

JURASSIC COAST ARTS PROGRAMME

How to Get Involved

This Guide offers individuals and organisations interested in developing arts based projects along the Coast an introduction to the kind of projects and activities that will make up the Arts Programme and information on how to develop your proposal.

1. Introduction

In 2003 Tessa Jowell and Margaret Beckett wrote:

"The Dorset and East Devon Coast is one of the most significant earth science sites in the world. The natural beauty of the Site has inspired many fine works by some of the world's most prominent novelists, poets and artists, including Thomas Hardy, Jane Austen, John Fowles, John Keats, Joseph Turner and John Constable. It has attracted many visitors from both this country and overseas down the years, and this continues to the present day."

The Jurassic Coast is unique; the only natural World Heritage Site (WHS) in England and, it is believed, the only natural WHS in the world with a dedicated Arts Strategy. The Jurassic Coast Arts Strategy aims to take forward the outstanding artistic legacy outlined above by supporting and co-ordinating the creation of contemporary arts work which together add to the enjoyment and understanding of this fantastic natural resource. The development of this Arts Programme will enable individuals and organisations to develop new arts projects, events, festivals, exhibitions and artist residencies and exchanges, or to adapt existing projects and programmes so that they are genuinely linked to the WHS.

The programme has been planned to develop over time. This will enable it to both genuinely engage with local communities and also respond flexibly to the growing interest and involvement of arts and other organisations in the area. There are currently 878 World Heritage Sites all over the world, and working within this network will add an international dimension to the programme. Through helping to identify shared goals, encouraging co-operation and unusual partnerships, and a strong sense of working together, the programme will seek to support the Cultural Olympiad legacy vision for 2012 and beyond.

2. Background

The Dorset and East Devon Coast was designated as a World Heritage Site by UNESCO in 2001 to rank alongside such world famous places as the **Grand Canyon, Great Barrier Reef and the Galapagos Islands**. It became popularly known as the Jurassic Coast during the submission process which took several years, and comprises the undeveloped cliffs and beaches from Exmouth in the West to Studland in the East. The designated site crosses two counties (Dorset and Devon) and four district council boundaries. Its outstanding universal value, which is the basis for its WHS status, stems from the exceptional wealth of rocks, fossils and landforms, making the coast globally important.

ⁱ The Rt Hon Tessa Jowell MP (then Secretary of State for Culture, Media and Sport) and The Rt Hon Margaret Beckett MP (then Secretary of State for Environment, Food and Rural Affairs) in the Foreword to the *Dorset and East Devon Coast World Heritage Site Management Plan, First Revision (2003)*

JURASSIC COAST ARTS PROGRAMME

More specifically, the coastal exposures provide spectacular visuals of an almost continuous sequence of Triassic, Jurassic and Cretaceous rock formations which cover the whole of the Mesozoic era, documenting 185 million years of Earth history and containing several internationally important fossil localities. As you walk from the West of the coast (Triassic, 250 million years old) to the East (Cretaceous, 65 million years old) you are literally walking across 185 million years of the earth's history. In the 21st Century this evolutionary story has particular relevance to the developing links between arts and science; creative thinking and innovation.

The wider **Jurassic Coast** area is loosely defined as stretching from the A35 southward, and is bounded by the towns of Honiton, Axminster, Dorchester and Wareham. The "Anchor Towns" for the site are Bournemouth & Poole and Exeter which, being larger, possess key facilities.

The majority of the land in the World Heritage Site has legal protection under UK Acts of Parliament. The site includes 13 geological and biological Sites of Special Scientific Interest (SSSIs), which are regulated by English Nature, the government conservation agency. The SSSIs encompass 66 identified localities of national and international importance for the earth sciences. Most of the Site also lies within the East Devon Area of Outstanding Natural Beauty (AONB) and the Dorset AONB. These two designated areas recognise nationally important landscapes, conserving both the Site and the wider countryside that surrounds it.

Map of the area covered by the Jurassic Coast World Heritage Site



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3. The Purpose of the Arts Programme

The purpose of the Arts Programme is to encourage residents and visitors of all ages to visit and experience the Jurassic Coast for themselves and to understand it more profoundly through high quality arts experiences

For more detailed information about the aims, processes and approaches, please read Appendix 1.

4. What can we offer?

We have a small budget to seed fund new projects, subject to approval by the Creative Coast Group (see 'What Happens Next' below), and we work closely with those who have more significant funds. Our aim is to work in partnership with organisations or individuals to develop and support projects and activities that clearly

JURASSIC COAST ARTS PROGRAMME

meet the aims of the Jurassic Coast Arts Strategy. The criteria that we will use to decide this are listed in appendix 1.

In practical terms we can offer:

- Fundraising and project management advice and support
- Signposting to potential partners
- Access to in depth knowledge and advice within the areas of conservation, science, tourism, access and education relating to the Coast
- For projects approved by the Creative Coast Group (see 'What Happens Next' below), use of the Jurassic Coast logo on all publicity related to the project
- Inclusion in the marketing and publicity of the Jurassic Coast and specifically the arts programme

5. So, how do I get involved?

In the first instance please fill in the pro-forma at the end of these guidance notes to ensure that you give us all the information that we need to gain a basic understanding of your project. Please ensure that you address the criteria in appendix 1.

If you would like to talk this through, or if you would like a *word* or *rtf* version of the form please feel free to get in touch with Daisy Sutcliffe, Jurassic Coast Arts Co-ordinator on the contact details below.

We aim to provide expertise and guidance in working up your proposal within the context of the Jurassic Coast World Heritage Site, and to suggest links to potential partners and funders. We will run a day of face-to-face surgeries once a month moving up and down to coast. The dates of these are available on the Jurassic Coast Website. To book, please email with your preferred date and time ensuring that you include your contact details for confirmation or to re-arrange.

6. What happens next?

Once you are satisfied that the project is strategically as strong as possible, you fill in the pro-forma at the end of this document, submit it to the Arts Co-ordinator by email, and we will put it forward to the Creative Coast Group. The Creative Coast Group comprises funders and stakeholders along the Jurassic Coast and is independently chaired. It reports directly to the Jurassic Coast Steering Group.

We will let you know whether the project is approved or not within six weeks.

If your project is approved, then we will help you bring it to fruition and promote it under the Jurassic Coast Arts Programme banner.

Daisy Sutcliffe, Jurassic Coast Arts Co-ordinator
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JURASSIC COAST ARTS PROGRAMME

If you have a project which you would like to be part of the arts programme, please fill in this pro-forma to ensure that we have all the information that we need.

Before you fill this form in, please read and use the **information** above and in appendix 1 to help you link your project to the Arts Programme.

Title of your project	
Contact Name	
Company Name	
Job Title	
Address for correspondence	
Postcode	
Phone number	
Fax number	
Email address	
Project Description (please give a rough outline of how your project will work, just one paragraph at this stage. If we need more information, we will let you know.)	
Partners who you expect to be working with	
What help are you requesting? Marketing, fundraising etc.	
Are you requesting seed money? If so, how much, and what will you use it for?	
Project budget: Income (Please list where this will come from)	
Total Income:	

JURASSIC COAST ARTS PROGRAMME

Appendix 1: Aims, Processes and Approaches

Introduction

The Jurassic Coast is unique; the only natural World Heritage Site (WHS) in England and, it is believed, the only natural WHS in the world with a dedicated Arts Strategy. The Jurassic Coast Arts Strategy which covers the period 2006-2013, aims to take forward the outstanding artistic legacy of the coastal region by supporting and co-ordinating the creation of contemporary arts work which adds to the enjoyment and understanding of this fantastic natural resource. Through implementation of the Jurassic Coast Arts Strategy, the Jurassic Coast Arts Programme seeks to use the arts to connect with local people and visitors across the length and breadth of the Jurassic Coast. Our aspiration is to coordinate and support an ambitious programme of internationally important work, which is rooted in the community.

OVERALL PURPOSE

To encourage residents and visitors of all ages to visit and experience the Jurassic Coast for themselves and to understand it more profoundly through high quality arts experiences.

OUTCOMES

1. To provide creative opportunities for resident and visiting artists, including those from other cultures, to create and show new work inspired by the Jurassic Coast
2. To enrich the delivery of the Interpretation Action Plan and support the achievement of its conservation, scientific, educational and tourism objectives
3. To create artistic links with other parts of the world, including other natural world heritage sites
4. To develop residencies and other opportunities for exchange of knowledge and ideas between artists and scientists
5. To involve communities, schools, local arts groups, arts organisations and resident artists in celebration and ownership
6. Through the arts, to engage under-represented groups and communities with the natural environment. These might include young people, minority ethnic communities and disabled people
7. To build capacity in the East Devon and Dorset arts infrastructure including professional development for artists and arts organisations
8. To contribute to sustainable economic development and cultural tourism through arts programmes
9. To balance proactive and responsive approaches, combining strategic over-arching themes and high profile events, with locally based, community generated activity

N.B. For the period 2008 – 2011, we are prioritising outcomes one and two in accordance with the Grants for the Arts application to ACE. It is hoped that the other outcomes will be achieved, at least partially, through this activity.

JURASSIC COAST ARTS PROGRAMME

Appendix 1: Aims, Processes and Approaches



OUTPUTS for 2008 to 2011

1. 90 artists are involved in the creation of new works inspired by the World Heritage Site and are seen by at least 60,000 audience members over at least 1050 performance or exhibition days
2. Arts projects which can enhance the interpretation of the coast and the conservation, scientific, educational and tourism actions of the IAP engage 3,000 participants over at least 200 sessions*, and are seen by at least 15,000 audience members
3. At least 10 local, 5 regional, 3 national and 3 international strong and mutually beneficial creative partnerships are initiated
4. An annual series of arts and earth science seminars, walks, events, and residencies hosted by one or more partner arts organisation(s)
5. Networks, activities and/or events co-ordinated or supported in every gateway town along the coast to ensure creative engagement in all locally based communities
6. Two partnerships formed leading to activity of some kind with regional and sub regional agencies which advocate for under-represented groups
7. Support 10 funding bids for sustainable arts infrastructure development which is relevant to the Programme
8. Distribute support for partner projects which fit our objectives in a fair and transparent manner
9. Proactively engage national and international partners; respond to projects put forward by residents, artists, and arts organisations; analyse balance in programme across strands regularly, and use this to inform other proactive development work.

*A session as defined by ACE – one activity that lasts at least two hours.

KEY PRINCIPLES (from Jurassic Coast Arts Strategy 2006-13)

1. To aspire to world stature and recognition through quality and originality of the artwork, the range and depth of creative partnerships and the imaginative engagement of the community
2. To prioritise support for new and authentic artistic expression by artists who are working today
3. To respect the needs both of sensitive landscapes and of tourism centres, by the appropriate use on the one hand of 'light touch' means and materials, and on the other, more permanent works and higher profile events
4. To ensure access to the arts programme for the widest range of artists, residents and visitors
5. To create a sustainable delivery mechanism through community consultation, partnership working and by building on the existing arts infrastructure wherever possible.

JURASSIC COAST ARTS PROGRAMME

Appendix 1: Aims, Processes and Approaches

There are five broad themes which are intended to provide a mechanism for joining up locally initiated projects along the length of the coast, and have been identified through consultation and a mapping exercise of existing work. At least one should be relevant to all projects which fit within the programme.

1. **Arts and Earth Science:** The relationship between arts and earth science underpins all aspects of the arts programme.
Aims:
 - 1.1. to develop a project or series of projects that integrate artistic practice with scientific research in Earth Sciences
 - 1.2. to raise the profile of earth science amongst artists
2. **Celebration of Stone:** Stone is quite literally what underpins the entire Jurassic Coast. Stone is intended as the inspiration rather than the medium for the theme and cross art form responses would be encouraged.
Aims:
 - 2.1. to encourage cross art form work that is inspired by the stone found locally on the site
 - 2.2. to develop a coast wide festival that celebrates the local stone
 - 2.3. to create opportunities for locally based stone industries
 - 2.4. to develop partnerships and understanding of the relationship between stone, the local economy and communities, and the local landscape along the length of the coast
3. **Carnival:** Carnival has a strong historic presence in many communities along the Jurassic Coast and is therefore well placed to be pivotal to celebrating our surroundings and engaging local communities.
Aims:
 - 3.1. to encourage the development of a Jurassic Coast Carnival in 2012 with links to Weymouth Carnival
 - 3.2. to raise the artistic skills and aspirations of carnivals in Dorset and East Devon
 - 3.3. to develop opportunities for international artistic exchanges with communities on other World Heritage Sites
4. **Sounds of the Coast:** Utilizing audio recordings of the Coast's movement (erosion is the fundamental cause of the WHS designation) as a starting point for cross art form activity, and using the coast as a source of inspiration for oral work.
Aims:
 - 4.1. to encourage organisations to collaborate on a groundbreaking performance for 2012 which develops local and regional infrastructure for music
 - 4.2. to encourage the creation of work in any art form that takes its inspiration from the sounds made by the coast

JURASSIC COAST ARTS PROGRAMME

Appendix 1: Aims, Processes and Approaches

5. **Site Specific Arts:** This encompasses all elements of public art (including permanent art works and temporary events or interventions). This could include the employment of artists in the design of physical infrastructure development (e.g. interpretation centres, signage, rights of way).
Aims:
- 5.1. to discourage permanent works on or in view of the World Heritage Site
 - 5.2. to encourage any permanent structure that is built within sight of the World Heritage Site to be an architectural gem and that the partnerships formed in achieving this become exemplars of seminal collaborations between artists, engineers, architects and planners
 - 5.3. to encourage temporary works in key locations on the coast which create a new perspective on the chosen site
6. **Infrastructure:** in addition to the themes above there is a substantial amount of work to be achieved in developing the internal and external infrastructure in order to achieve the ambition of the programme. This is the work that we will do that is not directly related to project development.
Aims:
- 6.1. to establish the programme on a permanent footing beyond the current funding
 - 6.2. to establish role of Creative Coast Group in work of partners, e.g. arts programmes in linked interpretation centres
 - 6.3. to develop an exemplary management model for arts programmes on Natural World Heritage Sites, and, through this, that the arts and creativity feature as part of the management of this Site
 - 6.4. to attract new audiences to art and new audiences to protected landscapes by encouraging exciting work in unusual places
 - 6.5. to ensure that the programme is widely known among other professionals in the fields of arts, earth science and protected landscapes
 - 6.6. to work closely with the people who live on the coast to ensure that the programme is balanced, relevant and beneficial to those who live and work here
 - 6.7. for culture and creativity to be embedded in the work of the team and all of our partners

Roles and Responsibilities

The delivery of the Arts Strategy is overseen on behalf of the Jurassic Coast Steering Group by the Creative Coast Group. The Creative Coast Group advise on the direction of the programme and have the final say on whether a project should be included. The programme is managed by the Arts Co-ordinator, currently Daisy Sutcliffe, who reports to the Creative Coast Group. Her role is to co-ordinate the effort of groups and individuals across the site who are doing or would like to do work that delivers some of the recommendations of the Arts Strategy; so bringing together a coherent programme that is more than the sum of its parts. The Arts Co-ordinator keeps the overview of the programme, develops communication between interested parties along the site and relationships with strategic bodies including funders. A Dorset County Arts Development Officer, currently Cleo Evans, works part time on the project to enable project development, and is the lead contact for interpretation centres.

It is intended that the programme will be on-going. Currently funding is in place for the first three years, ending in May 2011.

JURASSIC COAST ARTS PROGRAMME

Appendix 1: Aims, Processes and Approaches

Approaches to Marketing, Fundraising and Monitoring & Evaluation

The programme wishes to place itself as an exemplar for partnership working, especially across sectors, with delivery usually being led by a partner organisation which in turn is working with other organisations and individuals. As such marketing and fundraising will focus on the ongoing development of the whole programme rather than individual projects and events, and aims to create a strong brand for the arts programme by supporting a range of high quality, unique events and experiences which the public and funders alike will be proud to invest in. Projects which become part of the programme will be able to use the Jurassic Coast Arts Programme brand as part of their marketing. They will also have access to support with fundraising, through recommendation letters, proofing applications, and strategic development work which will raise the profile of the programme, and by association, its constituent parts.

Due to this being a strategic partnership project without significant funds to disburse, it is important that the process for becoming part of the programme is as easy, helpful and unbureaucratic as possible. For this reason processes are aligned to those of other bodies so that an extra layer of work is avoided where ever possible.

Criteria

Once a project is put forward to Creative Coast Group it will be scored against the following criteria:

Essential:

- relevance to arts strategy – fit with aims and recommendations
- legacy – how the project will continue to deliver cultural, social and/ or economic outcomes once it has finished.
- audience and community engagement – consideration for who the project is likely to engage
- delivery capacity – relevant experience and resources available; whether the project is realistic
- access issues – intellectual and physical access to the project and its outcome(s)
- leverage – whether the project will bring additional investment

Desirable:

- cross-sectoral working – projects working with partners in non-cultural sectors, e.g. science, transport, tourism etc.
- partner involvement – projects which have a lead partner and other partners who are responsible for some aspects of delivery.
- environmental and sustainability issues – making meaningful links to these related topics.

JURASSIC COAST ARTS PROGRAMME

Appendix 1: Aims, Processes and Approaches

Jurassic Coast Arts Programme Flow Chart: What you need to do to get involved

Single lines indicate recommended actions or those which we will undertake, and double lines necessary actions for you.

