or drill.

@wordimage





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‘We use all of our frameworks and our intellectual content to guide our partners in how they can best help others understand the values of the World Heritage Site,’ Khatwa tells us.¹¹⁷

A close analysis of its audiences, and strategically tailored learning pathways that resonate emotionally and intellectually with visitors, form the bedrock of this work.¹¹⁸ ‘Our belief is that if you can develop content about rocks, fossils and landforms in the right way for the right audience, you can inspire a generation about the geological heritage around them,’ Khatwa states. She recalls the example of a young girl whose dream to become an engineer was reinforced by meeting Khatwa at one of the festivals where the team delivers public engagement .¹¹⁹

Like a compass, this learning framework, and partnership plan more generally, help planning, managing and linking the designation’s activities and goals effectively with UNESCO’s values and fostering long-lasting relationships with the site.¹²⁰

“We will use our learning framework to ensure that our work is strategic, user focused and sustainable. If we have followed these guidelines, then the future will mean a financially sustainable Jurassic Coast Trust that is supported by a network of dedicated schools and teachers, community groups, volunteers and businesses that share our vision for this extraordinary site.”¹²¹

→ Anjana Khatwa, Programme Manager, Learning at the Jurassic Coast Trust

¹¹⁷ Khatwa, A. (2019). Wider Value of UNESCO to the UK 2019 Report. United Kingdom Commission for UNESCO interview. Phone Call. London.

¹¹⁸ Anjana Khatwa Ford, ‘Resonance in Rocks’, article, p.1. <https://www.sciencedirect.com/science/article/abs/pii/S0016787818301524>

¹¹⁹ Khatwa, A. (2019). Wider Value of UNESCO to the UK 2019 Report. United Kingdom Commission for UNESCO interview. Phone Call. London

¹²⁰ Anjana Khatwa Ford, ‘Resonance in rocks’, article, p.14.

¹²¹ Anjana Khatwa Ford, ‘Resonance in rocks’, article, p.15.