



Jurassic Coast Trust
Chairman's Report
5th Annual General Meeting
12th September 2008

Following on from last year, when we were able to secure SWRDA funding and appoint an Executive Officer, we have moved on at an excellent pace during the last 12 months.

Nikki Greenleaf is now working from an office at home, reducing substantially her travelling time to and from Dorchester and travelling directly to those parts of the coast which she needs to visit. I would like to express our thanks to Rupert Edwards and his partners in Dorchester for housing Nikki and providing services to her during her time with them. Unity Chambers will, however, remain as our registered office.

Nikki appointed a part time administrative assistant earlier this year, to help in putting together our main database for friends and corporate contacts. Unfortunately, Amanada has been offered a role nearer to her home and will be leaving at the end of this month. Even during her short time with us, she has been of great support to Nikki and her contribution will be missed. I would like to offer our thanks to her and our best wishes for her future. We have now embarked on seeking a replacement for her.

Nikki has now produced a number of information leaflets on the Trust highlighting and identifying the work we do and the variety of projects we have been able to support. These have been invaluable in discussions with potential funders.

The Friends, following the revision of the website and printing of a new leaflet, has continued to steadily grow and we now have 25 fully paid up members. Providing something in return, other



than the good feeling of supporting England's only natural World Heritage Site, has continued to prove to be difficult, but Nikki is now negotiating various guided walks along the coast which are free to members. We hope to be able to build on a timetable of events and guides to offer to members in return for their support.

The corporate side, although beginning with great potential as a result of some hard work by Nikki with great support from the Team, has now stagnated, largely as a result of the current economic difficulties. Those firms who were considering support have now gone a little quiet, although others, who are not necessarily directly involved in the banking, property and construction industries, are still interested and I am hopeful that we will be able to secure some regular annual sponsorship in the not too distant future.

Having said that, I am able to confirm that we have agreed a three year funding deal with one corporate organisation for £10,000 per annum over three years, but we have yet to finalise and sign this agreement.

ROK did support and, largely organise, the Beach Clean and BBQ at Burton Bradstock on 1st August and despite the foul weather was attended by a good number of their employees. We will, hopefully be able to expand on this for 2009. Unfortunately, probably due to the current difficulties in their sector, discussions concerning financial support for the Trust have come to nought so far.

The only paid up corporate member is, in fact one of my own businesses and as with a number of organisations, we will continue to be corporate members. We need to continue to work on medium sized companies connected with the coast in Devon and Dorset to follow suit; for many £1,000 p.a. or less is not a substantial contribution, but in time, will make a considerable difference to the Trust.

We will, obviously continue to speak with any company who might be interested in our work and I have no doubt that as things begin to improve again, we will receive rather better responses.



Investors in the Future has continued to slowly increase in numbers, although disappointingly a number of them are looking for specific projects, local to them, to which the funds they have raised can be directed. At this early stage, I can see little choice, but to go with this, although, I am hopeful that we can slowly persuade them that the overall support of the Trust will be more relevant. We currently have 9 signed up members.

Publications have continued to grow with the launch of 2 new books this year, Wildlife on the Jurassic Coast and the first of the planned regional guides, the Red Coast Revealed. The Wildlife book was a commercial publication funded by Coastal Publications, for which we receive a royalty and sales to the end of August were 1,104. The Red Coast Revealed falls into our education bracket, which we choose to fund; we successfully raised £12,000 from Devon County Council, primarily through Margaret Rogers, Exmouth Town Council, some Natural England money secured for us by the Team and the Trust funded the shortfall of approximately £4,000. Our thanks must go to all those who supported the book, which culminated in a very successful launch at Clinton Devon in August. The Red Coast had sold 110 copies at the end of August.

I am very pleased to announce the completion of the much awaited interactive CD ROM, "An Interactive Walk Through Time", which we hope to distribute and sell through the coast's visitor centres.

Work has now started on a walk book of the Jurassic Coast, being authored and photographed by Robert Westwood and the second regional guide on Purbeck, which is being written by Malcolm Turnbull and Paul Enson, previously of the Natural History Museum. The Trust will need to finance the latter book and work has begun on targeting likely funders. We are also now looking at reprinting the Mary Anning Book for next season.

At Lulworth we are trialling an audio guide tailored towards to Jurassic Coast for both adults and children jointly funded by Lulworth and Antennae Audio. Unfortunately, we were unable to



complete it for this season, but hope to begin selling it during 2009. 10p from every sale will come to the Trust.

The Trading company, which operates the publications and through which the majority of our administrative activity takes place made a profit of £13,207 to the end of March 2008, £5,502, derived from the royalties payable on publications. This compares with an overall loss for 2007 of £7,637 and a slightly higher profit of £5,956 on our trading activities.

The balance between 2007 and this years figure (£5,571) has been transferred to the Trust and is taken account of in the following figures.

Total income for the year to the Trust amounted to £90,646 as against £814 the previous year, £81285 of which was attributable to the Durlston Castle Project. We distributed £9,500 compared with £2,100 the previous year with costs of £3,395, £1,878, previously.

Durlston Castle has shown how the Trust can effectively support projects along the coast by providing charitable status, banking facilities and make applications for further funding on their behalf. In addition to the £80,000 raised, the Trust has also been able to secure a further £90,000 from Viridor Waste Management and we will be able to draw this down once work begins on the Castle.

The recent changes to charity law has allowed us to consider the amalgamation of the trading and funding sides of the Trust, which will simplify not only the management and administration, but also the identification of available funds to distribute in pursuit of our objectives.

During the twelve months to 31st March, we pledged funds to 9 different projects, although some of those projects have been postponed for one reason or another.



We are now well into our second year of three with regard to the SWRDA funding of £150,000 and to the end of March had received £50,001.93 with matched funding of £31,501.23. SWRDA have confirmed that they will provide the full £150,000 even if this extends beyond the 3 year period.

By the end of the current year the agreed targets are:

500 friends

10 corporate sponsors

10 projects supported

We have much work to do to achieve these targets and in addition to the slow drip feed of individual friends, with which we can all help by encouraging our friends and relations to join the Trust, we now need to start work on joining with other associations and societies to either be able to enclose a membership leaflet with their member mailing or provide Jurassic Coast membership as a benefit. Not only will we be looking at the usual organisations, such as the Wildlife Trusts, but also some more obscure ones with an interest in Dorset or Devon.

In the current economic climate, the corporate targets are going to be more difficult to achieve, even though it is relatively small in number. However we do have plans to hold a corporate reception locally, possibly at Lulworth Castle and in London at HSBC Private Bank; I have also been successful in persuading another company to invite guests included on their high value client list for these receptions.

In order for these to be successful, we need to ensure that good and impressive information is available in the way of slide shows, displays and even short films, which can be available for those attending the events rather than force feeding them with lengthy presentations. However, it is questionable whether the time is right to hold such an event, bearing in mind that the majority of companies have tightened their belts and have stopped distributing sponsorship and community funding; we will have to consider this carefully before committing to these receptions.



We have now begun work on our presence for the Olympics in 2012 and are currently discussing the Trust's involvement in a very exciting joint project between the Jurassic Coast and the Natural History Museum, supported by SWRDA. We need, in the next few months, to secure an appropriate site, following which work can begin. At this stage, it is not possible to be more

specific until all the pieces have been put together, but at this time next year, I should be able to report more fully on the whole project.

Relatively, new organisations such as ours, inevitably find it very difficult and slow work to establish strong and regular revenue streams with which to support more and more projects and initiatives. Often the revenue side requires evidence of funded projects, the bigger, the better, but, clearly, we cannot achieve this without the prerequisite income.

The World Heritage Team are continuously fully stretched in the work they are currently undertaking, but as we have seen from the various presentations they have made to us, we all know how much more could be done, particularly in the fields of education and scientific research and conservation, not to mention the potential for interpretation centres. Both Devon and Dorset continue to support the Team and their work to a very generous extent, particularly when no proper allowance for this is taken into account when central Government considers their funding.

The most important element to success is belief, not only in what the Trust is trying to achieve now, but perhaps even more importantly, what it could achieve in the future and we must not only encourage this potential but ensure that it is understood and believed in by as many as possible, whether directly involved in the World Heritage Site and the coast or not.

There is no doubt that individuals, companies, trusts and other money giving bodies, Governmental or not, are more willing to direct funds through a Trust and it is vital for the success of our future,

THE CHARITABLE TRUST FOR THE ADVANCEMENT OF EDUCATION AND CONSERVATION ON THE JURASSIC COAST WORLD HERITAGE SITE

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that we all seek opportunities for the Trust to meet with and discuss our work and thereby, begin a dialogue. This may begin as a very short introduction and no more, but by beginning this dialogue, we might be able to attract funds for projects along the coast at some stage in the future, however far away that may seem at the moment.

If those people or bodies are unaware of the Trust or how we work or how to contact us, it is possible that we will receive nothing.

I would urge everyone here, guest or otherwise to endeavour to recognise those opportunities to introduce the Trust via myself, another trustee or Nikki to ensure that dialogue can begin to grow and bear fruit at some point in the future.

I would like to offer my thanks and appreciation to Sam Rose and all the World Heritage Team for all their efforts not only in their immense contribution in supporting the Trust and Nikki, but also for the work they do, often over and above the call of duty and at times living and breathing the Jurassic Coast; and for the regular financial contributions to the Trust following talks or other events.

To the Trustees who offer more and more of their time to the Trust and its future, Denys for his unstinting work in reading and rereading draft books and his continual ideas for other products one day, we will achieve the kite. Malcolm who seems to be dragged into all sorts of initiatives now he has retired and Jeremy for standing in for me on a wet beach in August. And all, for your continued support and appearance at some of the events we have managed to hold this year.

To Nikki, for her continuing hard work in furthering the Trust and our ambitious aspirations. Many of the things we set out to achieve in the last year she has delivered, although, frustratingly, our targets continue to be just out of reach, for the moment. I am confident that the initiatives we are planning for the coming 12 months will begin to deliver those targets.



Finally, I would ask any of you who have not had the opportunity to sign up as a Friend to complete one of the forms here so that we can tie you in for evermore.

My personal thanks to you all for your continued support.

James Weld
Chairman
Jurassic Coast Trust
12th September 2008