



PRESS RELEASE

Date: February 2010
For immediate Release

The Jurassic Coast Trust and West Dorset Leisure Holidays support local school training days

West Dorset Leisure Holidays¹ is a corporate sponsor of the Jurassic Coast Trust² and raises money through visitor donations to the Trust's 'Investing in the Future' scheme. In 2008 they raised a magnificent £6,000, and in 2009 raised the same again! Will they beat this in 2010? Through their membership of the Trust, they are supporting a number of Jurassic Coast educational projects, including interpretation boards, and school learning projects in the Bridport area.

One of these projects is specifically for Bridport primary schools, and on 19th January a cluster INSET day of nine teachers from eight primary schools attended an all-day teacher training workshop at Highlands End Holiday Park conference facility, kindly donated by West Dorset Leisure Holidays. Anjana Ford, Education Coordinator for Jurassic Coast World Heritage, and David Weatherly, Geography and Education Adviser, Devon Learning Partnership led a very inspiring day where they helped teachers understand the significance of the Jurassic Coast and how to communicate it in the classroom.

David Weatherly said "The purpose of the training was to help teachers prepare for the new primary curriculum, to be launched in September 2011, using a range of relevant and exciting Jurassic Coast resources funded by the Jurassic Coast Trust.

Anjana Ford said "The teachers learnt about World Heritage Sites and why the Jurassic Coast had received the UNESCO World Heritage designation. They also had a chance to explore new educational material which introduced issues associated with coastal defences and conservation of the coast".

Jo Foster of St Catherine's Primary School said "It was a truly amazing day. The information given was inspiring and linked a vast range of topics and attitudes together. I not only learned about fossil hunting and the Jurassic Coast, but I learned about the new curriculum and the wider world. Thank you so much – I wish all courses were this inspiring!"

Feedback from other teachers included "Some very useful background information and very successful introduction to resources which will be indispensable in our school", "Fantastic resources, lots of super information and knowledge to share with the children and staff", "Great ideas; a much clearer idea of new primary framework", "Inspirational – thank you!".

James Weld, Chairman of the Jurassic Coast Trust said "In supporting this project, the Trust aims to inspire and empower teachers so they can teach primary school children about what it means to have the Jurassic Coast World Heritage Site on their doorstep".

James Weld continues "We are delighted the teachers enjoyed the INSET day and thank West Dorset Leisure Holidays for all their support. We hope to encourage other local businesses to join the Trust in supporting similar projects, which are so valuable to so many".

All schools received Jurassic Coast teaching resources containing a wide range of supportive material including the 'Coastal Conflicts' DVD, a Jurassic Coast Official Guide and a range of fossil moulds for children to make their own fossils. These were provided by the Jurassic Coast Trust and their sponsor West Dorset Leisure Holidays. The schools will also receive a small grant to assist a class visit to the Jurassic Coast.

Martin Cox, Managing Director of West Dorset Leisure Holidays said "Working with the primary cluster of schools in Bridport is special because the Jurassic Coast is right on their doorstep; and working with teachers

means that generations of children will learn about this World Heritage Site year after year. We are delighted to support the Trust and this learning project".

For more information on how you can support the Trust or become a member please contact Executive Officer Nikki Greenleaf on 01460 242780 or visit www.jurassiccoasttrust.org

Notes to Editor:

1. Note 1: West Dorset Leisure Holidays own five family run Holiday Parks on or near the Dorset Coastline. For more information visit www.wdlh.co.uk or call 01308 422139
2. Note 2: The Jurassic Coast Trust (formerly The World Heritage Coast Trust) was established in 2002, Registered Charity Number 1101134. The Trust provides support for a diverse range of education, conservation, science and arts projects, which help local people and visitors to enjoy and understand the geological history and beauty of the site. Funds are raised through different levels of support from large and small businesses, Project Sponsors, Individual Friend, Family and the sale of publications. For more information about the Trust visit www.jurassiccoasttrust.org
3. Note 3: 185 million years of geological history forms England's first natural UNESCO World Heritage Site. The Jurassic Coast of Dorset and East Devon, which covers 95 miles of stunning coastline from Old Harry Rocks at Studland in the East to Orcombe Point in Exmouth in the West, was given this prestigious status in 2001. For further information about the Jurassic Coast visit www.jurassiccoast.com
4. Note 4: For information about the Jurassic Coast Trust, contact the Executive Officer, Nikki Greenleaf on 01460 242780 or nikki.greenleaf@jurassiccoasttrust.org. www.jurassiccoasttrust.org