

DURLSTON

COUNTRY PARK & NATIONAL NATURE RESERVE



Management Plan 2016 - 2026

DURLSTON

COUNTRY PARK AND NATIONAL NATURE RESERVE, SWANAGE
01929 424443 info@durlston.co.uk www.durlston.co.uk




Dorset County Council

 | 
LOTTERY FUNDED

Durlston Management Plan 2016 - 2026

1.0	The Plan	page 7
1.0.1	Introduction	
1.0.2	The Need for a Plan	
1.0.3	What the Plan Seeks to Achieve	
1.0.4	Dorset County Council's Corporate Plan 2015	
1.0.5	The Management Plan Process	
1.0.6	Management Plan Consultation	
	Durlston Executive Summary	page 12
	Durlston: Ethos, Vision, Current Position, Management Priorities 2016-2026	
	Ethos	
	Vision	
	Management Policies	
	Current Position	
	Parks for People Project	
1.1	Location	page 18
1.2	Land Tenure	page 19
1.3	Site Status	page 20
1.4	Physical Features	page 24
1.4.1	Geology and Geomorphology	
1.4.2	Soils and Geology:	
1.4.3	Hydrology & Hydrochemistry	
1.4.4	Climate	
1.5	Biological Features	page 26
	Biodiversity	
1.6	Cultural Features	page 28
1.6.1	Landscape Character	
1.6.2	Archaeological and Historical Features	
1.6.3	Land-Use History	
1.6.4	Socio-economic Use	
	i) Social History	
	ii) Local Community Use	
	iii) Recreation	
	iv) Durlston Castle	
1.6.5	Volunteering	
1.6.6	Education	
1.6.7	Research Use	
1.6.8	Demonstration	
1.6.9	Links to Other Neighbouring Projects and Sites	
1.7	Access Features	page 38
1.7.1	Visitor Appeal and Access	
1.7.2	Access Provision	
1.7.3	Visitor Facilities	
1.7.4	Public Transport	
1.7.5	Access Furniture	
1.8	Site Features – Summary	page 40
1.8.1	Geological and Biological Features	
1.8.2	Landscape Features	
1.8.3	Archaeological & Historical Features	
1.8.4	Socio-economic Use	

1.8.5	Education, Research & Demonstration	
1.8.6	Public Access	
1.8.7	Other Estate Assets	
2.1	Site Analysis Summary Table	page 44
2.2	The Vision	page 45
2.2.1	Business Objectives	
2.3	Management Policies and Objectives	page 46
2.3.1	Conservation: Geological and Biological	
2.3.2	Landscape and Historic Features	
2.3.3	Education, Research & Demonstration	
2.3.4	Public Access and Involvement	
2.3.5	Sustainability & Socio/economic	
2.3.6	Site Extension / Protection	
2.4	Objectives Details	page 50
2.4.1	Conservation: Geological and Biological	
2.4.2	Landscape and Historic Features	
2.4.3	Education, Research & Demonstration	
2.4.4	Public access and Involvement	
2.4.5	Sustainability & Socio/economic	
2.4.6	Site Extension / Protection	
2.5	Durlston Land Management	page 85
2.5.1	Summary of Proposals for each Area/Compartment	page 87
2.5.2	Zoning Policy	page 97
3	Project Identification and Five Year Plan	page 100
4	Ten Year Plan	page 105
	Appendices	page 107

Appendices List	page
Appendix 1	108
Durlston: Statutory and Technical Information:	
<ul style="list-style-type: none"> • Location • Designations • Ownership and Tenure • Further Information • Obligations 	
Durlston: Significance	
<ul style="list-style-type: none"> • Geology and geomorphology • Biodiversity • Social History • Community • Cultural Links • Other Significance 	
Appendix 2	112
Durlston: History	
<ul style="list-style-type: none"> • Human History : Saxon - Victorian • George Burt through to 1975 • The Development of the Country Park 1975-2014 • Operation of the Country Park – early years to 2014 	
Appendix 3	117
Durlston: Natural History	
<ul style="list-style-type: none"> • Climate • Geology & Geomorphology • Soils • Landscapes and Habitats: • Biodiversity : Flora and Fauna: • Management Areas <ul style="list-style-type: none"> 1. Maritime/coastal habitats: 2. The Wares: 3. Gully Grasslands: 4. Farmland: 4a: Wildflower Meadows 4b: Case Study on re-created wildflower meadows 5. Haymeadows: 6. Woodland and Intensive Zone 	
Appendix 4	124
Durlston: Operational Description	
<ol style="list-style-type: none"> 1. Land Management and Conservation 2. Environmental monitoring and Research 3. Visitor Services 4. Health & Safety 5. Visitors 6. Transport & Access 7. Access around Site 8. Buildings and associated features: 9. Catering: <ul style="list-style-type: none"> Catering Background 10. Information and Interpretation 11. Education 	

12. Staffing and Resources
13. Volunteer and Community Involvement:
 - Friends of Durlston
 - Volunteer Rangers
 - Casual Volunteers
 - Work Placements
 - Volunteer Groups
14. Finance and Funding
15. Related Strategies
16. Day in the Life

Appendix 5: Associated Documents	140
Conservation Policy plans	
• Tor grass	
• HLS	
• Chalkhill Blue	
• Swanage Town Council land	
• Woodland : Parks for People	
• Conservation Management and Grazing Plan	
Visitor Services Plans	
• Operational	
• Retail	
• Events and Activities	
• Interpretation	
• Building maintenance	
• Access and accessibility	
• Volunteering	
• Education	
• Training and development	
• Finance	
Business Plan – Financial Sustainability Summary – see separate document	
Appendix 6: Management & Maintenance Plan	141
1. Current Standards of Maintenance	
2. Environmental Management	
Appendix 7: Analysis, Aims, Summary of Proposals Pre and Post the Pleasure Grounds Project ...	147
1. Vision	
2. Performance as Public Space	
3. Green Flag Assessment of Current Activities	150
4. Proposed Management and Maintenance Operations Post Pleasure Grounds Project	154
5. Training Post Project	162
6. Environmental Management	164
7. Action Plan	166
Appendix 8: Monitoring and Evaluation Review Plan	175
Appendix 9: Green Flag Award Score Sheet – Preliminary Assessment	177

1.0 Durlston Management Plan : The Plan

1.0.1 Introduction:

Established in 1975 by Dorset County Council, Durlston Country Park, comprises over 320 acres of seacliffs, coastal grassland and Victorian heritage which are carefully managed for wildlife conservation and public enjoyment. Currently, the Park attracts over 300,000 visitors a year who come for many reasons including those visiting for the Castle, the art gallery, the café, the wildlife, the views, the landscape, the history, the events programme and volunteer opportunities.

A flourishing Friends of Durlston group provides substantial voluntary support and there is a close working partnership with neighbours Dorset Wildlife Trust, The National Trust and the owners of some of the adjoining fields.

The international importance of Durlston's geology and wildlife is widely recognised but the site has also played a key role in demonstrating Dorset County Council's pioneering work in managing large numbers of visitors on sites with a high conservation value.

1.0.2 The Need for a Plan:

The need for a new far-reaching management plan is required after the successful implementation of the previous one, the changes at Durlston during its lifespan, the new era for Dorset County Council and the changes to its corporate plan.

The previous 2005-2010 Management Plan guided Durlston through:

- **The designation of the Dorset and East Devon Coast as England's first and only natural World Heritage Site. (2001).** This has brought international recognition of the importance of the Jurassic Coast, and highlighted Durlston as a key location within the Site.
- **The Achievement of National Nature Reserve status for Durlston. (2006)** This accolade has propelled the conservation of the reserve to a National level
- **The renovation of Durlston Castle as a visitor centre in the operation of the Park. (2011)** This has enabled the redevelopment of this dilapidated Victorian landmark into the natural hub of Durlston and a gateway to the wider coast.

It is important to continue and develop the ongoing management for conservation and public enjoyment, as well as respond to the changing context in which Durlston operates and develops, enabling the site to move in new and exciting directions.

The need for this updated Management Plan has been further underlined by the emergence of four outstanding opportunities:

- The opportunity to recognise the heritage value and improve the management of the Victorian woodland, improving access and creating new opportunities for recreation and learning via a Parks for People Grant.
- The requirement to resubmit a 5 year Higher Level Stewardship Agreement by 2016, which will steer land management practices.
- The long-term leasing of land on the northern boundary.
- The continued operation of Durlston Castle as a successful integrated entity.

This plan sets out the background and changing context for the future development of Durlston, and describes a new vision which will guide a range of initiatives and actions over the next ten years. Dorset County Council is expected to play a lead role in enabling economic growth, improving the health, wellbeing and safeguarding of the people and the environment of Dorset, to which Durlston can make a significant contribution.

A range of other factors also influence the future development of Durlston including; World Heritage Site and National Nature Reserve Status, Open Access, Area of Outstanding Natural Beauty management, Biodiversity initiatives, Historic Park and Gardens Status, rural economic regeneration, health policies and the policies and initiatives of Dorset County Council and their partners.

1.0.3 What the Plan Seeks to Achieve

The Management Plan will provide a clear framework to follow to enable Durlston to achieve its policies and objectives, and provide an agreed understanding for the way forward and a recognition of Durlston's value as a wildlife, geological, historical and visitor site.

1.0.4 Dorset County Council's Corporate Plan for 2015

This has two areas of focus

- 1. Enabling Economic Growth**
- 2. Health, Wellbeing and Safeguarding**

The values are

- Fairness
- Openness
- Respect
- Effectiveness
- Innovation

The priorities shall be worked towards in accordance with the principles of:

- **Greater independence** - Supporting communities and individuals to support themselves
- **Smarter services** - Commissioning or directly providing only what is needed
- **Empowered people** - Ensuring staff and partners are skilled, empowered and valued

Focus Area 1

Enabling Economic Growth

Competitive

- promote Dorset as a good business location
- buy goods and services from local businesses wherever possible
- promote Dorset as an outstanding year round destination for tourism
- support the business growth of creative industries
- optimise Dorset's ability to secure external funding
- promote an energy efficient, low carbon economy

Talented

- work with schools to support and challenge, and to close the gap between those more vulnerable children and the rest of the child population, so that all children receive the best possible education
- support the government's apprenticeship scheme, and ensure our own workforce is well trained and sustainable, generating the economic conditions for our young people to stay in Dorset and contribute positively to the economy
- support business start-up courses and the Dorset mentoring initiative
- offer the best possible opportunities and facilities for adults to raise their basic skill levels.

Responsive

- use the Growing Places Fund to release employment land and premises
- ensure good management of our environmental and historic assets and heritage, including the Jurassic Coast World Heritage Site and Dorset's Areas of Outstanding Natural Beauty, and exploit the economic opportunities they offer
- provide efficient, customer-focussed regulatory services
- provide an efficient emergency planning service to help businesses keep running during times of difficulty, such as extreme weather conditions
- work to ensure there are ready supplies of minerals from local sources

Connected

- invest over £30 million on bringing super-fast broadband to 97% of households in Dorset by 2016
- manage and maintain the highway infrastructure

Focus Area 2

Health, Wellbeing and Safeguarding

On average, Dorset's residents enjoy better health and longer life expectancy than many other parts of the country. We are fortunate to have an exceptional environment, reflected in a host of national and international designations for our special landscapes, geology, history and wildlife. A healthy environment is the foundation for thriving communities and personal well-being; it creates our sense of place, and presents invaluable opportunities for active lifestyles, volunteering, learning and leisure.

Starting Well

- support good parenting, promoting healthy behaviours for the whole family
- work to reduce the proportion of children classified as overweight or obese and continue to improve the uptake of childhood immunisations

Developing Well

- help families identify problems, and provide help at an early stage
- enable children, young people and families to have aspiration and resilience so that they have good emotional health and wellbeing
- provide support to pupils aged 4-19 who have special educational needs
- safeguard vulnerable children

Living Well

work to improve the health and wellbeing of all our residents and visitors by increasing the rate of physical activity in Dorset

- improve the provision of, and access to, the natural environment and extend the proven health and other benefits of access to open space close to where people live
- enable people to live in safe, healthy and accessible environments and communities
- enable high quality support for adults with learning, mental health and other disabilities
- safeguard vulnerable adults
- identify people with increased risk of poor health early on and support them to keep independent and well

Ageing Well

- help people living with long-term health problems to avoid complications, remain independent and maintain a good quality of life
- ensure people have more choice and control over the services and support they receive, whether it's funded by the council or privately
- support disabled and older people, promoting independence and helping
- people to stay in their own homes and avoid acute and emergency care help and support carers throughout the county

The corporate plan sets out the guiding principles for the County Council, of which Durlston Country Park is part. Durlston can support these focus areas, which are encompassed within the aims, priorities and objectives of Durlston as laid out in this plan.

1.0.5 The Management Plan Process

This Management Plan is central to the future development of Durlston, and has been supported by contributions from a wide range of individuals and organisations, including both internal and external partners.

The plan is intended as a stand alone document, but it is based on a revision and a review of the Durlston Management Plan 2005-2010. That plan was informed by 23 Topic Papers which provided baseline information over a wide range of subjects from Transport to Biodiversity. (see appendix)

A number of plans and reports fed into this plan, including those of the Dorset County Council Corporate Plan, Jurassic Coast World Heritage Site, The Swanage Town Plan, AONB, Purbeck District Council, Durlston Transport plan, Sustainability Plan, Coastal Change policies and feedback from the Castle project.

A number of reports by consultants also fed into the original Management Plan; these included a Conservation Plan, Audience Development, Access and Interpretation Plan.

The detailed implementation of the action points which are highlighted in the Management Plan are covered in the Appendices. These include plans for Tor Grass Management, Farmland Bird Conservation, Woodland Management, Education, Visitor Services, Marketing, Finance, Volunteers, Arts amongst others.

1.0.6 Management Plan Consultation

Where practicable, partners and key stakeholders have been involved in the preparation of this review and revision of the Management Plan.

Consultees have involved the Friends of Durlston, members of the local community, key stakeholders, the Durlston Conservation Advisory Group, Natural England, users of the Park, feedback forms, WHS, Dorset Historic Gardens Trust, Swanage Town Council, AONB, Nature Nursery (Kids Love Nature), seventhwave.

Durlston Executive Summary

Ethos, Vision, Position, Management Priorities : 2016 - 2026

Ethos

Conservation for Public Enjoyment

Vision

We will continue to develop and manage Durlston as an inspirational, world class visitor facility with the highest commitment to conservation, customer satisfaction, learning, community and sustainability.

Management Policies

The active conservation of Durlston's key natural and man-made assets. The activities on site take place primarily to fulfil this policy and vision.

Durlston Castle, Country Park and National Nature Reserve

Durlston Castle is a must-see, whatever the weather and was voted **Best Heritage Project** in the 2012 National Lottery Awards.

Durlston offers a great free day out on the Jurassic Coast: fun displays for all the family, rooftop views, a gallery for art, science and performance, functions, weddings, seventhwave café and shop.

Durlston is a countryside paradise with sea-cliffs, wildflower meadows and woodland. With views, trails, the Great Globe, wildflowers, bird-life and butterflies, there's always something new to see. Hire one of our tramper buggies or off-road wheelchair.

A varied events programme runs all year. The Castle is open daily from 10am. Free entry, parking charges apply.

Durlston is a multi-faceted site, with something for everyone, where all parts are interrelated and intrinsically linked. When marketing Durlston to the public there are many varied activities that can be mentioned, depending upon the focus, but it is always a combination of conservation and public enjoyment.

Current Position

Durlston is currently a highly successful and financially viable operation. This is evidenced in the range of awards received in recent years (highlights included being voted by the public as the best Country Park and second best green space in the country and voted (again by the public) as the Heritage Lottery Project of the year), and by feedback from customers (93% approval rating on Trip Advisor and 4.8/5 on Google reviews).

The SSSI areas of the park have consistently been rated as favourable and at the dedication ceremony for the Durlston National Nature Reserve, a Natural England council member described Durlston as "exactly what an NNR should be", particularly praising the approach to public engagement. A member of Arts Council staff recently described Durlston as "leading the way" in terms of arts, the environment and public engagement, while a member of the SWHLF team, described the Castle Project as "exactly what a Heritage Lottery funded project should be".

Since 2011, the Park has seen an increase in income of £125,000, meaning that the Park is income positive (this includes the cost of staff), and all areas of income are increasing year on year.

A thriving community group numbers over 700 members and over 10,000 hours of volunteer time were contributed to the Park in 2015 (a 300% increase over the last 10 years).

The Park offers over 8,000 children and students, many of whom are from Dorset, opportunities for outdoor learning every year.

The natural environment at Durlston is heavily used by local people, making a significant contribution to health and community. The Park receives significant use by the Purbeck Runners, Walking for Health groups, many day centres for older people and people with disabilities use the park to provide recreational opportunities for residents, several support groups for people with mental health and drug and alcohol problems regularly volunteer here. The strong community provided through Friends of Durlston and through our large and successful range of volunteer opportunities help strengthen communities (especially between different age groups) and reduce social isolation (a particular problem among Purbeck's large retired population). Plans to further develop these areas of health and community involvement, begun before the major review and restructure of Dorset County Councils coast and countryside service in 2015, are a major part of the Parks for People HLF application submitted in Feb 2016.

The new Gallery at Durlston has become a significant hub for arts and cultural provision in Purbeck and Dorset, which exhibitions by artists working locally, those with a national reputation, as well as by DCC and partners (2xWHS, 2xAONB, DCC Arts Team/DAT, Artsreach, Arts University Bournemouth) as well as by community groups including the Purbeck Film Festival, Purbeck Art Weeks, Dorset Art Weeks, the RNLI and many others.). As well as provision of high quality arts and cultural opportunities, this has been done in a way which generates significant annual income.

Activities have been delivered in partnership with the Wessex Astronomical Society, Walford Mill Crafts, Artsreach, the Dry-stone Walling Association, local businesses, the Purbeck Literary Festival, the YHA, Swanage Walking for Health group, the Swanage Comedy Festival and others.

Tens of thousands of pounds a year (£310,000 in 2014) of external funding is brought in to DCC by Durlston through events, retail sales, car parking, weddings, catering and donations.

Numerous training courses and placements have helped people of all ages develop skills. The park provides numerous opportunities for formal and informal training including practical skills, first aid, customer care, arts and craft among others. A new partnership to link with Skills and Learning was in development prior to the release of the draft structure.

Customer Service standard are very highly rated by visitors (we have received a Trip Advisor Certificate of Excellence every year since opening), who frequently comment on the friendly, helpful and knowledgeable staff. The public and contractors/exhibitors/café staff have access to a Ranger at the Castle 7 days a week who is empowered to resolve most issues immediately and can answer questions about all aspects of park (and many county council) operations. An excellent team of counter volunteers deal with many visitor questions and sales, however, numerous surveys have shown they want and require the support of a Ranger when required, so that they can limit their responsibility to what they feel comfortable with and so that as wide a range as possible of people are able to undertake this role (apart from anything else, many of these people are older people who would not be physically able to manage a large building on multiple levels single handed).

The park is already one of the most accessible places in Dorset for visitors with disabilities to enjoy and engage with the natural environment, thanks to the quality of interpretation, infrastructure, visitor services, staff and volunteer expertise and resources including 2 Trampers and an off-road wheelchair. The site offers the potential to become the 'go-to' site for people with disabilities in Dorset (and wider) wanting a great day out. Durlston is part of the Southwest Countryside Mobility scheme promoting Trumper hire and is a partner in Heritage Ability including becoming one of their accessibility pilot sites during 2016.

The unique and high quality interpretation within the Castle (developed by a Ranger-led team) is regarded by the industry as an example of best practise and since opening we have hosted visits by the Association for Heritage Interpretation in particular as well as numerous other organisations looking to model facilities on those at Durlston.

How is Durlston managed as a successful business?

Durlston is managed by the site based Senior Ranger and Rangers. The majority of decisions about what the priorities are, what works, what doesn't are taken by them, but there are a number of successful advisory groups or consultants who provide specialist advice and help, these include the Friends of Durlston committee, the Durlston Wildlife Conservation Committee, the Arts Advisory Board, Retail consultancy, Purbeck Field Study Centre Group, additional expertise is called in when required for example in marketing, and promotion. In addition Dorset County Council provide advice and support for other aspects of the operation.

This way of working allows the Ranger staff to be empowered to make good decisions based on sound advice that will push the site to perform. The parameters of the decisions are within this (and previous) management plans and have been agreed by members and officers of Dorset County Council.

Staffing

The skills required for a Ranger role at Durlston are extremely broad, encompassing a high level of skills and experience in education, training, interpretation, volunteer management, customer care, retail, project management, publicity and promotion, practical conservation, surveys and monitoring, arts and events management, wildlife knowledge and many others. The requirement to have specialist areas of skill and responsibility but also the ability to cover or support work in other areas as vital.

The role includes a significant element of decision-making, lone working and working with a minimal amount of supervision and Rangers are constantly responsible for developing partnerships and projects.

This multi-disciplinary, but focussed approach allows effective response to the fast-changing and dynamic business environment in which Durlston operates and allows quick, effective decisions and the refocus of resources to take advantage of opportunities as they arise.

Having a multi-skilled and empowered team based on site minimises management time at higher levels, by putting decision making right at the front-line.

Parks for People Project

In 2016 an application to the Heritage Lottery Parks for People Fund is to be made (submission in February);

The vision for the project is:

‘To identify, revitalise and celebrate the historic designed landscape of Durlston
for nature and community’

Summary of Proposals:

- To restore and enhance the historic landscape
- To increase the use of the park by the public for recreation, events, volunteering, health and well-being and personal development
- To develop skills and training opportunities within and for the local community
- To provide new opportunities for the community to use the park and connect to it
- Provide opportunities for the local community to become fitter, healthier and happier, supporting public health agendas
- Increase access by disadvantaged groups
- Improve access to nature for people with disabilities and limited mobility
- Increase the level and scope of volunteer input
- Increase the skill base among volunteers
- To increase the diversity of visitors and volunteers.
- To manage the variety of native and non-native habitats
- To interpret the history, geology, and heritage of the designed landscape
- To enhance and improve the views from Durlston
- To find new ways to realise George Burt’s vision to ‘look round and read great nature’s open book’
- To complement the development of Durlston Castle and provide an enhanced gateway to the wider Country Park, WHS, SWCP and AONB
- To retain and expand upon the combination of exploration, adventure, tranquillity and fun that this unusual park offers
- To reduce the human impact on the most sensitive areas of Durlston
- To increase knowledge and understanding of Durlston and its value
- Improve the quality and level of future maintenance

If this bid is accepted it will provide a step-change for the Victorian woodland area and for the Park as a whole with a focus on improving the heritage through increased involvement with the local community, increased volunteering and training. This will be achieved with a number of partnerships

including the Purbeck CCG, Swanage Health Centre, Dorset Gardens Trust, Dorset Community Action and many more.

If the bid were to be unsuccessful, the planning and proposals will provide a large number of projects which can be taken forward if funding and resources allow.

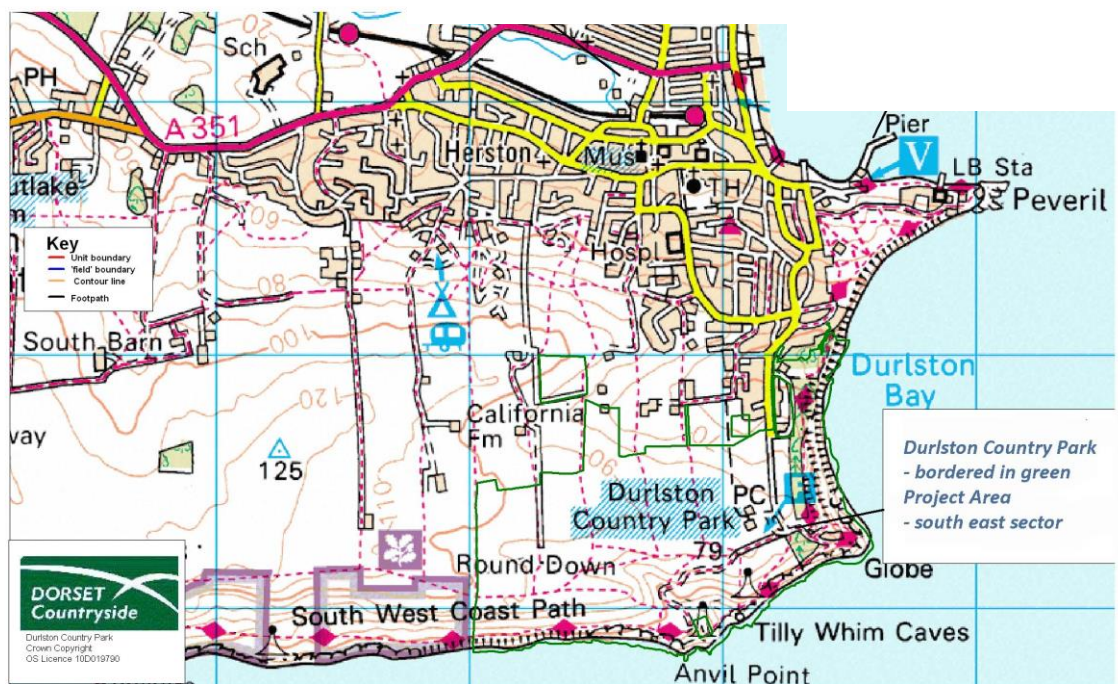
Durlston supports numerous other parts of DCC through providing a venue for exhibitions or events (fundraising events so far for the Jurassic Coast Team/Trust included an evening of live music and programme of summer kids activities), providing volunteer opportunities, training and creative opportunities for service users from the Purbeck Centre, a venue for events and necessary promotional and admin support to the Arts Team, provision for Dorset Schools, work with the Youth Offending team (arts projects and placements), providing and supporting volunteering by Youth Service users, as well as frequently fielding queries from the public or signposting people to other services. Public Rights of Way and the South-west coast path at Durlston are managed by Park staff.

A major factor in this success has been an extremely committed and highly skilled team of Rangers who have a high level of skill in balancing the competing priorities of this multi-faceted site.

Durlston is currently recovering all costs and generating a surplus. Income is increasing annually and running costs are being reduced year on year. This level of financial success is almost unprecedented for a nature reserve on this scale.

1.1 Location

		Notes
Location	Durlston Country Park and National Nature Reserve	
County	Dorset	
District	Purbeck	
Local Planning Authority	Purbeck, Dorset County Council	
National Grid Reference	SZ 03 77	



1.2 Land Tenure

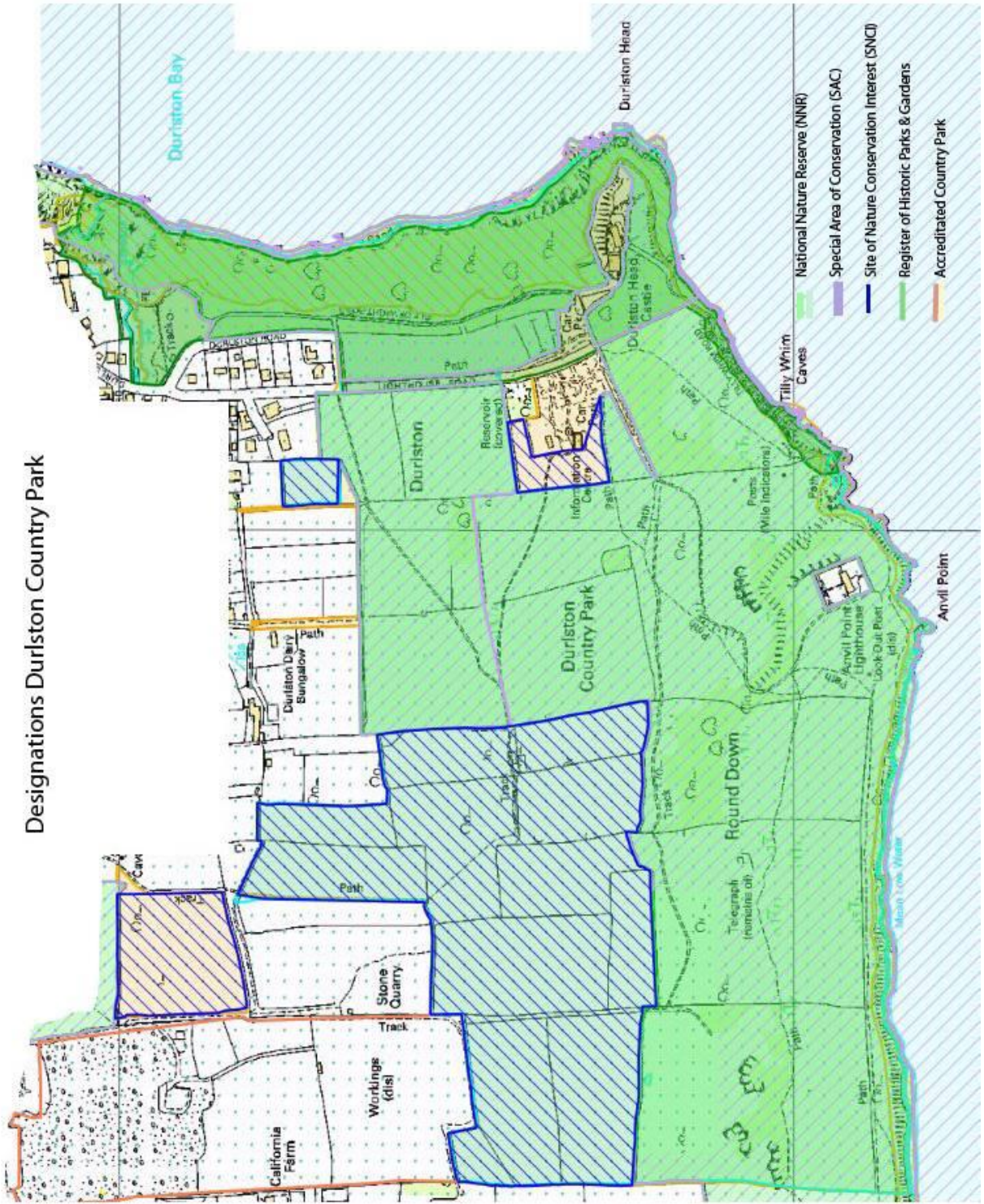
	Area (ha)	Notes
Total Area of Land	130	
Freehold	113	Owned by DCC
Leasehold	16.27	21 years from Swanage Town Council peppercorn starting June 2014
Total Area NNR	110	Doesn't include STC land or area around car park and buildings
S 35 Agreement		Commitment from DCC in 2006 to continue to provide necessary management and interpretive resources for the site
S16 Agreement		
Other Agreements		Higher Level Stewardship (ending Nov 216), Grazing Agreement (ending April 2019), Heritage Lottery Funding agreement (ending 2036)
Legal rights of access	Public footpaths Crow	Public Footpaths – about 12km of prow and permissive paths Bridleway – 0.65km Crow act – downland area Access along road to lighthouse by trinity house Access to electricity sub-station
Other rights, covenants, etc		Access to redundant reservoir by Wessex water Access to electric pylons Access by Royal Navy for maintenance of mile markers. Access for BT to underground and overgrown telephone cables Hillcrest covenant to keep height of trees below 10ft in front of flats.
Notes	Durlston Castle	Funded by £5.5m Heritage Lottery Fund grant, completed in 2011, includes a variety of undertakings for 25years.

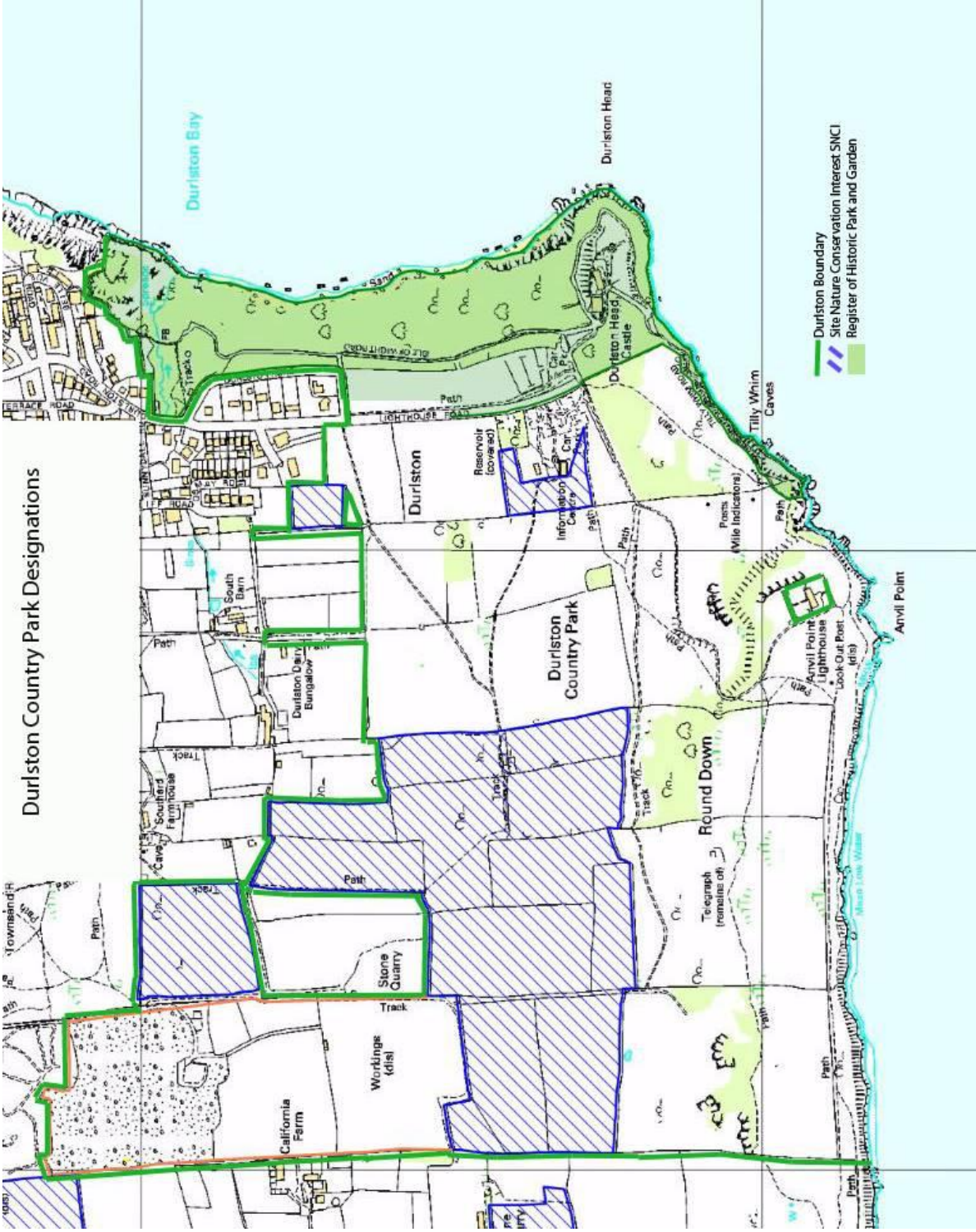
1.3 Site Status

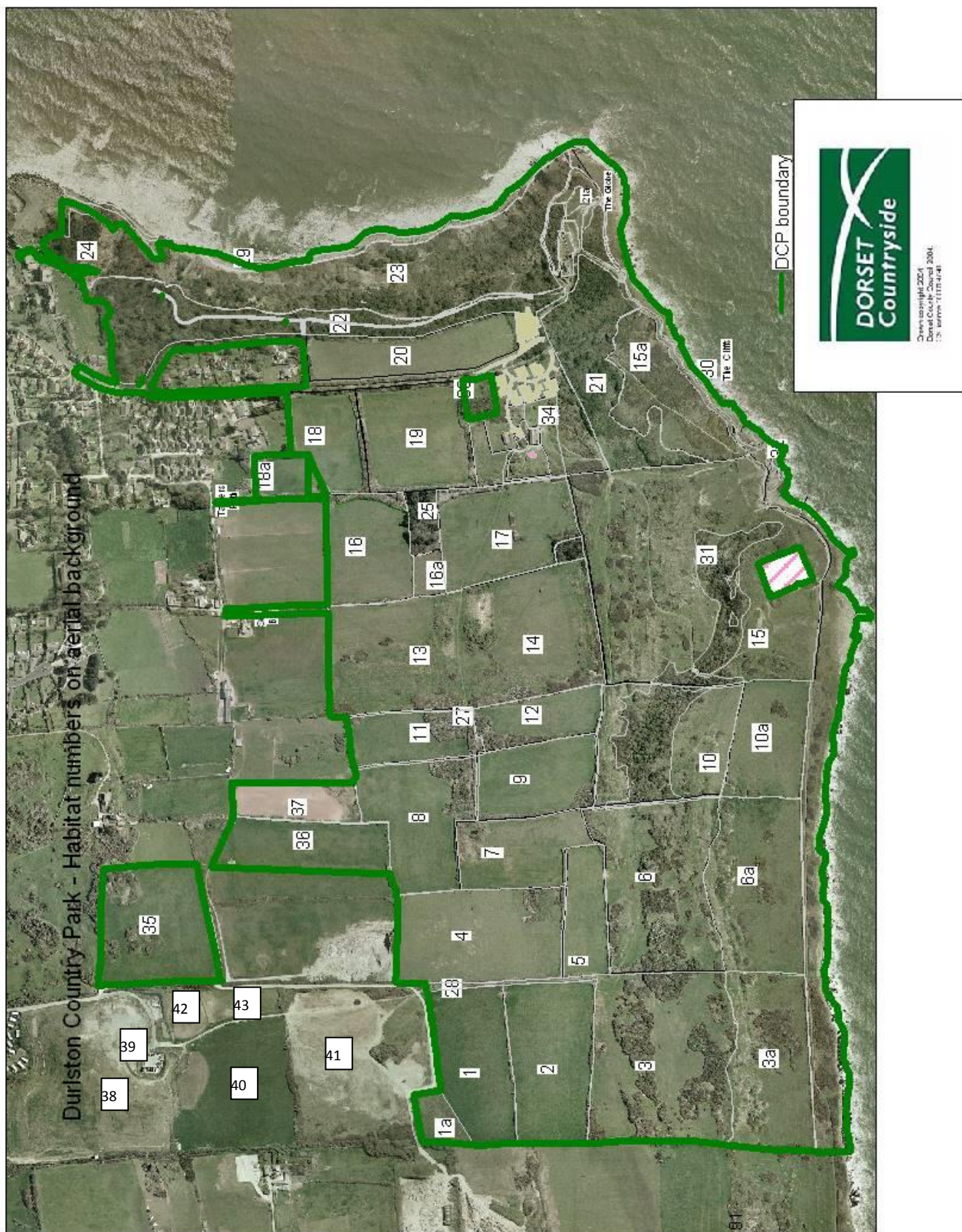
Legal designations affecting the site

Designation	Area (ha)	Date	Notes
SAC	44ha 33%	1996	For 'dry calcareous grassland with important orchid and early english gentian populations' and for 'vegetated sea-cliffs'
NNR	110h	2008	
SSSI	82h 64%	1986	South Dorset Coastline – geological and botanical features
Other designations (site):		2012 2011 2011 2010 2007 1983 1973 1953	Queen Elizabeth II Fields in Trust SNCI (non SSSI areas) Dark Skies Landscape Accredited Country Park Historic Park Register Grade II listed buildings:– <ul style="list-style-type: none"> ○ Durlston Castle. ○ The Great Globe. ○ Durlston Sea Chart Country Park Woodland Area Tree Preservation Order
Wider designations:		2001 1996 1984 1973 1959	World Heritage Site – East Devon and Dorset Marine Research Area Council of Europe European Diploma Heritage Coast AONB Dorset

See Maps







Management Compartments & Site Units. (Aerial background 2004)

1.4 Physical Features

The physical aspects of the reserve which form part of the site's importance or which have a bearing on its management

1.4.1 Geology and geomorphology

- Key geological site within Jurassic Coast World Heritage Site. Global importance particularly for Purbeck Beds (Durlston Bay) and associated Fossils
- Victorian scientists : WR Brodie and Samuel Beckles.
- Key visitor access point and intellectual gateway to the eastern end of the WHS
- Coastal views concordant / discordant coastline

Under the soils lie beds of Purbeck limestone which were laid down between 145 and 141 million years ago in conditions similar those found today in a sub-tropical coastal lagoon. The ever changing conditions during the time of deposition gave rise to the large number of different strata which are clearly visible in Durlston Bay. Under the Purbeck Bed the older and more uniform Portland limestone outcrops along the coast, forming sheer cliffs.

The global importance of this area's geology is highlighted by its recognition as a key part of the Jurassic Coast World Heritage Site. Durlston Bay contains some of the finest exposures of Purbeck Beds in the world and these have yielded internationally important discoveries of invertebrate and mammalian fossils.

1.4.2 Soils and Geology:

The soils are predominately heavy clays with a surprisingly wide range of pH values (between 6.5 and 8.6). The soil is generally of low fertility and prone to waterlogging in winter, conversely, during dry summers, the soil may dry out and crack.

1.4.3 Hydrology & Hydrochemistry

A winter stream runs through the centre of Durlston, via the ice-age meltwater channel ('the gulley') with the water running over the edge of the cliffs onto the ledges below Tilly Whim Caves. The downs and southern meadows send water to this channel, the northern meadows to catchment winter stream in the northern boundary valley and along the woodland stream into Durlston Bay.

1.4.4 Climate

Located centrally along the south coast of England on the top of cliffs, Durlston is exposed to sea winds and other maritime influences. Generally, frontal systems coming from Atlantic have moderated by the time they reach Durlston, and the rainfall is lighter and more fragmented than it is further west. At other times, however, low pressure systems run through the Channel and Durlston receives the brunt of their precipitation. The average rainfall is around 940mm (37ins) per annum with summer generally the driest season and autumn and winter the wettest. Interestingly, Durlston receives up to 20% more rain than Swanage due to its exposed position.

Durlston's coastal climate means temperatures are moderated in summer (average 21C), but warmed in winter (average 7C), by maritime winds (sea breezes are summer winds). This means frosts and infrequent and snow is rare.

Daily records have been kept at Durlston since 1988 and include some statistics:

Wettest day: 78.7mm (3.1ins), 9 Sept 2002

Highest Temp: 31.2 C (88.2F), 3 Aug 1990

Lowest Temp: -8.1 C (17.4 F), 6 Dec 1991

Highest wind: 75mph, several dates

Further details in Appendix 3

1.5 Biological Features

Biodiversity

- Site of national and international importance primarily for limestone grassland and associated wildlife
- Traditional haymeadows and field systems
- Seacliffs and landslips: Nesting seabirds (SE edge of world range) and halophytes
- Migration site particularly for insects and birds.
- Sheer variety over 2000 species identified including (600+ species plants, 34 sp. butterflies, 60+ sp. moths, 250+sp. birds)
- Accessibility of wildlife for people
- Marine habitat : Bottle-nosed Dolphins, Mearl Beds, eelgrass

The site comprises 130ha of seacliff, undercliff, unimproved and semi-improved grassland with a patchwork of hedgerows and scrub, and a small area of woodland. (see map1). This provides a balanced mosaic of grassland length and age, scrub and other habitats diversity supports healthy sustainable populations with national and international significance. At least 200 species of conservation importance occur on the Park including mammals, birds, amphibians, reptiles, invertebrates and a diverse flora.

The area can be divided into 8 'macro' management areas and these are further divided into management compartments, generally dictated by field boundaries

The coastal strip supports a diversity of maritime wildlife with significant seabird colonies, particularly Razorbill and Guillemot, on the cliffs. Peregrine Falcon and occasional Black Redstarts also breed in the area. The characteristic species such as Portland Spurge, Purbeck Sea Lavender and Carrot Broomrape while the sea caves and cliff quarries provide a refuge for hibernating Greater Horseshoe Bats. A number of localised coastal moths include the Beautiful Gothic.

The south facing downland slopes with their legacy of quarrying and traditional grazing support a distinctive flora with Early Spider Orchid and Early English Gentian of particular note. A huge diversity of invertebrates include: Stripe winged Grasshopper, Adonis Blue and a variety of mining bees. The network of dry-stone walls has its own characteristic fauna and the area is and important landfall for Wheatears, Yellow Wagtails and other migrant birds.

To the north, the more sheltered areas of rough grassland have their own characteristic flora including; Rare Cuckoo Pint, Wild Clary and Woolly Thistle. The grassland around the lighthouse is notable for Rock Rose and Betony while areas of more neutral grassland contain Adder's-tongue Fern and Slender St John's Wort. Green Hairstreak, Chalkhill Blue, Lulworth Skipper and Glow-worms are among the wide range of insects found here.

The areas of scrub and hedgerows are retained, primarily for breeding birds such as Linnets, Stonechats, Yellowhammer and Bullfinches. During spring and autumn this habitat is also vital for migrant birds including a variety of rare species. The dense cover also shelters many insects and mammals like the shy Roe Deer.

The farmland and meadows comprise 16 fields, which are managed as permanent grassland without the addition of any fertilisers or other chemicals. These areas are managed by hay-cutting in late summer with some aftermath grazing and other area left uncut in rotation. These meadows have a fantastically rich flora with Bee and Green-winged Orchid, Pepper Saxifrage and Dyers Greenweed among the 100 or so species.

The semi-formal woodlands, largely planted in the late nineteenth century, have limited wildlife value but do provide a contrast to other habitats and are a rare example of coastal woodland in Purbeck. A reasonable list of breeding birds such as Goldcrest, Treecreeper, Sparrowhawk and Green Woodpecker is supplemented at other times by Firecrest and a range of other migrants.

George Burt created the Durlston woodlands using a number of exotic species including Spotted Laurel, Snowberry, Weigela, Bamboo, Pampass Grass and Holm Oak.

Also found in the woods are Twayblade, Giant Fescue, Ivy Broomrape, numerous hoverflies, White-letter Hairstreak and Orange Tip. Of particular interest are a number of recently colonising moths associated with Cypress trees ; Blair's Shoulder Knot, Cypress Pug and Cypress Carpet; and on Holm Oaks; Oak Rustic, Sombre Brocade.

A miscellany of other habitats includes a pond in the NE corner of 7: created in 1995 it is now well established with a wide range of invertebrates and vertebrates including populations of Smooth and Great Crested Newts. A 'Wildlife for All' area near the Learning Centre, includes another pond, bird feeding stations, bird ringing stations and is attractive to wide range of wildlife.

A block of three fields, which were acquired (in 1998) support from Dorset Wildlife Trust, Countryside Agency and Friends of Durlston, include two meadows supporting a good diversity of grassland species and a recently quarried area which is now being restored as a wildflower meadow (after 8 years as a very unsuccessful arable habitat, planted with seed primarily as a wintering area for seed-eating birds).

A block of 4 fields, acquired on a 21 year peppercorn lease (June 2014) from Swanage Town Council, are to be restored as downland, wildflower meadow and winter feeding area for birds.

Further details in Appendix

1.6 Cultural Features

Landscape importance, historical and archaeological features of the NNR and its use for purposes other than nature conservation

Joint Character Area:	NCA 136 South Purbeck National Character Area
<p>1.6.1 Landscape Character</p> <p>Durlston is part of the Purbeck Plateau is the only limestone plateau in Dorset. It has a simple but striking character represented by its exposed and treeless appearance. A long tradition of stone extraction has left its mark, shaping a near continuous network of stone walls, extraction routes and small quarries dotted across the area. Limestone villages and open grasslands add to the character of this distinct landscape type.</p> <p>Within the Dorset Area of Outstanding Natural Beauty there are 42km of dramatic coast revealing exposures of strata creating cliffs, bays, stacks, arches and coves. The beauty of the coast is recognised through Heritage Coast status, while the outstanding geology, geomorphology and palaeontology have been designated as the East Devon and Dorset World Heritage Site, popularly referred to as the Jurassic Coast. Coastal habitats, principally grasslands, have received Site of Special Scientific Interest (SSSI) (South Dorset Coast) and Special Areas of Conservation (SAC) (Isle of Portland to Studland Cliffs and St Aldhelm's Head to Durlston Head) status, while Corfe Common is an SSSI, an SAC and an outlier of the Dorset Heaths Ramsar site. Durlston Head and its surrounds have been given National Nature Reserve and Country Park status. Coastal cliffs are breeding areas for peregrine, puffin, guillemot, razorbill and kittiwake. The vegetated coastal cliffs are of exceptional botanical quality.</p> <p>Land use is overwhelmingly agricultural, comprising a mosaic of pastoral, arable and semi-natural habitats with large areas of windswept treeless landscape whose unifying effect upon the underlying geology and landforms underpins the character of this area. The combination of stunning landscape, world-class geodiversity and high botanical interest gives the area high recreational value. The South West Coast Path runs along the NCA providing linear and, via a well-developed public rights of way network, inland access.</p> <p>The coast and Purbeck Ridge host much of the important habitat in this NCA. Calcareous grassland, acid grassland and coastal cliffs form much of the 1,415 ha (12 per cent of the NCA) of principally coastal habitats, the biological importance of which is recognised, at a European scale, through selection of most of the coastal part of the NCA as a SAC.</p> <p>Elsewhere, quarries, fen meadows, flushes, arable farmland, neutral grassland, ancient woodland and</p>	

parkland all contribute to a diversity of habitats made possible by the underlying geodiversity. Purbeck includes the 10 km square with the greatest plant diversity in the UK (SY98 Corfe Castle/Wareham).

1.6.2 Archaeological and Historical Features

Durlston has been used for centuries by farmers and quarrymen, the landscape being riddled with old limestone quarry entrances, hollows and scar banks. The old saxon and small field systems are still visible. The Napoleonic era brought a signal station to Round Down, while the late 18th century saw the arrival of both the Lighthouse and George Burt and his associated Estate, including the grade 2 listed Globe, Chart and Castle.

1.6.3 Land-Use

32% (42h) of the land is downland, 49% (64h) meadow, 16% (21h) woodland, 2(3h) hard landscape or buildings.

1.6.4 Socio-economic Use

1.6.4 i) Social History

- Saxon Field systems and ancient farm landscape

Durlston has a long history of human influence, possibly going back to the Stone Age. However although the name Durlston is thought to be derived from the Saxon language, there is no direct evidence of human activity until the agricultural systems of the Mediaeval period. The early farmers probably cleared much of the original woodland from the site for their crops and animals and began the transition to the open grassland landscape found today.

- Quarrying and the Stone Industry

Quarrying has been carried out in Purbeck since Roman times, and the Purbeck stone industry probably reached a peak in the early 1800s. The Durlston landscape still shows the characteristic 'humps and hollows' produced by the mine shafts and spoil heaps (known as scarbanks). Portland Stone was quarried from cliff quarries such as Tilly Whim 'caves' which closed in early 19th Century following fall in demand. The area was farmed and quarried for centuries and even as late as 1841, a considerable amount of the Mediaeval strip systems still existed. Much of the area was open sheep pasture but crops were grown in the enclosed fields.

- Napoleonic signal station: was erected in 1795, and the remains of which are to be found on the top of Round Down.

- The Victorian era – a great age of fossil collecting.

Durlston Bay, already famous for its geology, attracted the interest of W.R. Brodie whose initial finds in 1854 led to the large scale excavations by Samuel Beckles in 1857. According to the London Illustrated

News he found '27 species of marsupial mammal about 16 of which are totally new to science'

- Victorian Pleasure Grounds (begun 1880's)

George Burt and the New Elysian Landscape including Durlston Castle and associated features led to the creation of this 'public landscape'. This was designated on the register of Historic Parks and Gardens in 2007. The 2016 HLF Parks for People bid is set to reinvigorate this area of Durlston.

- Durlston Castle was redeveloped in 2011 into the hub of Durlston for the visitor centre, visitor reception, gallery, café and is an attraction in its own right. This area includes the three grade 2 building listings for Durlston Castle, The Great Globe and The Sea Chart.

- WW2 service base (begun 1940's)

The Second World War saw further developments at Durlston: an OBOE radar station (RAF Tilly Whim) was established to act as part of the system for guiding pathfinder bombers. RAF Durlston Head was added in 1944, with the Castle was used as accommodation during the war.

- After the war, the RAF huts were used for emergency housing and up to 24 families lived here until 1954. The huts were finally demolished in 1974.

- Country Park (begun 1970's). Country Parks were introduced to England and Wales in the 1968 Countryside Act, which allowed local authorities to purchase land and provide facilities such as car parks, toilets, picnic areas and information centres for the benefit of the public. A huge increase in the numbers of visitors to the countryside, had created the demand for Country Parks. The growth in car ownership, and wide-scale road improvements made the countryside much more accessible while the increase in leisure time provided the opportunity. Dorset County Council acquired the land and began the development of the Country Park.

Further details in Appendix

1.6.4.ii) Local Community Use

The primary focus for Community involvement in the Park has been the Friends of Durlston organisation, established in 1988 to 'provide a focus for the goodwill and support that exists for the Park'. FoD membership is current around 800, Friends are a constituted body and their Executive committee meets regularly with the Park managers to discuss management issues and help in the decision making.

The local community use the area extensively for general activities including walking, running, dog-walking, wildlife watching and family amusement. There is scope for increasing this use through the planned project in the woodland.

The site is used very regularly by the local residential accommodation and language centres for school and groups visits.

On the site is a Dry-stone walling training centre, set up in partnership with the Dry-stone walling

Association which is used for practice, skills training and assessment purposes.

1.6.4.iii) Recreation

Most recreational use is informal, with the provision of a few picnic tables, seats and waymarked trails. The Park is used for many reasons including running, walking, dog-walking, family fun and wildlife watching. Durlston Castle is used extensively by visitors, with 125,000 counted as passing through the building in 2013.

1.6.4.iv) Durlston Castle

Restored and renovated (2003-2011) it was reopened as a Visitor Centre for Durlston and the wider World Heritage Site (in November 2011) and includes visitor reception and interpretation, shop, gallery and exhibition area, café and toilets. It is now a major attraction for the area with well over 100,000 people through annually. These newer operations are combining to ensure the continued success of the whole of Durlston, with the nature reserve and visitor services mutually beneficial to each other.

The opportunities provided by the project outlined within the Parks for People bid will greatly enhance the social aspects of the parks, improving the community use, volunteering opportunities, training, public health of the community and the heritage of the landscape.

1.6.5 Volunteering

Durlston is an ideal site for volunteering, with a very wide range of volunteer opportunities available to people. Ranging from short term school work placements, to long term full time placements, to regular weekly, occasional annual or one-off volunteering, Durlston can provide something to suit everyone. In 2015 over 10,000 hours were provided by volunteers, undertaken tasks including visitor services, administration, leading walks, wildlife surveys, research, practical work and more.

Volunteers form a strong community across generations and backgrounds, sharing a common interest in Durlston. Some volunteers have volunteered at Durlston for more than 20 years, others may just spend a week or two here, through their school, university or to gain work experience.

Durlston aims to provide opportunities for as broad as possible range of people to volunteer, provides flexibility within their volunteering and the opportunity to change their roles and develop within them

Volunteers are individuals but also organised groups such as day centre users or corporate groups.

This high level of volunteer involvement ensures a constant flow of new ideas and enthusiasm.

Volunteers are fully integrated into all aspects of the management and operation of Durlston, with roles including:

- Weekly work parties involved in conservation and estate management
- Shop and information assistance

- Public engagement - onsite and offsite
- Stewarding exhibitions and events
- Designing interpretation and information
- Assisting with events, leading guided walks, giving talks or running workshops, supporting school groups and children activities
- Wildlife surveys, data recording and analysis
- A wide variety of administrative duties
- Promotion and publicity
- Litter picking onsite and around Swanage beach
- A team of 3 Volunteer Rangers assist in the daily running of Durlston and
- Management and development of Friends of Durlston, inputting directly into the operation of the site.

Volunteering and Training

Volunteers are offered a range of training, including 1st Aid, Customer Care, wildlife and geology, disability awareness, Welcome Host, conservation skills and more.

Each new volunteer receives a base level of training required for their specific role. As volunteers develop over time, individuals are given the opportunity for more advanced training to further their role and to provide further assistance to the team of Rangers.

Many volunteers undertake a number of different roles and it is easy for volunteers to change or develop their volunteer role.

Durlston operates a Volunteer Ranger scheme for individuals interested in devoting time and developing their skills. Some of our current Volunteer Rangers have specific roles such as retail administrators and events co-ordinators; however several are involved in a variety of conservation and estate management tasks. The volunteers are therefore given continuous training to further their development. This training can include first aid, safeguarding, using hand and mechanical tools, theory and practice of conservation management techniques, applied ecology techniques, wildlife surveying and recording techniques as well as estate works such as installing fences, gates, dry stone walling, steps and stiles.

The training facilities available at Durlston enable the team of Rangers and external organisations to run various courses for volunteers and the public throughout the year.

Several members of the Ranger team hold teaching or training qualifications.

1.6.6 Education

Each year approx 8,000 school children visit on organised trips, the majority from either the local educational centres or on day visits from Dorset schools. There are still a few hotels in the area which

accept school groups. The Rangers lead a variety of activity sessions for about 2000 of these children, for which a charge is made.

The Rangers lead or provide approx 150 events per year consisting of guided walks, talks, exhibitions, evening music acts, comedy or outdoor theatre.

1.6.7 Research Use

A great deal of research has taken place over the years at Durlston including recording of species (over 2000 identified), systematic and casual cetacean records since 1988, butterfly transects since 1982 (a 3rd one began in 2011), annual orchid counts, DAFOR surveys in the meadows, orthoptera surveys, breeding bird surveys and seabird records going back over 20 years. The weather has been recorded daily since 1988.

Additional current research is taking place into Tor Grass invasion into meadows and migrant bird ringing.

1.6.8 Demonstration

The management of Durlston CP & NNR is used as a demonstration of how high numbers of visitors can be located on a small highly valuable wildlife site with very little human effects.

1.6.9 Links to Other Neighbouring Projects and Sites

The Dorset History Centre:

Discussions with the Dorset History Centre are underway to look at how links with Durlston can be developed. Ideas include working with the Centre to develop a publicly accessible archive of Victorian archive material about Durlston, offering training to volunteers to help develop such an archive and the potential for an exhibition in the Gallery at Durlston Castle, showcasing their work.

Jurassic Coast Trust:

The JCT has helped with fundraising for projects including the Durlston Castle project, the linking of the seabird camera to the network of live screens for the interpretation in the Centre, and the renovation and improvements of the Purbeck Stone Quarr to encourage children and others to discover more about the ancient quarrying industry. The JCT also part funds the World Heritage Site Team who are very supportive and keen to get involved with the Pleasure Grounds project.

South West Coast Path Team:

The project area contains over 1 mile of SWCP and the team are keen to help restore sections. They have provided funding previously for the installation of a camera on the cliffs to watch the seabirds (see above), a selection of tools to ensure volunteers working on the path corridor are suitably equipped and waymarking for the Tramper routes around Durlston (see below Countryside Mobility South West).

Swanage Pier:

Links with the Pier include the help with equipment and volunteers for the annual 'Under the Pier show'. Durlston runs weekly (in the summer) boat trips from the pier with whom a close relationship exists and to-way promotion takes place. The Pier features as part of the Victorian trail. A current HLF bid by the Pier offers significant opportunities to develop joint working, shared volunteer and staff training, joint events and interpretation. Physical links between the two sites could be improved, through the provision of a shuttle bus and improvements to the South-West Coast Path which connects the sites.

Swanage Railway:

The railway was originally encouraged to the town by George Burt and the heritage railway is now the leading tourist attraction in the area. It is expected by 2016 to join the mainline and run a scheduled service to accompany its current heritage timetable. The Railway management have indicated a desire to do more joint working and promotion and ticketing to encourage visitors using the railway to see other complementary attractions which the restored Victorian Project area would be a major feature.

Purbeck Runners:

This local running club is looking forward to the designation of Durlston as part of the 'Park Runs' scheme whereby runners have a number of set distance routes to follow each Saturday morning with times recorded and analysed. At least one of the set routes will follow through the Project area, the physical improvements to which will enable the run to be faster and safer.

Local branch of British Mountaineering Council:

A group of local climbers regularly check and maintain climbing routes at Durlston and carry out work clearing scrub along the Coast Path to keep the routes accessible. This work helps both the climbers and the general public.

Volunteers from this same group of Climbers remove and replace the cliff camera for maintenance every year.

Dorset Max Card Scheme:

Over the last few years, links with the Dorset Max Card scheme (a project designed to help children with disabilities and their families to enjoy days out) have delivered some significant projects at Durlston. Workshops with young people with disabilities have identified areas for improvement and led to works including a wheelchair accessible viewpoint, the design and installation of accessible play features, the purchase of an off-road wheelchair and the creation of new waymarked routes for the 'Tramper' electric buggies. The Pleasure Grounds project offers a great opportunity to make Durlston the premiere countryside site in Dorset for young visitors with disabilities.

Countryside Mobility South West:

Links with Countryside Mobility South-west (a project which helps people with disabilities explore the countryside) have allowed us to improve physical access around Durlston, through the provision of a second 'Tramper' off-road buggy and the promotion of Durlston as an accessible site (out of the 40+

sites in the scheme, Durlston has had the largest number of new members). Links to the scheme will help provide advice on access improvements to the project area and will help promote new facilities.

Purbeck Film Festival:

A strong relationship with the Purbeck Film Festival (now the largest rural film festival in the UK) has led to an annual exhibition on film, workshops for children, families and adults, and outdoor films. The festival are always keen to experiment with new opportunities to engage with the public.

Purbeck and Dorset Arts Weeks:

Links with both Purbeck and Dorset Arts Weeks have seen a series of flagship exhibitions at Durlston, along with associated talks and workshops for adults, children, schools and with the Nature Nursery.

Purbeck Literary Festival:

The newly established Purbeck Literary Festival curated an exhibition of artists books in 2015 and 2016 as well as running author talks, guided walks and workshops at Durlston.

Purbeck Centre:

For more than 10 years, a group of volunteers with Learning Difficulties from the Purbeck Centre have been carrying out practical conservation work around the Park (with one of their regular jobs being the maintenance of a woodchip path in the project area). Several members of this group have been volunteering since the beginning and have developed confidence and skills. They have also participated in creative projects at Durlston and are keen to develop their role.

Bournemouth University:

Students from Conservation Sciences at Bournemouth University regularly undertake fieldwork at Durlston, while staff advise on conservation management. Staff from the School of Management have conducted surveys and analysis to help with visitor profiling.

Arts University Bournemouth:

The Short Courses Team at Arts University Bournemouth curate a regular show of students work including demonstrations for the public and there is potential to offer and promote new short courses, such as green woodworking and wildlife photography, based at Durlston. There is significant interest from tutors of degree courses and short courses in providing opportunities for students to work with artists as part of the project.

Essential Drug and Alcohol Services:

This Dorset based charity, offering support to people affected by substance misuse has been working with Durlston over the last year to provide opportunities for groups of service users to participate in conservation management. A weekly volunteer group from EDAS have carried out a wide range of conservation task with a particular focus on dry-stone walling and are keen to further develop their role. One member of the group has gone on to become a Volunteer Ranger.

Greengage:

Dorset Wildlife Trust's Greengage Project will help grow confidence & skills for people with mental health issues or long term unemployed. The proposal is to set up a centre for people with mental health issues or who are long term unemployed, which offers training in a comprehensive range of wildlife gardening and organic techniques, including wildflower & herb plant culture, building animal shelters, glasshouse technology & vegetable production. Areas of the project could be open to the public for demonstration & education, creating a centre of excellence to inspire other projects.

Natural Choices:

The Natural Choices project has offered individuals living in the Weymouth and Portland area the opportunity to take part in a range of gentle exercise outdoors with support and guidance, through GP referrals. Following this successful pilot project, this will be rolled out across Dorset and Durlston is likely to be the key site in the Purbeck area.

Nordic Walking UK:

Several instructors currently use Durlston as venue for Nordic Walking classes. In partnership with Park staff, it is planned to develop a range of taster activities and classes for Friends of Durlston and volunteers and for older people in the local area, linking with 'Natural Choices' and the Purbeck CCG. Discussions with Nordic Walking UK, the sport's governing body offer an opportunity to develop a flagship site for the sport at Durlston linking to the Pleasure Grounds Project, including waymarked, graded trails, the development of apps, leaflets and a new Active Durlston webpage. The sport has a proven track record in developing physical and mental health and wellbeing, especially for people who are less physically active, linking to Natural Choices and Purbeck CCG objectives.

Heritage Ability:

The Heritage Ability Project will improve customer experience at Heritage sites for people with limited mobility, learning disability and / or autism and for those from the Deaf community (using British Sign Language (BSL)), so they can better understand and interpret their local Heritage.

Working with twenty Heritage partners we will provide mobility equipment and 'walk' maps, train and mentor their staff and volunteers to deliver disability friendly heritage activities (Open days, Deaf friendly events and 'chilled' talks for people with learning disability and / or autism); and we will recruit teams of BSL speaking Heritage Guides who will accompany BSL visitors at heritage sites by appointment.

A member of Durlston staff and a volunteer is on the steering group for the project, which offers significant opportunities to support the Pleasure Grounds Project, which in turn will act as a pilot for Heritage Ability outcomes.

Dementia Friendly Swanage:

Over the last 18 months Swanage has been working towards becoming a 'dementia-friendly community'. Durlston can provide a hub for training, social activities, contact with the natural environment, exercise and volunteering for people with dementia and their families.

References

2006-2011 Durlston Management Plan

2014- 2019 Dorset AONB – Framework for the Future

2014 – World Heritage Site Plan

2016 – Parks For People Durlston Pleasure Grounds Application Documents

Dorset County Council Corporate Plan

1.7 Access Features

Accessibility and visitor appeal, public transport routes, access routes and visitor facilities

Natural England Access Classification	Spotlight	Non-Spotlight		
		Gold	Silver	Bronze
EN Access Plan Category	Open	Managed	Restricted	Excluded
<p>1.7.1 Visitor Appeal and Access</p> <p>Durlston appeals greatly to visitors as marked by the 250,000+ visits a year. At any time of year, a visit to Durlston is a memorable experience. Despite its popularity, there is still the peace and quiet to enjoy the natural splendours of the area, and no matter how many times you visit there is always something new to see and enjoy. The restoration of the Castle by was voted Britain's best heritage project in the 2012 National Lottery Awards. A day at Durlston has something for everyone, combining activities, exhibitions, amazing wildlife and spectacular coastal scenery.</p> <p>There are lots of things to do; walk one of the waymarked trails, explore the Jurassic Coast World Heritage Site by walking the south-west coast path or join a ranger-led guided walk to hunt for birds or glow-worms, learn to watch dolphins or try your hand at wildlife photography in Durlston's stunning wildflower meadows. Or just stand and enjoy the spectacular views of Old Harry, the Isle of Wight and the sea.</p> <p>1.7.2 Access Provision</p> <p>We aim to provide a friendly, accessible environment for all our visitors and the widest possible access to our trails, habitats, events and buildings. For the less able lifts transport you to every level of Durlston Castle and a gentle zig-zag path leads from the car parks to the Castle entrance.</p> <p>There are many paths at Durlston, covering a wide range of terrain. The landscape of the Park means some routes can be more challenging than others; however we are confident there is a route available to suit all levels of ability.</p> <p>We have 4 way-marked trails around the Park, each clearly signposted, with information leaflets and maps available from the Castle.</p> <p>Less mobile visitors are welcome to hire out one of our 2 battery operated Trampers. These specially designed off road mobility buggies are easy to drive and allow you access to much of the park along</p>				

several waymarked routes. For the more adventurous, there is also an off-road wheelchair to be borrowed.

We aim to be the 'go-to' site for the less able in Dorset, by providing mobility aids, hearing, visually impaired and dementia friendly trained staff and volunteers.

1.7.3 Visitor Facilities

Durlston Castle visitor centre is fully accessible to visitors. It consists of reception and exhibition area with displays and information about the NNR and Country Park, its geology, habitats and wildlife including a daily sightings report. Also included is a Gallery with a regularly changing exhibition programme and events (over 150 in 2015), a café, shop and lifts to every floor, ramps and induction loops. Around the main visitor area are picnic tables and seating plus two sets of public toilets and over 100 car park spaces. The listed Great Globe, Sea Chart and Victorian inscriptions are additional attractions.

The Castle is open every day throughout the year from 10am – 4pm November - March and to 5pm April-October. Well over 100,000 people come in annually including many local residents as well as visitors to the area, both national and international. The building is designed and operated so that people spend longer at Durlston than they would have done previously while spending most of this time in the more robust habitat areas of the clifftops.

1.7.4 Public Transport

Over the last 4 years a bus service, to and from Swanage, has been provided, running every 30minutes from 10am-5pm between May and September. This has attracted an increasing number of visitors and is also used by the local community to access the shops and town. The continued viability of this service will require it to become more of a community service, the support of Swanage Town Council and the Swanage Heritage Group will be important in the future.

1.7.5 Access Furniture

Across the park are over 100 access features including field gates, kissing gates, bridle gates and stiles enabling access for the many public and permissive footpaths and enabling the stock –proofing of the small fields system to be maintained.

1.8 Summary of Site Features

Tables summarising the site's features of importance

Table 1.8.1 Geological and Biological Features

Feature No.	BAP Broad Habitat Type or Geological Site Type	Specific Feature	Explanation of Feature/Ranking	Legal Site Designations						Other Classifications						
				cSAC	SPA	Ramsar	Other	SSSI	GCR	European	National BAP	Nationally rare	Nationally	Protected	Character Area	Other
1		Wildflower meadows		✓			✓	✓			✓			✓		
2		Wildflower species – Early English Gentian, Early Spider Orchid		✓				✓			✓	✓	✓	✓		
3		Coastal Downland		✓				✓			✓			✓	✓	
4		Woodland					✓	✓			✓			✓		
5		Migration route									✓	✓				
6		Seabird colonies									✓	✓				
7		Durlston Bay						✓						✓		
8		Coastline								✓						
9		Invertebrates – Meadow Ant, Butterflies, etc						✓		✓	✓	✓				

Table 1.8.2 Landscape Features

Feature No.	Specific Feature	Explanation of Feature/Ranking	Legal Designations				Other Classifications	
			World Heritage Site	National Park	AONB	Heritage Coast	Joint Character	Other
10	Coastline	Along the east and south boundaries of Durlston	Y		Y	Y		SSSI, SAC NNR
11	Dry-stone walls	6 miles of Dry-stone Wall			Y			SSSI, SAC NNR
12	Purbeck Limestone Quarries - numerous	Quarry workings from 1600's to 1970's. Some interesting geological exposures and bat habitats			Y			SSSI, SAC,NNR
13	Hedgerows	Most relatively new hedges, or hedges growing alongside the DSW			Y			SSSI, SAC,NNR
14	Woodland	The woodland on the eastern boundary of Durlston Bay many 'exotic and non-native' plants and trees planted in Victorian era,			Y			Area TPO & RHP/G
15	Copses	Few large trees, but provide shelter and feature to the meadow landscape			Y			SSSI,SACN NR

Table 1.8.3 Archaeological & Historical Features

Feature No.	Specific Feature	Explanation of Feature/Ranking	Legal Designations				Other
			World Heritage Site	Scheduled Monument	Listed Building	Historic Parks/Garden	Other
16	Durlston Castle	Renovated, opening in 2011 as visitor centre etc			Y		
17	Durlston Woodland and clifftop – Historic Landscape	Victorian pleasure grounds	Y			Y	
18	Durlston Sea Chart	Victorian feature – grade 2			Y		
19	The Great Globe	Victorian feature – grade 2			Y		
20	Tilly Whim Caves	Quarry, then Victorian attraction, now closed for safety. Good bat habitat.	Y				Y
21	Purbeck Limestone Quarries - numerous	Quarry workings from 1600's to 1970's. Some interesting geological exposures and bat habitats					Y
22	Napoleonic Signal Station	Foundations remaining in ground					

Table 1.8.4 Socio-economic Use

Feature No.		Very Important	Important	Insignificant
23	Economic Use	√		
24	Community Involvement	√		

Table 1.8.5 Education, Research & Demonstration

Feature No.		Very Important	Important	Insignificant
25	Education	√		
26	Research	√		
27	Demonstration	√		

Table 1.8.6 Public Access

Feature No.		Very Important	Important	Insignificant
28	Public Access	√		

Table 1.8.7 Other Estate Assets

Site assets, not listed in preceding summary tables, which the management plan needs to address

Feature No.	Asset Description	Notes
29	Licences and conveyances	Access over specified areas of land by others - Trinity House (and users), Royal Navy, local Landowner, grazier.

Further details in Appendix 1

2.1 Site Analysis Summary Table

Site Strengths	Site Weaknesses	External Opportunities	External Challenges
<ul style="list-style-type: none"> Habitat mosaic Wildlife abundance and diversity Geological Palaeontology Historic Coastal views Community involvement, number and quality of volunteers Popular site to visit Outstanding natural views and tranquillity Wide variety of activities available, with constant change. Durlston Castle Disabled access throughout the visitor centre and selected routes around the reserve 	<ul style="list-style-type: none"> Numerous ROW Open Access across much of site Popular site for visitors Popular site for dog walking Very close to Swanage and other tourist destinations and activities (climbing, coasteering, sailing, motor boating, and camping) Staffing levels 	<ul style="list-style-type: none"> Changes in Stewardship schemes National Curriculum changes Changes in health, leisure and retirement providing extra volunteers Specialised volunteer groups and individuals (Colleges, Universities, focus groups etc) Conservation holiday companies Increase in Non-Government funding for specialised projects Parks for People funding bid for improvements to registered historic park area Public Health agenda – partnerships with health providers Dorset Wildlife Trust's Greengage project 2016 AONB Dementia Project 2016 Heritage Ability Project– pilot site 	<ul style="list-style-type: none"> Financial constraints Changes within Dorset County Council Changes in government and EU policy with regard to habitats, wildlife and funding Reduction in spending by visitors due to global economics Introduced and invasive species External recreational activities spreading into the reserve Global warming Habitat change

2.2 The Vision

A Vision for Durlston Country Park National Nature Reserve in 2016

We will continue to develop and manage Durlston as an inspirational, world class nature reserve and visitor facility with the highest commitment to conservation, customer satisfaction, learning, community and sustainability.

2.2.1 Business Objectives

- To increase visitor numbers by 5% by 2026
- To increase income generated on site by 4% by 2026
- To increase the amount of time visitors spend on site
- To maintain 2017 staffing levels and increase by 1 FTE
- To increase the proportion of older visitors, children and families and visitors with disabilities visiting Durlston
- To increase the proportion of visitors arriving without their car
- To improve the range of transport options for visitors to Durlston.
- To provide a retail experience to visitors and the community selling unique, interesting and branded products which provide a profit for the Park.
- To seek a range of additional funding streams to counteract any reductions in predicted income, eg nursery closing, stewardship ending.
- For the site to remain income positive, with 15% surplus by 2026.
- To maintain a motivated, trained and able volunteer team and increase volunteer hours by 20%
- To increase partnership working and joint marketing with other heritage providers to attract new visitors
- To provide a high quality visitor attraction, with a Trip Advisor rating of at least 94% Excellent or Good
- To provide high quality catering on-site that is well-received by visitors and others, target to have a Trip Advisor rating of at least 85% Excellent or Good.
- To support the existing businesses on site (seventh wave café and the Durlston Nature Nursery) to increase footfall and visitor spend in the café and to maintain the roll in the nature nursery.

2.3 Management Policies and Objectives

2.4.1 Conservation

- To actively conserve Durlston's special natural qualities, characteristic habitats, geology, landscapes and important wildlife species.
- To retain Durlston's national and international designations through conservation
- To promote conservation action focus for Durlston's priority species and species of national and international importance.

Objective 2.4.1

- 1.1 Conservation targets for SSSI, NNR and HLS are achieved
- 1.2 The traditional Purbeck landscape of dry-stone walls and small fields systems are maintained
- 1.3 Hedgerows provide good habitat for wildlife.
- 1.4 Improvement of Woodland management for the benefit of biodiversity while providing good amenity
- 1.5 The safety of visitors to the woodland is managed
- 1.6 Retention of the highly important geological features with respect to the SSSI and WHS designations
- 1.7 Biodiversity is maintained, the BAP species protected, recorded and surveyed
- 1.8 Chalkhill Blue project continues to produce results
- 1.9 Tor Grass management and monitoring of the meadows
- 1.10 Work in partnership to influence conservation of the wider countryside and marine environment.
- 1.11 The Swanage Town Council land (agreement for 21 years from 2014), is biodiverse and productive

2.4.2 Landscape and historic features

- To conserve the built and cultural environment of Durlston, including the Durlston Castle visitor centre and the stone history.

- To improve the Victorian historic Parkland to make it more attractive and provide more opportunities for visitors and residents via path upgrades, view improvements, interpretation and community involvement.
- To provide a flagship gateway to the Jurassic Coast World Heritage Site as a whole and tell the stories relevant to Purbeck

Objective 2.4.2

- 2.1 Ensure the grade 2 listed Durlston Castle, Great Globe and Sea Chart are maintained in good and that the associated inscriptions are kept to a high standard
- 2.2 Ensure the traditional Purbeck landscape of dry-stone walls, small fields systems, scar banks and old quarries are maintained
- 2.3 Improve the Historic Park for present and future generations to enjoy, where visitors and residents have more opportunities to enjoy the area and become involved. The views, paths and interpretation are improved and the Victorian plantings are recognised.
- 2.4 To provide a flagship gateway to the Jurassic Coast World Heritage Site as a whole and tell the stories relevant to Purbeck

2.4.3 Education, Research & Demonstration

- To provide opportunities (through interpretation, education, learning, understanding and inspiration) for children and adults, both formally and informally, to become connected to and inspired by Durlston and the natural and cultural world.
- To ensure the research programme provides quality data which is relevant to and used in the management of Durlston and other sites.
- To strive for the highest quality in our service and facilities so an exemplar of good management practice is provided, a role as a world class centre for innovation and best practice.

Objectives 2.4.3

- 1.1 Enhancing visitor enjoyment, awareness and understanding of the site and wider coast, especially the Jurassic Coast WHS
- 1.2 To provide interpretation that is site specific, fun, accurate, imaginative and across a wide range of media.
- 1.3 To provide the opportunity for children and adults, both formally and informally, to become connected to and inspired by Durlston and the natural and cultural world.

- 1.4 To ensure the research programme provides quality data which is relevant to and used in the management of Durlston and other sites.
- 1.5 To strive for the highest quality in our service and facilities so an exemplar of good management practice is provided. Establish and ensure the highest possible standards of hospitality, care and sustainability.
- 1.6 Continue Durlston's role as a world class centre for innovation and best practice.

2.4.4 Public Access and Involvement Objectives

- To provide a major cultural and social asset and a year round all weather attraction for all to enjoy, where events, functions and facilities are to a high standard
- To make Durlston the number one countryside site for those with physical difficulties
- To provide the opportunity for all, regardless of age, ethnicity or background, to actively become involved in Durlston

Objectives 2.4.4

- 4.1 To strive for the highest quality in our service and facilities to provide an exemplar of good management practice. Provide the facilities and services that people need to enable them to enjoy Durlston
- 4.2 Ensure the use of the Park by visitors is compatible with the conservation interests
- 4.3 To ensure all amenity items are of the high quality and appropriate to the site and its designations.
- 4.4 Improve and maintain the main trails (including the South west coast path) to a high standard for all to enjoy
- 4.5 To provide the opportunity for all, regardless of ability, age, ethnicity or background, to actively become involved in Durlston, including community involvement, volunteering and training
- 4.6 To make Durlston the number one countryside site in Dorset for those with physical difficulties
- 4.7 To provide a wide range of opportunities for all to volunteer, and for the volunteers to enjoy their work, be valued and develop as desired.
- 4.8 To increase training opportunities for all ages, background and ethnicity.
- 4.9 Meet the needs (and ensuring the continuing support) of the local community and other stakeholders.
- 4.10 To develop and support a wide range of Partnerships.

2.4.5 Sustaining & Socio-economic

- To ensure a sustainable future for Durlston by providing a major cultural and social asset and a year round, all weather attraction for all to enjoy that visitors want and do visit.
- To ensure a sustainable future for Durlston by conservation and visitor management, that improves biodiversity and encourages sustainable use of the site
- The Parks for People bid is successfully delivered for now and the future
- Community involvement in the site increases with Durlston becoming further integrated within Swanage.

Objectives

- 5.1 To ensure a sustainable future for Durlston by conservation and visitor management, that encourages sustainable use of the site
- 5.2 To ensure a sustainable future for Durlston for conservation and visitor management, that improves biodiversity use of the site
- 5.3 The sustainable use of the buildings is attained, including uses for Visitor Centre, Nature Nursery, Learning Centre and Accommodation.
- 5.4 To ensure a sufficient financial return to provide continued good management of Durlston
- 5.5 To increase training opportunities for all ages, background and ethnicity.
- 5.6 Ensure that events, weddings and functions are delivered to a high standard and make a positive contribution to the ethos and objectives of Durlston
- 5.7 Improve the systems for monitoring and reviewing
- 5.8 To provide opportunities for the local health services to encourage the community to use the site
- 5.9 To develop and support a wide range of Partnerships.

2.4.6 Site Extension/Protection

- 6.1 To extend the land holding for the aims of conservation
- 6.2 Ensure the current site is protected for future generations – for conservation and public enjoyment

2.4 Objective Details

2.4.1 Conservation

- To actively conserve Durlston's special natural qualities, characteristic habitats, geology, landscapes and important wildlife species.
- To promote conservation action focus for Durlston's priority species and species of national and international importance.
- To retain Durlston's national and international designations through conservation

Objective 1:1
Conservation targets for SSSI, NNR and HLS are achieved
Features addressed by this objective:
Habitats, biodiversity and landscape features
Attributes/targets for key features:
Retention of SSSI favourable status NNR work continued and the condition maintained or improved. Successful completion of the Higher Level Stewardship agreement followed by its renewal in 2016 HLS assessments favourable Reduced scrub and re-growth across reserve 5ha (10yrs) Remove any invasive species spreading into unnatural habitats across the NNR Promote species-richness across the sites internationally recognised grasslands Ensure the zoning policy is designed that the impact of visitors on the wildlife habitats is minimised.
Objective Methods:
Scrub control on downland (fields 15a, 15, 10, 6, 3 coastal strip) – reducing amount by 5 ha by 2026. Graze downland on yearly rotation method. Graze aftermaths meadows on occasional basis. Grazing to be accomplished through a grazing agreement. Stock movement and rotation enabling the herd to be productive but ensuring the grazing is primarily for conservation (see grazing agreement and grazing plan). Hay cut the meadows in late summer, leaving areas for a year uncut on an occasional basis. Maintain dry-stone walling stock-proofing of field system.

Objective 1:1
Monitoring Methods:
<p>NE monitor through HLS and SSSI.</p> <p>Downland and meadow species plant community surveys on 5 yearly basis</p> <p>Butterfly transects x 3</p> <p>Breeding Bird Surveys every 5 yrs</p> <p>Daily recording of species.</p> <p>Photomonitoring of land</p> <p>Surveys to establish the effectiveness of the grazing regime on both the downland and the aftermaths</p>

Objective 1.2
<p>Ensure the traditional Purbeck landscape of dry-stone walls and small fields systems is maintained</p>
Features addressed by this objective:
<p>Fields are maintained at their traditional sizes, as per old OS maps.</p> <p>The original dry-stone wall field boundaries are maintained</p>
Attributes/targets for key features:
<p>The dry-stone walls to be of good quality across the Park using locally sourced limestone.</p> <p>The site boundaries to be complete and stock-proof</p>
Objective Methods:
<p>The original dry-stone wall field boundaries are repaired and restored using traditional dry-stone walling methods and local stone.</p> <p>The hedgerow and scrub along the walls is managed to allow the general principle of 2 walls per field to be visible</p>
Monitoring Methods:
<p>Recording of status of walls through annual recording</p> <p>Feed recording into plan of work</p>

Objective 1.3
The hedgerows provide good habitat for wildlife
Features addressed by this objective:
Biodiversity
Attributes/targets for key features:
<p>The hedgerows are maintained on a rotation system to provide good habitat for wildlife.</p> <p>The width of hedgerows to be limited to prevent encroachment into the meadows</p> <p>Two hedgerows only per meadow</p>
Objective Methods:
<p>Management of some hedgerows to be via the traditional Dorset hedgelaying methods (see plan)</p> <p>Cutting back the hedgerow to be undertaken primarily via hand and power tools.</p>
Monitoring Methods:
<p>Recording of status of hedges through annual recording</p> <p>Feed recording into plan of work</p>

Objective 1.4
The Woodland is managed for the benefit of wildlife while providing good amenity access.
Features addressed by this objective:
Biodiversity
Attributes/targets for key features:
<p>The woodland is managed to improve and increase the biodiversity, while providing public access to designated areas.</p> <p>The woodland is a biodiverse area, with edges, glades and predominantly native plants</p> <p>Management of trees and woodland plants to be governed by the landscape plan developed as part of the Parks for People bid 2017.</p> <p>The woodland and associated paths and furniture is maintained to a high standard encouraging access and use by all members of the community and public, decreasing disturbance in some areas.</p> <p>The management of the woods will enable improved biodiversity through better habitats and the production of log piles, dead wood.</p> <p>The introduction of bat and bird boxes will add to the opportunities for wildlife</p>

Objective 1.4
The management of the wood will enable the production of wood products for example logs, coppice, posts, but not at the expense of the other biodiversity targets
Objective Methods:
<p>The successful completion of the Parks for People bid in 2017 will enable the woodlands to be managed.</p> <p>Routine safety and access work undertaken.</p> <p>Increase use of the woodland with more people accessing it and those people spending longer in this area, whilst retaining its shaded, protective and slightly wild character.</p> <p>Woo</p>
Monitoring Methods:
<p>Woodland wildlife surveyed annually – bird breeding, butterfly transect</p> <p>Parks for People evaluation targets met</p>

Objective 1.5
To improve the Woodland management for safety of the public.
Features addressed by this objective:
Safety, biodiversity, amenity use
Attributes/targets for key features:
<p>The woodland is a safe environment for the visiting public,</p> <p>The safety management of the wood will enable the production of wood products for example logs, coppice, posts, but that this is not at the expense of the other targets</p> <p>The safety management of the woods will enable improved biodiversity through better habitats and the production of log piles, dead wood.</p>
Objective Methods:
<p>Successful Parks for People bid to HLF in 2017</p> <p>Woodland is better managed for wildlife and people and provides an income through products</p> <p>A regime of action required compared with distance from footpaths and accesses guiding the work programme</p> <p>Wood Products are produced to provide an income to the park</p>
Monitoring Methods:

Objective 1.5
Health & safety of the trees to be monitored and recorded. Safety monitoring undertaken and recorded and actioned on a 3-monthly basis, with regular checks during patrols.

Objective 1.6
Retention of the highly important geological features with respect to the SSSI and WHS designations
Features addressed by this objective:
Geology and Landscape
Attributes/targets for key features:
Avoidance of man-made intervention that may damage, alter or cause any long term changes to the geological landscape Promotion of the fossil record and its importance without encouraging to dig on this difficult site
Objective Methods:
Working with the World Heritage Team Recording and monitoring of the exposures and finds
Monitoring Methods:
Annual mapping and photo documenting on landslips and erosion event after winter storm. Recording of casual observation of changes in the local geology Photo documenting any physical land management on or close to geological features (before or afterwards)

Objective 1.7
To ensure the biodiversity is maintained, the BAP species protected, recorded and surveyed
Features addressed by this objective:
Biodiversity
Attributes/targets for key features:
Biodiversity is maintained Number of species recorded increase

Objective 1.7
Objective Methods:
Collaborating with other conservation organisations on research, techniques and priorities. Undertake a citizen science research project in 2019
Monitoring Methods:
Recording of transects, butterfly, birds, flora, meadow diversity. Information produced is fed into the plans

Objective 1.8
Chalkhill Blue project (funded by SITA in 2014) continues to produce results
Features addressed by this objective:
Biodiversity, habitats: the numbers of butterflies increases, horseshoe vetch rich grassland increases with removal of 3 hectares of scrub – as per plan
Attributes/targets for key features:
Increase the numbers of Chalkhill Blue butterflies Increase the abundance of Horseshoe Vetch Reducing scrub cover. Increase in other downland invertebrates
Objective Methods:
See Management plan for Chalkhill Blue project
Monitoring Methods:
Mapping and photomonitoring of area cleared of scrub Mapping and photomonitoring of area of horseshoe vetch Recording of Butterfly number and species

Objective 1.9
Tor Grass management and monitoring continues in the meadows
Features addressed by this objective:
Meadow Habitat
Attributes/targets for key features:
Reduction in the spread of Tor grass in the meadows – as per plan
Objective Methods:
See full plan Cutting and removing the cuttings Spring grazing of tor grass in the meadows on an occasional basis
Monitoring Methods:
Measuring and recording the position, abundance and type of Tor Grass in the meadows

Objective 1.10
Work in partnership to influence conservation of the wider countryside and marine environment.
Features addressed by this objective:
Biodiversity, Landscape
Attributes/targets for key features:
Grazing across the local area is a close working partnership to benefit the biodiversity. Research and monitoring undertaken is shared with other organisations. Collaborating with other conservation organisations on research, techniques and priorities Provide information about Durlston and its conservation
Objective Methods:
Working with the Grazier, the Dorset Wildlife Trust, FWAG and Wild Purbeck to provide grazing and management across the NNR and adjoining holdings Undertaking and supporting research and monitoring programmes. Provide information through websites, events, publications, interpretation and ranger interaction.
Monitoring Methods:
Continue the long-standing surveys – Butterfly, Seabird, Wildflower, Dafor, Cetacean

Objective 1.11
The Swanage Town Council land (agreement for 21 years from 2014), is biodiverse and productive
Features addressed by this objective:
HLS grant (or similar) successfully applied for in 2016. Fields improved: appropriate species diversity, Winter bird seed project
Attributes/targets for key features:
The turning of the land (4 fields on northern boundary), leased by Dorset County Council from Swanage Town Council (agreement for 25 year from 2014), into a productive, biodiverse holding. See separate plan. Seeds produced on the arable plot will provide birds (especially finches) a source of winter food The fields will be individually stockproofed, water provided with grazed regularly. The scrub cover to be reduced by 1h
Objective Methods:
Low intensity grazing of fields, predominantly with cattle. Dry-stone walling and post and wire fencing to stockproof
Monitoring Methods:
monitoring as per plan

2.4.2 Landscape and Historical Objectives

- To conserve the built and cultural environment of Durlston, including the Durlston Castle visitor centre and the stone history.
- To improve the Victorian historic Parkland to make it more attractive and provide more opportunities for visitors and residents via path upgrades, view improvements, interpretation and community involvement.
- To provide a flagship gateway to the Jurassic Coast World Heritage Site as a whole and tell the stories relevant to Purbeck

Objective 2.1
Ensure the grade 2 listed Castle, Globe and Sea Chart are maintained in good order. Ensure the associated inscriptions are kept to a high standard
Features addressed by this objective:
Grade 2 Historic Buildings Inscriptions
Attributes/targets for key features:
<p>Feature: Grade 2 Historic Buildings</p> <p>Attribute: Durlston Castle, Great Globe and surrounds and Sea Chart retain their English Heritage status and are in good order</p> <p>Target: Durlston Castle is effective and welcoming as a visitor centre, café with the associated uses complementary to its status</p> <p>Great Globe and surround continue to be of a high standard</p> <p>Sea Chart is maintained and its associated views retained.</p>
Objective Methods:
<p>Durlston Castle : ensure maintenance on the building is carried out and sufficient money is spent to retain its high quality</p> <p>Great Globe : clean the globe and plaques using skilled trained people. Major refurbishment every 10 years, minor cleaning in other years. Compass points to be checked and maintained with the grass cut and erosion controlled.</p> <p>Inscriptions : Recording and cleaning using trained people</p> <p>Views retained of sea from the building.</p>
Monitoring Methods:
<p>Maintenance recorded</p> <p>Annual servicing for buildings undertaken</p> <p>Complaints minimal (feedback, comments, trip advisor, google).</p>

Objective 2.2
Ensure the traditional Purbeck landscape of dry-stone walls, small fields systems, scar banks and old quarries are maintained.
Features addressed by this objective:
<p>Fields sizes.</p> <p>Dry-stone wall field boundaries.</p>

Objective 2.2
Scar Banks Quarries
Attributes/targets for key features:
Fields are maintained at their traditional sizes, as per old OS maps. The original dry-stone wall field boundaries are maintained Scar Banks are retained their characteristic biodiversity maintained Quarries are their exposures are retained and mapped.
Objective Methods:
The original dry-stone wall field boundaries are repaired and restored using traditional dry-stone walling methods and local stone. The hedgerow and scrub along the walls is managed to allow the general principle of 2 walls per field to be visible Scar banks are managed to encourage their characteristic biodiversity, including cutting growth.
Monitoring Methods:
Annual survey of status of walls Management actions recorded and fed into actions

Objective 2.3
Improve the Historic Park for present and future generations to enjoy, where visitors and residents have more opportunities to enjoy the area and become involved. The views, paths and interpretation are improved and the Victorian plantings are recognised
Features addressed by this objective:
Registered Victorian Historic Landscape Victorian Plantings recognised Visitors and residents have more opportunities to enjoy the area and become involved Views, paths, access and interpretation are improved
Attributes/targets for key features:
To restore. reinvigorated and enhance the historic landscape To manage the variety of native and non-native habitats To enhance and improve the views along the clifftop path, from Durlston, the views from and

Objective 2.3

through the woodland are improved, while retaining the shaded, shelter and glimpse ethos.

To interpret the history, geology, and heritage of the designed landscape

To find new ways to realise George Burt's vision to 'look round and read great nature's open book'

To increase knowledge and understanding of Durlston and its value

To increase the use of the park by the public for recreation, events, volunteering, health and well-being and personal development

To develop skills and training opportunities within and for the local community

To provide new opportunities for the community to use the park and connect to it

Provide opportunities for the local community to become fitter, healthier and happier, supporting public health agendas

Increase access by disadvantaged groups

Improve access to nature for people with disabilities and limited mobility

Increase the level and scope of volunteer input

Increase the skill base among volunteers

To increase the diversity of visitors and volunteers.

To provide low-key play features for all (for adults and children)

To manage the woodland to improve public access

To reduce the human impact on the most sensitive areas of Durlston

To complement the development of Durlston Castle and provide an enhanced gateway to the wider Country Park, WHS, SWCP and AONB

To retain and expand upon the combination of exploration, adventure, tranquillity and fun that this unusual park offers

The woodland to become managed partly for wood products by the training of volunteers, placements, local community and others. The skills learnt are transferable for example logging, coppicing, fencing, tree surgery, tree nursery and habitat management.

Objective Methods:

To submit a HLF Parks of People bid, stage one in February 2016, stage two August 2017 and completion of project 2020. This bid will provide a proportion of the funding for the Victorian Landscape features. See Parks for People Outline Plan

Huge improvements in the woodland area for all, with the woodland becoming a focus for community activities, training and recreation.

The identification and mapping of the exotics, with plans for their future management produced.

Restriction of invasive species. The identification and mapping of the exotics, with plans for their future management produced. The invasive species will be restricted. The opportunity to introduce

Objective 2.3
<p>additional examples may exist.</p> <p>Views are improved and long term maintenance reduced</p> <p>the furniture becomes more of an interpretation focus, with panels kept to minimum</p> <p>The area can be used for activities including play and community events and becomes more of focus and a place to visit.</p> <p>The footpath paths maintained and improved – woodchip, diagonal, long meadow</p> <p>More volunteers are skilled in woodland crafts.</p> <p>Training of staff, volunteers, apprentices undertaken</p>
Monitoring Methods:
<p>Visitor numbers increase, linger time increases</p> <p>Community involvement increases</p> <p>Training provided</p>

Objective 2.4
To provide a flagship gateway to the Jurassic Coast World Heritage Site as a whole and tell the stories relevant to Purbeck
Features addressed by this objective:
<p>World Heritage Site</p> <p>Geology</p>
Attributes/targets for key features:
<p>World Heritage Site remains unaffected by activities</p> <p>Geological features and finds are retained for science and the future</p> <p>Stories with regard to Purbeck are explored</p>
Objective Methods:
<p>Assess all activities for their effect on the WHS</p> <p>Geological surveys and fossil hunting are by agreement and permit</p> <p>The stories are interpreted through the Castle, leaflets, website and other technologies</p> <p>A close partnership with the Jurassic Coast team is maintained.</p>
Monitoring Methods:
<p>World Heritage Site status is unaffected by the activities and operation at Durlston.</p> <p>Visitors are attracted to Durlston due to its WHS status</p>

2.4.3 Education, Research and Demonstration

- To provide opportunities (through interpretation, education, learning, understanding and inspiration) for children and adults, both formally and informally, to become connected to and inspired by Durlston and the natural and cultural world.
- To ensure the research programme provides quality data which is relevant to and used in the management of Durlston and other sites.
- To strive for the highest quality in our service and facilities so an exemplar of good management practice is provided, a role as a world class centre for innovation and best practice.

Objective 3.1
Enhancing visitor enjoyment, awareness and understanding of the site and wider coast, including the Jurassic Coast WHS
Features addressed by this objective:
Visitor Enjoyment
Attributes/targets for key features:
Provide high quality interpretation of the site, while keeping 'clutter' to a minimum Retain the reputation for excellence as a visitor facility and its management. To offer a high quality programme of cultural activities, including exhibitions, performance and learning opportunities.
Objective Methods:
Successful delivery of the Parks for People bid Schools return after good feedback
Monitoring Methods:
Visitor Feedback remains positive, repeat visits are encouraged Partners continue to be involved and want to increase involvement with successful outfit

Objective 3.2
To provide interpretation that is site specific, fun, accurate, imaginative, changing and across a wide range of media.

Objective 3.2
Features addressed by this objective:
<p>Visitor enjoyment of their visit is better and more informed.</p> <p>Visitors are educated</p>
Attributes/targets for key features:
<p>Provide high quality interpretation of the site, while keeping 'clutter' to a minimum</p> <p>Provide more and better information and interpretation relating to the Victorian heritage of the site,</p> <p>Provide innovative high quality interpretation that allows our Visitors connect with the site and its values.</p> <p>Provide more and better information and interpretation relating to the fauna and flora</p>
Objective Methods:
<p>To make Durlston the number one countryside site for those with physical difficulties</p>
Monitoring Methods:
<p>Feedback from visitors is for high satisfaction</p> <p>Visitors return regularly</p>

Objective 3.3
<p>To provide the opportunity for children and adults, both formally and informally, to become connected to and inspired by Durlston and the natural and cultural world.</p>
Features addressed by this objective:
<p>Formal education to school, both local and visiting</p> <p>Formal education opportunities for adults, universities, colleges and training providers</p> <p>Informal education to all</p>
Attributes/targets for key features:
<p>Providing opportunities for formal education, wider learning and personal development</p> <p>Continue to provide high quality education opportunities to local and visiting schools, colleges and universities</p> <p>Children's Nature Nursery open in April 2014, to capacity in September 2015, 10 year lease signed.</p> <p>Develop greater opportunities for local schoolchildren to contribute to and learn from Durlston.</p>
Objective Methods:

Objective 3.3
Sessions for schools and groups provided
Monitoring Methods:
Feedback Repeat Visitors

Objective 3.4
To ensure the research programme provides quality data which is relevant to and used in the management of Durlston and other sites.
Features addressed by this objective:
Attributes/targets for key features:
Resources Management is enhanced and improved by the research outcomes The research conclusions provide data for the management of the site Provision attractive facilities for high quality volunteer researchers and students.
Objective Methods:
Undertaking and supporting research and monitoring programmes Continue the long-standing surveys (Butterfly, Seabird, Wildflower) improving monitoring through photomonitoring, land changes, Dafor, Breeding bird surveys, Climate change Improving the research and surveying of the users of Durlston Promote learning and research opportunities that benefit Durlston's habitats and species Flat and studio are of good quality and available to encourage research, activities and art on site See other plans
Monitoring Methods:
Increase in relevant research undertaken Research is presented and per reviewed

Objective 3.5
To strive for the highest quality in our service and facilities so an exemplar of good management practice is provided. Establish and ensure the highest possible standards of hospitality, care and sustainability.
Features addressed by this objective:
Provide innovative high quality activities that allows our Visitors connect with the site and its values. Retain the reputation for excellence as a visitor facility and its management.
Attributes/targets for key features:
Green Flag Award successfully obtained in 2020 and retained annually afterwards Customer care and welcome host Accredited Country Park Green Business Award Dorset Tourism Award
Objective Methods:
Attain the industry standards, while pushing for better for Durlston. Take part in industry awards with the aim of winning or at least commendation – with little cost to Durlston Staff and volunteer training undertaken
Monitoring Methods:
Awards achieved and standards maintained

Objective 3.6
Continue Durlston's role as a world class centre for innovation and best practice
Features addressed by this objective:
Artists and scientist enhances Durlston High quality event programme
Attributes/targets for key features:
Parks for People application successful and implemented Health and wellbeing targets

Objective 3.6
Objective Methods:
<p>Artists and scientist and others use Studio to provide work for Durlston</p> <p>Accommodation is used to enable Durlston to function more efficiently.</p> <p>Offer of a high quality programme of cultural activities, including exhibitions, performance and learning opportunities.</p>
Monitoring Methods:
Feedback, use of accommodation supports Durlston and take up increases

2.4.4 Public Access and Involvement Objectives

- To provide a major cultural and social asset and a year round all weather attraction for all to enjoy, where events, functions and facilities are to a high standard
- To make Durlston the number one countryside site for those with physical difficulties
- To provide the opportunity for all, regardless of age, ethnicity or background, to actively become involved in Durlston

Objective 4.1
To strive for the highest quality in our service and facilities to provide an exemplar of good management practice. Provide the facilities and services that people need to enable them to enjoy Durlston.
Features addressed by this objective:
<p>Retain the reputation for excellence as a visitor facility and its management</p> <p>To provide a major cultural and social asset and a year round all weather attraction for all to enjoy, where events and functions are to a high standard</p>
Attributes/targets for key features:
<p>Ensure a Ranger is available to the public at the Visitor Centre during opening hours</p> <p>Ensure skilled and knowledgeable Rangers and volunteers are accessible to visitors</p> <p>Provide the facilities and services that people need to enable them to enjoy Durlston</p> <p>To make the Park and Castle physically and intellectually accessible to as wide as possible range of visitors</p>
Objective Methods:

Objective 4.1
<p>Retain the reputation for excellence as a visitor facility and its management.</p> <p>Castle open 363 days a year, attracting new and repeat customers throughout the year, who enjoy their visit to all parts of Durlston.</p> <p>Provide a welcoming, safe, accessible and enjoyable environment for visitors to the park</p> <p>Achieve customer satisfaction on feedback forms, comments and Trip Advisor messages for Durlston.</p> <p>Deliver high quality customer care to visitors of all ages, nationalities, ethnicities and physical ability.</p> <p>Produce trails, interpretation and activities that are accessible to all. Support and be supported by the Dorset Kids scheme and promote Max Card scheme</p> <p>Continue to provide a seasonal Bus service to Durlston</p>
Monitoring Methods:
<p>Visitor and volunteer feedback, trip advisor, google, comments, face to face interviews, surveys.</p> <p>Repeat visits</p> <p>Partnership feedback</p>
Objective 4.2
<p>Ensure the use of the Park by visitors is compatible with the conservation interests. Ensure the zoning policy is designed to ensure that the impact of visitors on the wildlife habitats is minimised.</p>
Features addressed by this objective:
Wildlife Conservation
Attributes/targets for key features:
<p>The disturbance to the wildlife and the effect on the ground caused by the visitors to the site is limited to the more robust areas.</p> <p>Activities and pursuits are at levels that do not damage the ecology, habitats and species.</p> <p>To ensure the zoning policy is designed to ensure that the impact of visitors on the wildlife habitats is minimised.</p> <p>Possible development of permits, code of conducts or licensing systems.</p> <p>Activities include climbing, coasteering, cycling, walking, dog walking, fishing, camping, wildlife recording, fishing, access to water, access in fields.</p> <p>Reduce impact of visitors on the less robust areas of Durlston.</p>
Objective Methods:
<p>Coasteering activities : do not damage the ecology, habitats and species found on the cliffs. The possible development of a Code of conduct or licensing system.</p>

Objective 4.2
<p>Climbing : continue to work with the BMC to ensure the climbers code of conduct is abided by and the ecology, habitats and species of the cliffs are not unduly affected by the climbing activities.</p> <p>Other pursuits – Fishing is managed and takes place only from Tilly Whim sea ledges or Durlston Bay. Access to the water from Tilly Whim is discouraged for any activities.</p> <p>Records of wildlife to be made and effects of human impact recorded</p> <p>Camping and Cycling continue not to be allowed</p> <p>Non-invasive wildlife recording is undertaken, invasive wildlife recording needs permissions</p> <p>Access issues</p> <p>Dog walking encouraged but under very close control and clearing up after them</p>
Monitoring Methods:
<p>Trip advisor, comments cards, feedback forms, reviews, google, parks for people evaluation targets</p> <p>Reduce impact of visitors on the less robust areas of Durlston.</p> <p>Monitor, patrol and provide information and alternative opportunities for those undertaking activities which are detrimental. Permits, codes and conduct, and sanctions.</p>

Objective 4.3
<p>To ensure all amenity items are of the high quality and appropriate to the site and its designations.</p>
Features addressed by this objective:
<p>To make Durlston the number one countryside site for those with physical difficulties</p> <p>Amenity management of land and furniture</p> <p>To make the Park and Castle physically and intellectually accessible to as wide as possible range of visitors</p>
Attributes/targets for key features:
<p>The furniture is of high quality and appropriate.</p> <p>Successful application to the Parks for People grant scheme in 2016.</p>
Objective Methods:
<p>Volunteers survey and undertake more maintenance</p> <p>Improve training opportunities</p>

Objective 4.3
Increase the number and range of Volunteers to take responsibility for the items
Monitoring Methods:
Annual and quarterly reports on infrastructure

Objective 4.4
To improve and maintain the main trails (including the South west coast path) to a high standard for all to enjoy.
Features addressed by this objective:
Path maintenance and infrastructure
Attributes/targets for key features:
<p>Encourage more use of the SWCP and other robust footpath routes to and from Durlston</p> <p>The South West Coast Path is maintained and improved</p> <p>Successful bidding for SWCP grant money</p> <p>Successful application to the Parks for People grant scheme in 2016</p>
Objective Methods:
<p>Increased involvement with the SWCP association</p> <p>Increased involvement in the LAP</p> <p>Liaison with STC and local people re ideas and town plan and opportunities</p>
Monitoring Methods:
Volunteer Rangers and Rangers monitor on a regular basis

Objective 4.5
To provide the opportunity for all, regardless of ability, age, ethnicity or background, to actively become involved in Durlston, including community involvement, volunteering and training
Features addressed by this objective:
<p>Providing a wide range of opportunities for community involvement, understanding and ownership.</p> <p>Increase engagement with currently under-represented groups</p> <p>Provide a diverse programme of public events and activities during the year aiming to attract, which contribute to the site's viability.</p> <p>An increase in the take up of the health and wellbeing activities</p> <p>Increase the diversity and range of volunteers</p>
Attributes/targets for key features:
<p>Health and wellbeing agenda is fulfilled</p> <p>Increase in the type, number and background of volunteers</p>
Objective Methods:
<p>At least 1000 customers take part in the events programme.</p> <p>Volunteers opportunities are promoted to a wider range of individuals and groups</p> <p>Provide opportunities through health practises to become involved</p>
Monitoring Methods:
<p>Diversity increases in the volunteer and visitor population</p> <p>More people are involved in the operation of Durlston</p>

Objective 4.6
To make Durlston the number one countryside site in Dorset for those with physical difficulties
Features addressed by this objective:
Increase in the numbers of the people with disabilities involved in Durlston.
Attributes/targets for key features:
<p>Facilities and infrastructure are improved</p> <p>Information about the site is available in an accessible format suitable</p> <p>Increase opportunity for involvement</p> <p>Partnerships are developed with a variety of accessibility groups</p> <p>To provide facilities and infrastructure suitable and attractive</p>

Objective 4.6
Objective Methods:
Partnerships with Heritagability Partnerships with South West Countryside Mobility Partnerships with Short Breaks Work towards becoming a dementia friendly site Promotion of access opportunities Provision of off road electric buggy and off road all terrain wheelchair To provide information to people on the opportunities existing at Durlston
Monitoring Methods:
Training in Disability awareness Staff and volunteers attend training

Objective 4.6
To provide a wide range of opportunities for all to volunteer, and for the volunteers to enjoy their work, be valued and develop as desired.
Features addressed by this objective:
More people are involved in the operation of Durlston.
Attributes/targets for key features:
Objective Methods:
Increase range of opportunities for volunteers. Volunteers input is over 8000 hours Volunteering opportunities are promoted to a wider range of individuals and groups Increase diversity of volunteers Volunteer Rangers continue to increase in number and are managed well
Monitoring Methods:
Volunteer hours and activities are recorded Volunteer diversity is recorded

Objective 4.7
To increase training opportunities for all ages, background and ethnicity.
Features addressed by this objective:
<p>Staff and volunteer training and development to be maintained and increased where the needs exists to provide a better trained workforce</p> <p>Community involvement in provision of skills, training and courses</p> <p>Skills development</p>
Attributes/targets for key features:
<p>Increase the opportunities for training and skills for staff, volunteers and community</p> <p>Trained people are able to undertake more work to a higher standard</p>
Objective Methods:
<p>Successful implementation of a Parks for People application to provide facilities, publicity and increase community involvement</p> <p>Increased use of the facilities by local communities and organisations including Dorset County Council for training courses and skills development.</p> <p>Run training events to appeal to visitors</p> <p>Run training events to fulfil the skills gaps in the staff and volunteer base.</p> <p>Run training events which enable specific tasks to be undertaken.</p>
Monitoring Methods:
<p>Increase in the number of people attaining qualifications and skills</p> <p>Increase in numbers of people undertaking training</p> <p>Increase in the use of the skills at Durlston and in the local community</p>

Objective 4.8
Meet the needs (and ensuring the continuing support) of the local community and other stakeholders.
Features addressed by this objective:
The local community is more engaged.

Objective 4.8
Attributes/targets for key features:
<p>Providing a wide range of opportunities for community involvement, understanding and ownership.</p> <p>Friends of Durlston continues to provide much valuable support</p> <p>Increase and broaden profile of FoD membership</p> <p>Increase the profile of Durlston and the opportunities which exist, within the local community</p> <p>Increase engagement with currently under-represented groups</p> <p>Skills are developed within the community and training opportunities are available</p>
Objective Methods:
<p>The amount of support from the local community increases.</p> <p>Tricuro partnership emerges</p> <p>Partnership working with health practices</p> <p>The Friends of Durlston Committee and Parks for People development groups will meet on regular basis to provide input into the operation and management of Durlston</p>
Monitoring Methods:
Health and wellbeing agenda fulfilled.

Objective 4.9
To develop and support a wide range of Partnerships.
Features addressed by this objective:
<p>Continue to provide a seasonal Bus service to Durlston</p> <p>Liaison with STC and local people re ideas and town plan and opportunities</p> <p>Working in partnership to influence conservation of the wider countryside and marine environment.</p> <p>Working with local partners and suppliers that contribute to the economy of the local area.</p>
Attributes/targets for key features:
<p>Access to Durlston is improved for those without their own car</p> <p>Activities do not damage the ecology, habitats and species</p> <p>Local community is supported by the actions at Durlston</p>

Objective 4.9
Objective Methods:
<p>Meetings with partners continue on regular basis.</p> <p>Working in partnership continues.</p> <p>The Friends of Durlston Committee and Parks for People development groups will meet on regular basis to provide input into the operation and management of Durlston</p>
Monitoring Methods:
Partners working to help Durlston and Durlston helping the partners

2.4.5 Sustaining/ Socio-economic

- To ensure a sustainable future for Durlston by providing a major cultural and social asset and a year round, all weather attraction for all to enjoy that visitors want and do visit.
- To ensure a sustainable future for Durlston by conservation and visitor management, that improves biodiversity and encourages sustainable use of the site
- The Parks for People bid is successfully delivered for now and the future
- Community involvement in the site increases with Durlston becoming further integrated within Swanage.

Objective 5.1
To ensure a sustainable future for Durlston by providing a major cultural and social asset and a year round, all weather attraction for all to enjoy that visitors want and do visit.
Features addressed by this objective:
Sustainability Tourism Satisfied visitors
Attributes/targets:
Providing the resource to achieve the objectives: ensuring habitat management is of high standard so designations retained <ul style="list-style-type: none">• Providing a major cultural and social asset and a year round, all weather attraction for all to enjoy that visitors want and do visit• Encouraging sustainable use of the site, increasing use of the woodland, increasing the length of visitors stay and the amount of spend• Provide the resources to achieve the objectives, including securing of increased income from visitors through retail, events, donations, car parking and catering• Ensure resources are present to enable all agreements and undertakings to be adhered to including the HLS, SAC, SSSI, £5.5m Heritage Lottery Fund grant for Durlston Castle.• Attain the Stewardship Agreement, a successful Heritage Lottery Parks for People funding bid and other grants• To provide opportunities for the local health services to encourage the community to use the site expanding and spreading the base of users.

Objective 5.1
Objective Methods:
<p>Total income from grants, retail, events and catering increases without detrimental effect on long-term.</p> <p>Ensure the Catering provides high quality, profitable catering supporting the ethos of the Park.</p> <p>Ensure that events, weddings and functions are delivered to a high standard and make a positive contribution to the ethos and objectives of Durlston</p> <p>Promote Durlston as an exclusive occasional wedding venue, with a limited number of Gallery weddings, more opportunities in the Belvedere ceremony weddings and a potential to have weddings and receptions at the Learning Centre.</p> <p>Publicity/promotional strategy developed and implemented, with regular press releases/ articles produced and online media posted each year. To increase promotion of the site and the activities – see plan</p> <p>Improve the retail experience by adding additional lines, more branded goods and more local produce.</p> <p>Parks for People stage one bid submitted in February 2017, if successful stage two in August 2017, if possible work begun spring 2018 as part of 3 year plan.</p> <p>Improve the recording of visitor numbers and their comment</p>
Monitoring Methods:
<p>Visitor Feedback is recorded and remains very good</p> <p>Audit are passed at high standard</p> <p>Green Flag award attained in 2019 and beyond</p> <p>Accredited Country Park achieved in 2018</p>

Objective 5.2
<p>To ensure a sustainable future for Durlston by conservation and visitor management, that improves biodiversity and encourages sustainable use of the site</p>
Features addressed by this objective:
<p>Ensure all agreements are adhered to including the HLS, SAC, SSSI, £5.5m Heritage Lottery Fund grant for Durlston Castle, completed in 2011, which includes a variety of undertakings for 25 years.</p> <p>Ensure the effective integrated management of the NNR , Country Park and Castle continues</p>

Objective 5.2
Attributes/targets:
<p>See earlier objectives (1)</p> <p>Increasing the use of the Victorian woodland</p> <p>Increasing the length of visitors stay</p> <p>Increasing the amount of spend in the long-term.</p> <p>Successful application for a new Countryside Stewardship agreement in 2017</p> <p>Ensure the effective, integrated management of the National Nature Reserve, Country Park and Castle is continued.</p> <p>Ensure the retention of the designations.</p> <p>Ensure the SSSI is managed to a high standard and the habitats are improved for future generations.</p> <p>Ensure land extensions including newly purchased and leases, are managed to the same high standard as the National Nature Reserve.</p> <p>Endeavour to manage any new and leased land holdings to a high standard to bring them into favourable and species-rich conditions. When appropriate apply for suitable designations, including NNR and SSSI.</p> <p>Ensure the Historic Park is improved and managed to a high standard.</p> <p>Ensure the Listed Buildings are managed to a high standard.</p> <p>Ensure all agreements are adhered to including the £5.5m Heritage Lottery Fund grant for Durlston Castle, which includes a variety of undertakings for 25 years and the 21 year lease on the Swanage Town Council land on the northern boundary</p> <p>Working in partnership to influence conservation of the wider countryside and marine environment.</p>
Objective Methods:
<p>Historic Park managed to high standard</p> <p>SSSI & NNR managed to high standard</p> <p>Listed buildings managed to high standard</p>
Monitoring Methods:
<p>Financial monitoring</p> <p>Wildlife monitoring</p> <p>SSSI monitoring</p>

Objective 5.3
The sustainable use of the buildings is attained, including uses for Visitor Centre, Nature Nursery, Learning Centre and Accommodation.
Features addressed by this objective:
<p>Visitor attendance.</p> <p>Education, Art, Research, Events, Catering, Weddings, Exhibitions and Volunteering.</p> <p>The competing demands of the use of the buildings are surrounds are within overarching principles and are part of a coherent whole for the running of Durlston</p>
Attributes/targets for key features:
<p>Exhibitions in the Gallery provide an additional attraction which enhance understanding and appreciation of Durlston, attract visitors, generating indirect additional money as well as direct sales income</p> <p>Ensure exhibitions are an integral part of the Durlston offer</p> <p>Ensure that events, weddings and functions are delivered to a high standard and make a positive contribution to the ethos and objectives of Durlston</p> <p>The Nature Nursery thrives and attracts enough children to continue its running, while providing the agreed rental income to Durlston</p> <p>The Studio is used by many different people and a variety of purposes, as a stand-alone or in conjunction with the activity room, research room, accommodation, provision of activities and volunteering.</p>
Objective Methods:
<p>Produce a long-term exhibitions plan, leaving spaces for other activities within the space.</p> <p>Provision of changing exhibitions</p> <p>The Weddings at Durlston are of a very high standard and are of an exclusive and subtle nature</p> <p>Enhance the understanding and appreciation of Durlston,</p> <p>Attraction of more visitors</p> <p>Generation of direct and indirect income</p> <p>Provision of the Accommodation for targeted outcomes including the attraction of long-term/short term volunteer artists and researchers</p> <p>Attracting artists and scientists to use the studio, research room and activity room.</p>
Monitoring Methods:
<p>Rental income continues</p> <p>Building used to good capacity</p>

Objective 5.4
To ensure a sufficient financial return to provide continued good management of Durlston
Features addressed by this objective:
<p>Produce a plan for the Expenditure and Income for Durlston annually with reference to the 5-year plan produced.</p> <p>The plan should endeavour to make Durlston financially sustainable at a break-even level.</p>
Attributes/targets:
Increase the level of staffing through increased income generation and funding to retain and increase the success of Durlston
Objective Methods:
<p>Produce 5-year financial plan</p> <p>Produce annual financial plan and targets</p>
Monitoring Methods:
<p>The successful attaining of the Dorset County Council targets</p> <p>The successful attaining of the Durlston Country Park targets</p>

Objective 5.5
To increase training opportunities for all ages, background and ethnicity.
Features addressed by this objective:
<p>Skills development</p> <p>Staff and volunteer training and development to be maintained and increased where the needs exists</p> <p>Community involvement in provision of skills, training and courses</p>
Attributes/targets for key features:
Increase the opportunities for training and skills for staff, volunteers and community
Objective Methods:

Objective 5.5
<p>Successful implementation of a Parks for People application to provide facilities, publicity and increase community involvement</p> <p>Increased use of the facilities by local communities and organisations including Dorset County Council for training courses and skills development.</p>
Monitoring Methods:
<p>Increase in the number of people attaining qualifications and skills</p> <p>Increase in numbers of people undertaking training</p> <p>Increase in the use of the skills at Durlston and in the local community</p>

Objective 5.6
<p>Ensure that events, weddings and functions are delivered to a high standard and make a positive contribution to the ethos and objectives of Durlston</p>
Features addressed by this objective:
<p>The sustainable future of Durlston</p> <p>Visitors enjoy their visit to Durlston</p>
Attributes/targets for key features:
<p>A positive financial contribution is made to Durlston</p> <p>Functions and weddings are a positive asset and do not adversely affect the successful visitor attraction</p> <p>Promotion of opportunities to hire spaces, provide activities</p>
Objective Methods:
<p>The 100 or so events are well received</p> <p>The use for Functions is advertised</p> <p>Any function is advertised in advance to potential visitors</p>
Monitoring Methods:
<p>Feedback is good through the various means</p> <p>Income from events is achieved</p>

Objective 5.7
Improve the systems for monitoring and reviewing.
Features addressed by this objective:
Improved monitoring of activities and the outcomes of plans
Attributes/targets:
<p>Improve the amount and quality of data gathered, and the reports produced from it, to enable better matching of visitors with the outcomes</p> <p>Improve the amount and quality of data collected from the habitat conservation of Durlston and reports produced are useful in future management proposals</p>
Objective Methods:
Production of research and monitoring plan
Monitoring Methods:
Plan will be implemented and outcomes assessed.

Objective 5.8
To provide opportunities for the local health services to encourage the community to use the site
Features addressed by this objective:
<p>The sustainable future of Durlston</p> <p>New audiences become visitors to Durlston</p>
Attributes/targets for key features:
<p>Durlston becomes a hub for health activities</p> <p>Partnerships developed with the local health practices and groups</p> <p>Partnerships with to be developed</p>
Objective Methods:
Health service prescribes/recommends the outdoors at Durlston
Monitoring Methods:
<p>Numbers if visitors coming for the health benefits increases</p> <p>Events include mindfulness walks, memory café visits, Nordic walking, better balance groups</p>

Objective 5.9
To develop and support a wide range of Partnerships. – see objective 2
Features addressed by this objective:
Partnerships are increased Community involvement Liaison with STC and local people re ideas and town plan and opportunities Working in partnership to influence conservation of the wider countryside and marine environment. Working with local partners and suppliers that contribute to the economy of the local area.
Attributes/targets:
Durlston is more involvement and central to a wide variety of organisations, people and the County Council
Objective Methods:
The Parks for People process will increase the partnership working and will have helpful future implications. The Friends of Durlston Committee and Parks for People development groups will meet on regular basis to provide input into the operation and management of Durlston
Monitoring Methods:
Partnerships are successfully involved in Durlston, and Durlston in the partners The committees and groups feel involved in the decision making processes

2.4.6 Site Extension/Protection

1. To extend the land holding for the aims of conservation
2. Ensure the current site is protected for future generations – for conservation and public enjoyment

Objective 6.1
To extend the land holding for the aims of conservation.
Features addressed by this objective:
Increase in the amount of land into the locality managed for conservation
Attributes/targets:
Ensure any land extensions are managed to the standards of the National Nature Reserve. Endeavour to manage any new or leased land holdings to a high standard to bring them into favourable and species rich condition. When appropriate applications for suitable designations including NNR and SSSI.
Objective Methods:
Management practises to the same standard as the remainder to the holding
Monitoring Methods:
Monitoring of the flora and fauna Comparison of the records pre and post work.

Objective 6.2
Ensure the current site is protected for future generations – for conservation and public enjoyment
Features addressed by this objective:
Conservation and public enjoyment The whole site is managed as an integrated National Nature Reserve, Country Park and Castle.
Attributes/targets:
SSSI is managed to a high standard and the habitats are improved for future generations. Ensure the Historic Park is improved and managed to a high standard.

Objective 6.2
<p>Ensure the Listed Buildings are managed to a high standard.</p> <p>To develop and support a wide range of Partnerships, to include where appropriate new council and government priorities</p> <p>To continue group committees and stakeholder involvement</p> <p>Identification of and the securing of the skills required to implement future changes.</p> <p>Provide appropriate training for staff and volunteers to enable them to develop</p> <p>Ensure all agreements are adhered to including the £5.5m Heritage Lottery Fund grant for Durlston Castle, which includes a variety of undertakings for 25 years and the 21 year lease on the Swanage Town Council land on the northern boundary.</p>
Objective Methods:
See previous objectives
Monitoring Methods:
See previous monitoring

Objective 6.3
<p>Ensure the current site is protected for future generations – for conservation and public enjoyment</p>
Features addressed by this objective:
Conservation and public enjoyment
Attributes/targets:
<p>SSSI is managed to a high standard and the habitats are improved for future generations.</p> <p>Ensure the Historic Park is improved and managed to a high standard.</p> <p>Ensure the Listed Buildings are managed to a high standard.</p>
Objective Methods:
See previous objectives
Monitoring Methods:
See previous monitoring

2.5 Durlston Land Management

Durlston Country Park National Nature Reserve: the 320 acres of land is broken up into 43 management compartments. For practical ease of management the compartments are delineated by field boundaries and discrete habitats, these have then been numbered for ease of recording. (Originally starting in the northwest working south and east, however the acquisition of new fields have meant higher numbers are present to the north and west).

Overlaying the numbered compartments are 3 zones (intensive, intermediate and remote) which are activity based.

These two management schedules have policies which complement to ensure that the ethos of conservation for public enjoyment is maintained.

Within the context of management of the park careful policies to manage the levels and types of activities have been developed, while aiming to improve the habitats for wildlife and people. The majority of the Park is designated a National Nature Reserve which highlights the site's wildlife conservation value, while the coastal cliffs and woodland is on the Register of Parks and Gardens of Historic Interest (RPGHI), highlighting the importance of its Victorian history.

Durlston has a number of other designations; World Heritage Site (WHS), special Area of Conservation (SAC), Site of Special Scientific Interest (SSSI), Dark Skies Site, Tree Preservation Order (TPO), Area of Outstanding Natural Interest (AONB), Heritage Coast (HC), to which we are bound in our management - failure to do so would result in legal action at local, national or international level.

There are general Durlston principles alongside those dictated by SSSI, SAC, TPO and Higher Level Stewardship (HLS) agreements which are to be followed – for example;

- Scrub clearance must be completed by 28th February each year to prevent disturbance of breeding birds.
- Hay cutting of the meadows can begin after 15th July each year
- Chemicals are not to be used without prior permission from Natural England for a specific occasional reason.

- Disposal of waste material is to take place on site, with cuttings burnt in a controlled manner on a limited number of sites, and arisings composted.
- Transport across the site is to be undertaken with care not to damage the sward or ground, with severely limited winter/wet weather vehicle use.
- Woodland work to be undertaken after consultation with the Tree Officer (Purbeck District Council)

A wide range of other policies are present to ensure any changes are not detrimental to the site, for instance, measures to control noise and light pollution. Measures to guide visitors, attract visitors, interpret the area, access the area and educate within and about the area are in place.

2.5.1 Summary of Proposals for each Area/Compartment

Area	Comp.	Operational Objective	Operational Prescription	Monitoring programme
1	-	<i>Offshore: Not within site boundary but Marine Research Area Durlston Area (VMNR) within management sphere. See separate objectives</i>	<i>Mainly monitoring, community involvement and raising public awareness of marine issues</i>	<i>Daily dolphin watch and boat traffic survey. Work with local divers and DWT survey seabed.</i>
1	29	Durlston Bay Shoreline: Sanctuary Area. Minimal disturbance /Intervention control litter etc	Generally non-intervention. 2 annual beach cleans April/Sept Landslip and coastal defence issues to resolve	Irregular/occasional monitoring for wildlife and disturbance. More specialist survey of beach/intertidal flora/fauna required. Soft cliff regular monitoring for movement and changes
1	30	Seacliffs: Mainly sanctuary area. restricted climbing access. Part of 'Burt Landscape' – see Parks for People plan 2014	Currently non - intervention. Monitor and review climbing/access restriction. A management and maintenance plan will be produced as part of the Durlston Pleasure Grounds HLF project	Annual seabird survey/boat count Informal wildlife surveys (daily) Guillemot camera studies
1	32	Tilly Whim Caves: (closed to public 1975) Part of 'Burt Landscape' – see Parks for People plan 2014	Currently no intervention. Ensure notices, gates and wall are effective deterrents to access. From conservation standpoint, re-opening of caves should be opposed. Improve appearance and interpretation at	Annual hibernating bat survey (GHB). Occasional informal surveys: birds, reptiles etc

			entrances A management and maintenance plan will be produced as part of the Durlston Pleasure Grounds HLF project	
1	23	Undercliff: Sanctuary area. No public access of footpath. Part of 'Burt Landscape' – see Parks for People plan 2014	Generally no intervention. Active landslips and coastal protection are a current major (and complex) issue (see separate report) Footpath (alternative coast path) across 2000 landslip maintained. A management and maintenance plan will be produced as part of the Durlston Pleasure Grounds HLF project	Inaccessible: Occasional surveys – botanical, invertebrates Regular surveys of path and state of landslip
2	3A	The Wares: Maintain high % of short-grazed downland grassland (Ave. less than 6cm). Reduce current scrub cover by 10% Conserve quality mosaic of scrub	Graze hard April/May at last once every 3 years. Approx 30 cattle for 3 weeks. Autumn grazing every 3 years Annual mowing of Brachypodium in autumn Selected, mechanical clearance of gorse and other scrub. Maintenance of Dry-stone walls Annual cutting of scrub/gorse regrowth as nec.	Covered by Downland 'Pollard' butterfly walk. Annual Orchid counts. Informal daily counts of birds and other wildlife. Occasional moth traps and specialist invertebrate surveys Photo-monitor gorse/ Brachypodium encroachment. Monitor path erosion
2	6A	The Wares: Maintain high % of short-grazed downland grassland (Ave. less	Graze hard April/May at last once every 3 years. Approx 30 cattle for 3 weeks.	Covered by Downland 'Pollard' butterfly walk. Annual Orchid

		<p>than 6cm)</p> <p>Reduce current scrub cover by 5%</p> <p>Conserve quality mosaic of scrub</p>	<p>Autumn grazing every 3 years</p> <p>Selected, mechanical clearance of gorse and other scrub</p> <p>Maintenance of Dry-stone walls</p> <p>Annual cutting of scrub/gorse regrowth as nec.</p>	<p>counts. Informal daily counts of birds and other wildlife. Occasional moth traps and specialist invertebrate surveys</p> <p>Monitor gorse/Brachypodium encroachment. Monitor path erosion</p>
2	10A	<p>The Wares: Maintain high % of short-grazed downland grassland (Ave. less than 6cm)</p> <p>Maintain current scrub cover</p> <p>Conserve quality mosaic of scrub</p> <p>Maintain Dry-stone walls</p>	<p>Graze hard April/May at last once every 3 years. Approx 30 cattle for 3 weeks.</p> <p>Autumn grazing every 3 years</p> <p>Annual mowing of Brachypodium in autumn</p> <p>Selected, mechanical clearance of gorse and other scrub</p> <p>Maintenance of Dry-stone walls</p> <p>Annual cutting of scrub/gorse regrowth as nec.</p>	<p>Covered by Downland 'Pollard' butterfly walk. Annual Orchid counts. Informal daily counts of birds and other wildlife. Occasional moth traps and specialist invertebrate surveys</p> <p>Monitor gorse/Brachypodium encroachment. Monitor path erosion</p>
3	3	Maintain characteristic grassland	Annual 'topping' late summer (bramble control). Occasional light grazing every 2-3 years	<p>Part of Pollard walk/orchid count</p> <p>Informal monitoring of 'acid' flora.</p> <p>Monitor path erosion</p>
3	6/10	Maintain mix of grassland and well-developed scrub.	Annual 'haycut' late summer. Occasional light grazing. Brushcutting of specific scarbanks and hollows. Scrub clearance to maintain open areas in gully esp, south-	<p>Covered by Downland 'Pollard' butterfly walk. Annual Orchid counts. Informal daily counts of birds and other wildlife. Occasional</p>

			facing slopes	moth traps and specialist invertebrate surveys. Monitor path erosion
3	15/31	LH Green and Gully: Maintain current mix of scrub and grassland habitats: Reduce scrub by 10%	Annual mowing of accessible areas. Annual grazing (autumn). Selected scrub removal to retain scalloped 'glades' along edge of gully esp. south-facing slopes.	Covered by Downland 'Pollard' butterfly walk. Annual Orchid counts. Informal daily counts of birds and other wildlife. Occasional moth traps and specialist invertebrate surveys. Monitor path erosion
4a	1	Decrease fertility encourage greater floristic diversity. Achieve 70+ desirable species	Annual hay-cut and aftermath grazing Annual maintenance of copse	Continue to monitor (DAFOR) scale. Orchid surveys (esp Bee) Review and assess Invertebrate monitoring techniques. BBS every 5 years
4a	2	Decrease fertility encourage greater floristic diversity. Achieve 70+ desirable species	Annual hay-cut and aftermath grazing	Continue to monitor (DAFOR) scale. Invertebrate monitoring Orchid surveys
4a	4	Decrease fertility encourage greater floristic diversity. Achieve 70+ desirable species	Annual hay-cut. Aftermath grazing annually for next 3 years - monitor and review.	Continue to monitor (DAFOR) scale. Invertebrate monitoring required
4a	8	Decrease fertility encourage greater floristic diversity. Achieve 70+ desirable species	Annual hay-cut. Aftermath grazing annually for next 3 years - monitor and review.	Continue to monitor (DAFOR) scale. Invertebrate monitoring required Orchid surveys
4a	11	Decrease fertility encourage greater	Annual hay-cut. Aftermath grazing	Continue to monitor (DAFOR)

		floristic diversity. Achieve 70+ desirable species	annually for next 3 years - monitor and review. Tor grass cutting as pre prescription – monitor and review	scale. Invertebrate monitoring required. Tor grass monitoring
4a	27	Retain mature scrub with peripheral grassland habitats	Minor intervention. Annual brushcut of scarbanks	Informal monitoring esp. Nightingale
4b	5	Continue management of recreated wildflower meadow	Annual hay-cut: August and occasional aftermath grazing every 4 years. Hedge-laying and drystone wall maintenance. Tor grass cutting as pre prescription – monitor and review	New Pollard walk required. Resume DAFOR surveys Daily, informal wildlife surveys. Tor grass monitoring
4b	7	Continue management of recreated wildflower meadow	Main field: Annual hay-cut August and occasional aftermath grazing every 4 years. Southern section cut every other year. Resolve pedestrian trampling. Hedge-laying and drystone wall maintenance. Tor grass cutting as pre prescription – monitor and review	New Pollard walk required. Resume DAFOR surveys Daily, informal wildlife surveys. Tor grass monitoring
4b	9	Continue management of recreated wildflower meadow	Annual hay-cut August and occasional aftermath grazing every 4 years. Hedge-laying and dry-stone wall maintenance. Tor grass cutting as pre prescription – monitor and review	New Pollard walk required. Resume DAFOR surveys Daily, informal wildlife surveys. Tor grass monitoring
4b	12	Continue management of recreated	Annual hay-cut August and occasional	New Pollard walk required. Resume

		wildflower meadow	aftermath grazing every 4 years. Leave third of field on rotation. Hedge-laying and drystone wall maintenance. Control pedestrian access on W. side. Tor grass cutting as pre prescription – monitor and review	DAFOR surveys Daily, informal wildlife surveys. Tor grass monitoring
5	13	Continue current management	W. half of field leave as 'permanent' grassland. Selected scrub removal as necessary. E. half of field: half cut annually. Tor grass cutting as pre prescription – monitor and review	Part of Pollard walk. Weekly bird count. Informal daily monitoring. Tor grass monitoring
5	14	Continue current management but Monitor effects of 'meadow' flora changing to 'downland'.	Annual hay-cut 3 out of 4 years. Perimeter grass cut in 3/4 year rotation. Occasional scrub clearance. Tor grass cutting as pre prescription – monitor and review. Possible experiment with light manuring on pilot plots	Monitor Brachypodium encroachment. Orchid counts. Monitor SWG population. Tor grass monitoring
5	16	Maintain current meadow management	Annual hay-cut late summer: a third uncut on rotation. Hedgerow management 7-year laying rotation. Tor grass cutting as pre prescription – monitor and review.	Annual orchid counts. Tor grass monitoring
5	17	Maintain current meadow management	Annual hay-cut. Leave flower-rich areas uncut. Scrub control/hedgerow	Part of Pollard walk. Annual Orchid counts. Weekly bird count

			management. Annual grazing on aftermath in S. half winter. Tor grass cutting as pre prescription – monitor and review	Informal daily monitoring. Tor grass monitoring
5	18/18a	Maintain current meadow management	Annual hay-cut. Hedgerow management Possible experiment with light manuring on pilot plots. Tor grass cutting as pre prescription – monitor and review	Part of Pollard walk. Annual Orchid counts. Weekly bird count Informal daily monitoring. Tor grass monitoring
5	19	Maintain current meadow management	Annual hay-cut. Leave area of 'permanent grassland' - cut/manage scrub as necessary Possible experiment with light manuring on pilot plots. Tor grass cutting as pre prescription – monitor and review	Part of Pollard walk. Annual Orchid counts. Weekly bird count Informal daily monitoring. Tor grass monitoring
5	20	Maintain current meadow management Part of 'Burt Landscape' – see Parks for People plan 2014	Annual hay-cut. A management and maintenance plan will be produced as part of the Durlston Pleasure Grounds HLF project	Part of Pollard walk and weekly bird count Informal daily monitoring. Tor grass monitoring
5	25	Maintain current management	Non-intervention in woodland areas except for safety reasons. Nest boxes/bat boxes	Part of Pollard walk. Annual Orchid counts. Weekly bird count Informal daily monitoring
5	26	Maintain current management	Non-intervention in woodland areas except for safety reasons. Nest boxes/bat boxes	Occasional, informal monitoring

6	15a	Retain/increase area of open grassland Part of 'Burt Landscape' – see Parks for People plan 2016 (and later 2017 plan)	Annual clearance of grassland areas and occasional grazing. Increase size of cleared area by 0.5h over 10 years. Develop more sustainable. management system. A management and maintenance plan will be produced as part of the Durlston Pleasure Grounds HLF project	Informal monitoring: Flora, orthoptera, occasional moth trapping. Tor grass monitoring
6	21	Retain current woodland management Part of 'Burt Landscape' – see Parks for People plan 2016 (and later 2017 plan)	Non-intervention in woodland areas except for safety reasons. Nest boxes/bat boxes. A management and maintenance plan will be produced as part of the Durlston Pleasure Grounds HLF project	Occasional informal monitoring
6	21a	Part of 'Burt Landscape' – see Parks for People plan 2016 (and later 2017 plan)	see Parks for People plan 2016 & intermediate woodland plan. A management and maintenance plan will be produced as part of the Durlston Pleasure Grounds HLF project	Important moth trapping area, part of weekly butterfly survey Surveys of visitors
6	22	Part of 'Burt Landscape' - see Parks for People plan 2016 (and later 2017 plan)	see Parks for People plan 2016 & intermediate woodland plan. A management and maintenance plan will be produced as part of the Durlston Pleasure Grounds HLF project	Informal bird counts, part of weekly butterfly survey. Surveys of visitors
6	24	Part of 'Burt Landscape' - see Parks for People plan 2016 (and later	Not included in Parks for People area. Retain woodland non-intervention policy	Informal bird counts, surveys of visitors

		2017 plan)	except for safety reasons. Permissive & Row clearance and maintenance & intermediate woodland plan.	
6	33	Owned and managed by Wessex Water: Retain current management regime. Possible future purchase / transfer to DCC	Some woodland thinning. Annual cut and removal of reservoir grassland. Longer term inclusion as part of Country Park	Annual Orchid (Twayblade and CSO) counts. Occasional surveys of other wildlife
6	34	Maintain grassland management. Develop 'Wildlife for All' area west of Learning Centre.	Selected mowing and scrub clearance. Mow car park grass areas. Daily litterpicks. Flower beds of Learning Centre and Castle to be maintained for colour, nectar rich plants and smell.	Formal monitoring of wildlife area Informal monitoring of other areas. Tor grass monitoring
7	35	Reduce fertility of main grassland retain wildlife interest of rough grassland. Control Bristly Ox-tongue infestation.	Annual cut and aftermath grazing of main grassland. Occasional management of 'rough' grassland particularly Small Blue colonies.	Weekly butterfly and bird surveys. Tor grass monitoring
7	36	Maintain current grassland management.	Annual cut and aftermath grazing of main grassland	Weekly butterfly and bird surveys
7	37	Restore to wildflower meadow, maintain northern 'downland' area Winter bird feeding station seed plot	Annual hay spread from Durlston hay. Annual cut and aftermath grazing. Cut 'downland' area to retain mosaic. Provide arable seed for birds in small area of field	Monitor grassland restoration, DAFOR, species counts. Monitor winter bird species – yellowhammer, linnets, etc plus pigeons

8	38 Tip	Restore to wildflowers downland, prevent scrub encroachment	Annual scrub removal programme, annual hay cut. Grazing	Monitor grassland restoration – species cover, DAFOR. Invertebrate, herptiles, bird surveys
8	39 old recycling centre	Restore to wildflower downland	Annual green Durlston hay spread Annual cut	
8	40 West field	Restore to wildflower meadow	Annual green Durlston hay spread. Annual cut and aftermath grazing.	Monitor grassland restoration DAFOR. Invertebrate, herptiles, bird surveys
8	41 Quarry	Restore to wildflower downland – reduce scrub by 30%	Annual scrub removal programme. Grazing Remove invasive plants (bracken, winter heliotrope)	Monitor grassland restoration – species cover, DAFOR. Invertebrate, herptiles, bird surveys
8	42/43 East field	Restore to wildflower meadow Provide area for winter stubble via arable habitat (50%)	Grazing Annual cultivation and spring sowing with appropriate 'farmland bird' mix. Harvest in early spring. Increase fertility / organic content: green manure etc	Monitor key winter bird species: Yellowhammer, Linnet etc

2.5.2 Zoning Policy

Durlston is divided into three distinct management zones whose objectives and actions are below:

- **Intensive Zone** – comprising the Castle, Great Globe and its surroundings, the car parks and the access routes to the Castle and the Learning Centre, plus the Wildlife Hide and Studio.
- **Intermediate Zone** – comprising the majority of the woodland on the Park, including the nineteenth century designed landscape, plus grassland and scrub. It includes the major public access route from Swanage and the coast path around the headland.
- **Remote Zone** – largely the coastal downland and meadow grassland to the west of the new Learning Centre. It is the largest zone and proposed as a National Nature Reserve. This zone also includes the seacliffs and the Durlston Bay 'landslip' area which fringe the other two zones

The three zones (see Map 2 Zones), differ significantly in their visitor pressure, conservation value and requirements – see table **Zoning Policies and Criteria**. Each zone has its own plan. Although separate they are not isolated from each other, with actions in one zone affecting another zone due to the similar or opposite requirements and practices.

	Intensive Zone	Intermediate Zone	Remote Zone
Description	Generally easy terrain (some steep slopes) with high % of hard surfaces. Highly developed Main access zone.	Varied terrain and path surface. Generally accessible by less able	Varied to rugged terrain. Reasonable level of fitness required. Limited access for less able
Visitor numbers	High: C 90+% of all visitors	High C 50% of all visitors	Low to Medium: variable but generally less than 30% of all visitors
Level of Activity/events	High	Medium	Low
Type of activity	Wide range but minimum noise and light pollution	Generally low key but occasional events etc	Low key quiet enjoyment of countryside
Educational Use	High	High	Low - mainly higher level studies and surveys
Path surfacing	Hard surfaced	Hard surfacing where appropriate	Unsurfaced mainly grass
Vehicular Access and Parking	High: Visitor parking and public transport restricted to this zone	Low: Contains majority of routes for on-site Trampler	Low: limited access to lighthouse for holiday residents & keeper. No general access occasional management work
Wildlife Conservation	Medium priority especially 'robust' easily seen species.	High to medium priority	High priority
Events	Main zone for arts and music events	Occasional events if appropriate	Low key mainly guided walks or similar
Interpretation	Main interpretation 'hub'	Some on-site interpretation associated with main paths	Almost no on-site interpretation (Quarr, Climbers, direction signs)
Other artefacts	Where appropriate	Occasional / temporary generally low key	Minimise
Trails	Start / end of all trails	Main trail zone	Single trail
Research	Main research and training hub	Some as appropriate	Non-intrusive, but various flora & fauna surveys.
Disabled provision	High level:	Medium to high - some access problems	Some 'Trampler' routes
Light emissions	Minimise	Occasional for events	None
Intrusive Sound	Some	Very occasional	No: peace and quiet
Designations	Listed building and 30% SSSI, HC, AONB	C 70% SSSI & NNR, WHS, HC, AONB, Registered Park	SAC, SSSI, WHS, Proposed NNR AONB

	Intensive Zone	Intermediate Zone	Remote Zone
Signs	High level of visitor orientation.	As necessary but keep to minimum	Minimal only where necessary for way-marking/safety
Planting	Some exotics in keeping with Burt Landscape	No deliberate introduction of non-native species, except as part of limited Burt Landscape specifics	No deliberate introduction of non-native species
Ranger/Volunteer presence	Frequent several times per day	High / Medium at least 2x daily	Minimum every 2 days
Maintenance	High level	High level	Footpath and H+S
Design	High quality	High quality	'Rustic'
Financial return	Maximise income generation potential	Some income potential	Core 'income' based on environmental schemes and funding
Level of User Skill and Self Reliance	Skills and experience of emergency first aid, personal safety and self reliance not expected	Personal safety& self reliance encouraged but not expected	Skills and knowledge of personal safety and self reliance are important. Some basic first aid encouraged
Hazard Management	Warning signs, barriers and welfare provision expected	Some warning signs and physical safety measures likely	Few warning signs. Limited use of physical safety measures
Specific Issues / notes	Need to minimise 'overspill' into other zones. Traffic / pedestrian conflicts Some tree and cliff edge safety issues	Need to minimise disturbance in the Gully area. Mountain bike issues Trees safety issues in woodland and cliff edge issues	Dog control: review existing policies Informal footpaths need rationalising Mountain bikes and occasion horses. Recognise but try and minimise potential conflict between conservation management (grazing etc) and visitors

3 Project Identification and Five Year Plan

Project Register & Plan

Primary Objective	Project Code	Project Title	Project Description	2016	2017	2018	2019	2020
2.4.1	Conservation							
1.1 2.4.6:6.2	LMP	Conservation targets for SSSI, NNR, SAC achieved	Remove scrub from downland slopes – 3a, 6a, 10a, 15, 15a, 21. 5% Gorse, 10% blackthorn, 85% grass	0.25h	0.25h	0.25h	0.25h	0.25h
1.1-1.2	LMP	Meadow edge improvement	Remove encroaching scrub along 2 field edges	2 fields	2 fields	2 fields	2 fields	2 fields
1.3	LMP	Hedgerow improvement	Lay hedges where retained on 10 year rotation	1 hedge	1 hedge	1 hedge	1 hedge	1 hedge
1.2	LMP/P4P	Dry-stone walls stockproof and in local Purbeck character	Retain and improve quality of field boundaries (6miles)	Stc land focus	Stc land focus	Wood Focus	Wood focus	Wood focus
1.1	LMP	Ponds	Clear 1/3 each pond of overgrowth every 2 years	Dew pond	Johnston STC	Johnston haysom	haysom	Haysom STC
1.1-1..2	LMP	Boundary stockproof	Ensure dry-stone walls and fences are stockproof	✓	✓	✓	✓	✓
1.8	LMP	Chalkhill Blue project	Continue scrub control on study plots & plant seeds/plugs and monitor	Plant collect	Plant collect	Plant collect	Plant	
1.9	LMP	Tor Grass Project	Reduce the encroachment of Tor Grass in the wildflower meadows	Pilot areas	Initial grazing 1	Cutting, grazing,	Cutting, grazing	Cutting, grazing,

				planned	field, monitor	monitor	monitor review	monitor
1.1	LMP/P4P	Landslip grassland improvement	Reduce the amount of scrub on the sides of Durlston Bay			P4P imp	P4P imp	P4P imp
1.1	LMP/P4P	Coastal Strip improvement	Reduce the amount of scrub encroachment on the south side of the coastal path – P4P.	✓		✓		✓
1.1	LMP	Stewardship Agreement with DEFRA	Higher Level Stewardship agreement ends Oct 2016, new 5year agreement required	Agreement	work	work	work	Work
1.1	LMP	Stewardship Agreement	New Stewardship agreement required				✓	
1.1	LMP	Grazing Agreement	Formalisation of 5 year agreement with grazier to include payments	✓			review	
1.4	P4P	Woodland management	Improve the tree stock by selective thinning work – P4P			✓	✓	✓
1.7	LMP/P4P	Improved monitoring of wildlife	Biodiversity plan for woodland		✓			
1.7	LMP/P4P	Improved monitoring of wildlife	Plan and implement monitoring and research plan for flora and fauna			✓	✓	✓
2.4.2	Landscape & Historic Features							
2.4.2: 2.1	BMP	Listed buildings good order	Globe and Chart maintained – P4P	views	views	views	Clean, views	
2.4.2:2.1 2.4.6:6.2	BMP	Durlston Castle in good order	Castle maintained to high standard.	✓	✓	✓	✓	✓
2.4.2 2.2	LMP	Improving Quarries for history and wildlife	Clear scrub from some quarries where south facing		✓		✓	

2.4.2 2.3	P4P	Parks for People	Historic park improvement, for people, community and wildlife – P4P	Submission HLF	Project development	Project implementation	Project implementation	Project completion
2.4.2 2.3	P4P	Parks for People	New management and maintenance for P4P area begins					✓
2.4.2 2.3	LMP/P4P	Tilly Whim Caves	Retain as non-accessible area, improve walling and gates for wildlife and non-access – P4P	✓	✓	P4P imp	Install	
2.4.2 2.3	P4P	Community engagement in horticulture	Project through P4P		Pilot	Implementation		
2.4.2 2.3	P4P	Increasing the community engagement at Durlston	Project through P4P		pilot	implementation		
2.4.2 2.3	P4P	Community engagement in horticulture	Shed group – see P4P proposal			✓	✓	✓
2.4.2 2.3	P4P	Community engagement in horticulture	Pilot project		✓			
2.4.3	Education & Research							
1.1	IP	Welcoming Visitor Centre	The staff are welcoming, informative and helpful. The interpretation relevant and in keeping.	✓	✓	✓	✓	✓
1.3	IP	Durlston Events Calendar	Events calendar produced biannually with number of event increasing over 5 years	100	100	100	125	150
1.3	IP	Durlston Exhibition Gallery	A diverse selection of exhibitions gallery, which are a combination of relevant, well attended, attractive to visitors, income producing, artistic,	✓	✓	✓	✓	✓

1.3	IP	School Learning	Discovery sessions provided	✓	✓	✓	✓review	✓
2.4.3: 1.4	LMP/P4P	Improved Visitor surveying	Plan and implement monitoring and evaluation of visitors to produce dataset. – P4P		Plan & implement	implement	implement	implement
2.4.4	Access & involvement							
2.4.4 : 4.1	BPM, IP	Durlston Castle	The castle remains a 'must visit place' with investment in the building and infrastructure	✓	✓	✓	✓	✓
2.4.4 4.1	OP	Catering	The food provided meets needs of majority of daytime visitors.	✓	✓	✓	✓	✓
2.4.4 4.3	LMP	Infrastructure Audits	Park furniture monitored and maintained Picnic tables, seating, gates	✓	✓	✓	✓	✓
2.4.4 : 4.4- 4.6	LMP/P4P	Access improvements on coast path – dolphin hut	Improve path surface for better wheelchair, buggy use	CP funding repairs	✓			✓
2.4.4.: 4.4-4.6	LMP/P4P	Access improvements on coast path	Improve path surface for better wheelchair, buggy use – P4P			implement	implement	Implement
2.4.4 : 4.4- 4.6	LMP/P4P	Access improvements in woodland	Improve path surface for better wheelchair, buggy use – P4P			✓	✓	✓
2.4.4: 4.5-4.7	OP	Volunteer Development plan	Production and implementation of volunteer plan to increase numbers, quality and experience of volunteers with new and old opportunities		Plan	implement		
2.4.4: 4.6	OP	Trampers provided	SWCM partnership continues Friends continue 2 nd tramper	✓ ✓	✓ ✓	✓ ✓	✓ ✓	✓ ✓review

2.4.4. 4.6	OP	Accessibility features installed	Castle sensory items Sensory trail P4P	✓		review	✓	✓
2.4.4. 4.10	OP	Durlston/Swanage Bus runs	The bus service runs each year with support of other heritage and local bodies	✓	✓	✓	✓	✓
2.4.5	Sustaining							
2.4.5 5.1	OP	Staffing	Apprentices conservation Apprentice Public engagement	2 1	2 marketing	2 1	2 1	2 1
2.4.5 5.1	OP	Promotion, publicity	Increasing the number of people who know about Durlston and what can be done at Durlston, by a variety of free and paid for advertising in print and digital media.	✓	✓	✓	✓	✓
2.4.5 5.1	OP	Marketing	Marketing plan produced			✓		
2.4.5 5.1-5.4	OP	Retail	The shop provides well priced, relevant, local or unusual gifts, souvenirs, items and food. Acting as an added draw	✓	✓	✓	✓	✓
2.4.5 5.1-5.4	OP	Retail	Shop redevelop – visit trade show			✓		
2.4.5 5.1	OP	Catering	The seventhwave contract ends in November 2016, to be renewed/replaced	✓	✓ 1yr review			
2.4.5 5.3	OP	Nature Nursery	Continues to flourish proving fixed rental income until end of contract in April 2024	✓	✓	✓	✓	✓
2.4.5 5.6	OP	Weddings	A number of carefully selected dates are provide for weddings to take place.	✓	✓	✓	✓	✓

			Weddings run by wedding planner.					
2.4.5 5.6	OP	Weddings planner	Weddings run by wedding planner, current contract ends June 2017		√			√

Conservation Management Plan and Grazing Plan for full year 1 (2017) – see Appendix

A new plan will be produced annually and updated during the year with work required. Changes will be made as required while still enabling the objectives of the plan to be completed. It will be a working document to be used a guide for the field staff and volunteer to enable planning of time and resources.

4 Ten Year Plan

Project Title		
Countryside Stewardship	2022	Renewal required every 5 years (2017 – 2022 - 2027)
Castle Interpretation	2020	Revamp 2020/21 – to last 10 years
Wedding offer	2019	Review weddings, operation and income cf other options- every 5 yrs
Catering offer	2020	Review, lease for 5 years from 2018, 2023.
Nature Nursery	2021	Review the success, financial implications and other possible uses of spaces
Produce long-term maintenance plan for buildings	2021	Requirements for long-term building maintenance – al buildings – capital works and maintenance
Parks for People	2021	Delivery of Project Complete. Maintain as per Management and maintenance plan – 10 year

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

Appendices List

	page
Appendix 1	108
Durlston: Statutory and Technical Information:	
• Location	
• Designations	
• Ownership and Tenure	
• Further Information	
• Obligations	
Durlston: Significance	
• Geology and geomorphology	
• Biodiversity	
• Social History	
• Community	
• Cultural Links	
• Other Significance	
Appendix 2	112
Durlston: History	
• Human History : Saxon - Victorian	
• George Burt through to 1975	
• The Development of the Country Park 1975-2014	
• Operation of the Country Park – early years to 2014	
Appendix 3	117
Durlston: Natural History	
• Climate	
• Geology & Geomorphology	
• Soils	
• Landscapes and Habitats:	
• Biodiversity : Flora and Fauna:	
• Management Areas	
2. Maritime/coastal habitats:	
2. The Wares:	
7. Gully Grasslands:	
8. Farmland:	
4a: Wildflower Meadows	
4b: Case Study on re-created wildflower meadows	
9. Haymeadows:	
10. Woodland and Intensive Zone	
Appendix 4	124
Durlston: Operational Description	
17. Land Management and Conservation	
18. Environmental monitoring and Research	
19. Visitor Services	
20. Health & Safety	
21. Visitors	
22. Transport & Access	
23. Access around Site	
24. Buildings and associated features:	
25. Catering:	

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

<ul style="list-style-type: none"> Catering Background 26. Information and Interpretation 27. Education 28. Staffing and Resources 29. Volunteer and Community Involvement: <ul style="list-style-type: none"> Friends of Durlston Volunteer Rangers Casual Volunteers Work Placements Volunteer Groups 30. Finance and Funding 31. Related Strategies 32. Day in the Life 	
Appendix 5: Associated Documents	140
<ul style="list-style-type: none"> Conservation Policy plans <ul style="list-style-type: none"> • Tor grass • HLS • Chalkhill Blue • Swanage Town Council land • Woodland : Parks for People • Conservation Management and Grazing Plan Visitor Services Plans <ul style="list-style-type: none"> • Operational • Retail • Events and Activities • Interpretation • Building maintenance • Access and accessibility • Volunteering • Education • Training and development • Finance Business Plan – Financial Sustainability Summary – see separate document 	
Appendix 6: Management & Maintenance Plan	141
<ul style="list-style-type: none"> 3. Current Standards of Maintenance 4. Environmental Management 	
Appendix 7: Analysis, Aims, Summary of Proposals Pre and Post the Pleasure Grounds Project ...	147
<ul style="list-style-type: none"> 8. Vision 9. Performance as Public Space 10. Green Flag Assessment of Current Activities 11. Proposed Management and Maintenance Operations Post Pleasure Grounds Project 12. Training Post Project 13. Environmental Management 14. Action Plan 	150 154 162 164 166
Appendix 8: Monitoring and Evaluation Review Plan	175
Appendix 9: Green Flag Award Score Sheet – Preliminary Assessment	177

Appendix 1 : Durlston - Brief Statutory and Technical Description

Location:

Durlston Country Park is situated approximately 1.5km south of Swanage in the south-east corner of Purbeck, Dorset (see map1)

National Grid Reference: (of Centre): SY032773

Planning Authorities: Dorset County Council
Purbeck District Council

Parish: Swanage Town Council

Designations:

85% of the site is National Nature Reserve, 33% of the site is a Special Area of Conservation, 64% a Site of Special Scientific Interest, 30% Site Nature Conservation Interest (see map 2).

Part of the eastern section was designated on the Park and Historic Landscape Register in 2010. All the area comes within the Dorset AONB and Purbeck Heritage Coast. Since December 2001 the coastline has formed part of the East Devon and Dorset Coast World Heritage Site. The offshore waters are designated as a Marine Research Area

Since 2010 Durlston has been an Accredited Country Park, having been designated as a country park in 1975.

Durlston Castle, the Great Globe and the Sea Chart are all grade 2 listed buildings.

Ownership and Tenure:

The site is wholly owned and managed by Dorset County Council apart from Area 33: Reservoir Copse (Wessex Water) and Anvil Point Lighthouse and grounds (Trinity House). In June 2014 Durlston Country Park took over the management of 4 fields on the northern boundary from Swanage Town Council on a 21 year peppercorn lease.

Dorset County Council owns Durlston Castle, the Learning Centre and the onsite accommodation.

Management is the responsibility of the Durlston Senior Ranger, as part of Dorset Countryside Ranger Service, which in turn is under the Business and Countryside Service within the Environmental Directorate of Dorset County Council.

Obligations:

This brief summary outlines some of the legal factors which need to be considered in the current and future management of Durlston.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

A large number of Public Rights of Way exist across the site. Bridleway rights and general vehicular access are limited to the entrance road and car parks. The South West Coast Path follows the coastline through the site. Much of the site has been designated as Open Access land under the CROW act. (see map 3).

There are a number of covenants relating to the previous purchases of additional land, involving Friends of Durlston, Dorset Wildlife Trust and individuals. Other agreements include an undertaking to maintain seaviews from Hillcrest Flats and annual clearance of the stream bed across the landslip.

Services include an overhead powerline running along the hedge between fields 18/19 and 20 which is subject to mandatory clearance work. An overhead powerline also runs across the gully to the Lighthouse telephone lines but does not require regular clearance. All other services are underground (see plan1). An internal agricultural water supply feeds the downland and farmland areas of the Park.

The Wildlife and Countryside Act 1981 and Countryside and Rights of Way Act 2000 places a number of responsibilities for the protection of species covered by the Acts. The site is also covered by by-laws, and the road and car park by a Road Traffic Order.

Under the CROW act areas designated as SSSI should be in favourable condition in 2010 – the condition was assessed by Natural England as favourable in 2013. The CROW act also requires a statutory duty, under Section 85, for landscape conservation within the AONB.

Risk assessments are required under the Management of Health and Safety Regulations for all work operations and other activities with implications on public and staff safety.

The Castle and several of the other Victorian artefacts are listed buildings (schedule 2). There are no scheduled Ancient Monuments on site.

The Victorian woodland and landscape is on the Register of Historic Parks and Gardens. This area is important to improve to ensure it does not fall into the failing category on the English Heritage register. (see map)

Much of this woodland areas are covered by an Woodland Area Tree Preservation Order, this has been under review for a number of years but is still covered.

Parts of the coastline are subject to instability. Major landslips have occurred in the Durlston Bay area (the largest in December 2000, but many smaller slips have occurred over the years including many over the winter of 2012). Due to proximity of residential flats this has a number of social

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

and economic implications. Current coastal defence policies are outlined in the Poole Bay and Harbour Strategy Study. Most of Durlston Bay is covered by a preferred option of 'Do Nothing'. For the central area of Durlston Bay (below Durlston Cliff Flats) the present policy is 'Hold the Line' but it is recognised that this may conflict with recommended options for the rest of the Bay. The Coastal Change Network is during 2013 -2014 reviewing these policies.

The Heritage Lottery Fund grant provided for the Durlston Project is valid for 25 years and within this are a range of actions Durlston must undertake to retain the grant. They must also acknowledge HLF's support on all printed publicity material and in publicity activities.

Significance

Durlston has particular importance in the following areas:

Geology and geomorphology

- Key geological site within Jurassic Coast World Heritage Site. Global importance particularly for Purbeck Beds (Durlston Bay) and associated Fossils
- Victorian scientists : WR Brodie and Samuel Beckles.
- Key visitor access point and intellectual gateway to the eastern end of the WHS
- Coastal views concordant / discordant coastline

Biodiversity

- Site of national and international importance primarily for limestone grassland and associated wildlife
- Traditional haymeadows and field systems
- Seacliffs and landslips: Nesting seabirds (SE edge of world range) and halophytes
- Migration site particularly for insects and birds.
- Sheer variety (500+ species plants, 34 sp. butterflies, 600+ sp. moths, 250+sp. birds) and accessibility of wildlife for people
- Marine habitat : Bottle-nosed Dolphins, Mearl Beds, eelgrass

Social History

- Saxon Field systems and ancient farm landscape
- Quarrying and the Stone Industry
- Napoleonic signal station
- George Burt and the New Elysian Landscape including Durlston Castle and associated features. The creation of a 'public landscape'
- WW2 service base

Community

- A major recreational resource for local residents
- A significant educational resource
- Local centre for volunteers
- Nature Nursery part of the options for local residents
- Local area for health & welfare

Cultural Links

- Paul Nash article 'Architectural Review 1936'
- Graham Sutherland 'Shell Guide' 1932
- Thomas Hardy – visitor
- Many artists, poets and writers have visited and been inspired

Other Significance:

- As a Country Park, Durlston has been recognised by Natural England as a demonstration of good site management, balancing access, recreation and nature conservation. Also as a Country Park with an involvement local community
- Tourism: The economic contribution made by Durlston has been recognised as being worth over 3million per annum to the local community (EU Eco-enhance and Economic Assessment DCC)
- Landscape : the small fields and 6 miles of dry-stone wall are an integral character of the Purbeck landscape.
- Views: The stunning uninterrupted sea views are highly valued by visitors
- Access: the South West Coast Path travels along 2 sides of Durlston and is used by thousands of walkers per year

For details of the above see Appendix 2 & 3.

Appendix 2 : Durlston History

Human History

Saxon - Victorian

Durlston has a long history of human influence, possibly going back to the Stone Age. However although the name Durlston is thought to be derived from the Saxon language, there is no direct evidence of human activity until the agricultural systems of the Mediaeval period. The early farmers probably cleared much of the original woodland from the site for their crops and animals and began the transition to the open grassland landscape found today.

Quarrying has been carried out in Purbeck since Roman times, and the Purbeck stone industry probably reached a peak in the early 1800s. The Durlston landscape still shows the characteristic 'humps and hollows' produced by the mine shafts and spoil heaps (known as scarbanks). Portland Stone was quarried from cliff quarries such as Tilly Whim 'caves' which closed in early 19th Century following fall in demand.

Other historical features in the Durlston landscape include the remains of a Napoleonic Signal station on the top of Round Down erected around 1795.

The area was farmed and quarried for centuries and even as late as 1841, a considerable amount of the Mediaeval strip systems still existed. Much of the area was open sheep pasture but crops were grown in the enclosed fields.

The Victorian era was a great age of fossil collecting. Durlston Bay, already famous for its geology, attracted the interest of W.R. Brodie whose initial finds in 1854 led to the large scale excavations by Samuel Beckles in 1857. According to the London Illustrated News he found '27 species of marsupial mammal about 16 of which are totally new to science'.

George Burt through to 1974

Durlston was owned and farmed by various farmers and landowners, but in 1863, George Burt purchased a significant part of Durlston and a new era began. George Burt was born in 1816, and worked locally as a stone mason before moving to London, at the age of 19, to work for his uncle John Mowlem. Using his wealth, Burt played a major part in the plans to transform Swanage from an 'old world village' to a fashionable seaside spa.

It was not until George Burt retired in 1886, that he turned his energies to further developing his estate with the newly commissioned Durlston Castle as its centrepiece. The Castle was constructed by a local builder, William Masters Hardy, and despite its traditional appearance, an iron frame lies behind its stone cladding

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

The Castle has always been used as a restaurant of sorts but, in 1890, the upper floor was used briefly as a signal station by Lloyds of London. Between 1898 and 1900, the Nobel-prize winning physicist, Marconi conducted early experiments in radiotelegraphy from the Castle to the Isle of Wight.

Fired by a Victorian zeal for learning and the natural world, George Burt set about transforming the rest of his estate. The most spectacular of his many creations was the Great Globe. However George Burt's developments were not confined to the building work, his estate was landscaped and planted with a variety of plants from around the world and it is worth noting that 50 men were employed to maintain Burt's 'New Elysian landscape'.

George Burt's plans for his estate were not entirely altruistic. Various plans were laid for a major residential development at Durlston beginning with 88 plots of freehold building land in 1891. Such schemes continued well into the 1920s but met with little success.

The arrival of the railway in Swanage in 1885, and later transport developments including a steady growth in car ownership, saw Durlston becoming increasingly accessible to visitors. The sea views, Tilly Whim Caves, Durlston Castle and Great Globe were then, as now, major attractions.

During the thirties, several English artists took inspiration from Durlston,

Shell, under their manager Jack Beddington, proved enthusiastic patrons: Graham Sutherland illustrated the Great Globe in a 1932 Shell advertising poster.

Paul Nash lived in Swanage between 1934 and 1936 where he wrote and illustrated the Shell Guide to Dorset. Intrigued by London artefacts in a seaside town, Nash wrote an influential article about their surreality for the 'Architectural Review' in 1936. He called Durlston Castle and the Globe 'Burt's masterpieces'.

Another artist, John Piper, first met Nash in Swanage and, along with the poet John Betjeman, they developed the appreciation of architectural character that ultimately led to the idea of having Conservation Areas and Listed Buildings.

George Burt also made an impression on some notable writers: As part of a Dorset Field Club outing in September 1892, Thomas Hardy and his wife, Emma had lunch at Durlston Castle with Burt. John Galsworthy in his book *Man of Property* (part of the Forsyte Saga) alludes to Burt as: 'Superior Dorset Forsyte,

Today, Durlston continues to inspire artists and there the development of the arts through the use of the Fine Foundation Gallery and events is an essential part of the Park's potential.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

The Second World War saw further developments at Durlston: an OBOE radar station (RAF Tilly Whim) was established to act as part of the system for guiding pathfinder bombers. RAF Durlston Head was added in 1944.

After the war, the RAF huts were used for emergency housing and up to 24 families lived here until 1954. The huts were finally demolished in 1974.

During the 1960s pressure on Durlston continued to grow: Without any overall management for the area, and few controls on its use, the site suffered from a range of problems including; uncontrolled access, indiscriminate parking, camping and rubbish dumping. This led to environmental degradation and a general air of neglect.

During the 1970s the growing pressure on Durlston and the rest of Purbeck's coastline was recognised: The Purbeck Coast became Britain's first Heritage Coast project, with the County Council taking the initiative in the pro-active management of 40 kilometres of coast between Osmington and Poole.

The Development of the Country Park 1975-2014

In 1973, Dorset County Council took the lead at Durlston and, using the provisions of the 1968 Countryside Act established the county's first Country Park. With support from Swanage Town Council and grant-aid from the Countryside Commission, almost 300 acres were taken under protective management under the general policy of 'conservation for public enjoyment'

Durlston's key function was to provide a welcoming focal point for the increasing numbers of visitors to the Dorset coast, and increase their enjoyment and understanding. The Park also helped to reduce pressure on other sensitive coastal sites. Car parks were laid out, a visitor centre established, interpretation provided and on-site staff accommodation built and a programme of habitat management work was established.

The Victorian Castle, was conditionally let on a 149 year lease as a restaurant and bar. The management of Durlston Castle within the Country Park, under the terms of this lease, proved problematical. These problems have been resolved by the acquisition of the Castle lease and the opening of the new Durlston Castle visitor centre in November 2011.

Anvil Point lighthouse is owned by Trinity House, but today it no longer has a keeper, and the staff quarters have been converted to holiday cottages.

Operation of the Country Park – early years to 2014

The early years of the Park were very different from today. It is one thing to draw up

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

management proposals and controls - it is quite another to implement them. Support within the local community for the new Country Park was limited and active involvement virtually non-existent. There was a legacy of hostility and suspicion towards Dorset County Council. Many of the original management problems still persisted: confining vehicular access to the designated car parks was problematical and vehemently opposed by many locals. Overnight camping continued and led to several late night confrontations, unrestricted climbing was a major concern, rubbish dumping persisted for several years as did unauthorised horse and motor bike riding. It was a number of years before these problems were mostly resolved.

Initially, Durlston's main visitor attractions were the Victoriana and sea views. Little was known about the area's outstanding wildlife and redressing this balance through greater understanding of the area's ecological value was seen as a high priority.

The Park has gone a long way to meeting the original aims of 'conservation for public enjoyment'. This rich mix of natural and man-made heritage has proved popular with local people and visitors alike, attracting over 250,000 visits a year. Over 120,000 of these visitors pass through the visitor centre at Durlston Castle (and previously the old Visitor Centre) with around 8,000 of these in educational groups.

Durlston is a key coastal access point in Dorset and gateway to the Jurassic Coast World Heritage Site and offers a wide range of walks and trails (the South West Coast Path passes through it). Along with a varied programme of guided walks and events, a wide range of other interpretation and information is available to visitors.

Nowadays, the widespread public support that the Park enjoys is highlighted by the 700 or so Friends of Durlston who provide thousands of hours of voluntary support to the Ranger team. These, along with other volunteers, provided over 10,000 hours of support in 2013.

The Durlston Dolphin Watch established in 1988 provided the early basis for the Durlston Marine Project. This project combined innovative research with raising public awareness and understanding of the marine environment, and took a lead role in a wide range of marine issues along the Dorset coast. This baton has now been taken over by the Dorset Wildlife Trust Marine Officers, so the specialised project officer is no longer employed.

Durlston was progressing well but site management is a dynamic process and subject to continual assessment and re-evaluation. In 2002 the opportunity to reacquire the lease of Durlston Castle provided the impetus for the long held desire to integrate the Castle with the operation of the rest of the Park.

The renovation of Durlston Castle enabled the Victorian heritage and geological history of Durlston to be focussed upon while still recognising the continuing importance of the area's

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

wildlife and its appeal to visitors.

The Castle required a complete renovation, with the £5.3million project being financed by the Heritage Lottery Fund and many other investors. The Castle was opened on 18 November 2011 to great acclaim for visitors and residents, delighted to see the renovation after the long 8 year wait.

The opening of Durlston Castle has pushed Durlston into the realms of a major year round attraction for a wider than ever variety of visitors, while Durlston continues to evolve. The operation of Durlston Country Park National Nature Reserve, which now includes the Castle has been a great success, with the site operating at a healthy break-even level.

In 2013 plans were laid for the improvement of the Victorian (Historic Park) woodland, by means of a National Lottery Parks for People grant. Many of the ideas were considered in the original lottery bid but were removed from the final submission. The opportunity now exists to turn this area into a destination in its own right.

The operation of Durlston leads to many challenges and this management plan is designed to provide a blueprint for the next 10 years for both the built environment and the conservation habitats.

Appendix 3

Durlston's Natural History

Climate

Located centrally along the south coast of England on the top of cliffs, Durlston is exposed to sea winds and other maritime influences. Generally, frontal systems coming from Atlantic have moderated by the time they reach Durlston, and the rainfall is lighter and more fragmented than it is further west. At other times, however, low pressure systems run through the Channel and Durlston receives the brunt of their precipitation. The average rainfall is around 940mm (37ins) per annum with summer generally the driest season and autumn and winter the wettest. Interestingly, Durlston receives up to 20% more rain than Swanage due to its exposed position.

Durlston's coastal climate means temperatures are moderated in summer (average 21C), but warmed in winter (average 7C), by maritime winds (sea breezes are summer winds). This means frosts and infrequent and snow is rare.

Daily records have been kept at Durlston since 1988 and include some interesting statistics:

Wettest day: 78.7mm (3.1ins), 9 Sept 2002

Highest Temp: 31.2 C (88.2F), 3 Aug 1990

Lowest Temp: -8.1 C (17.4 F), 6 Dec 1991

Highest wind: 75mph, several dates

Geology and Geomorphology

The global importance of this area's geology is highlighted by its recognition as a key part of the Jurassic Coast World Heritage Site. Durlston Bay contains some of the finest exposures of Purbeck Beds in the world and these have yielded internationally important discoveries of invertebrate and mammalian fossils (see earlier 'History' section)

Durlston is a spectacular place for geology. The rocks within Durlston Bay provide the best record through the late Jurassic and early Cretaceous period (140-130 million years ago) in Britain. The oldest rocks, the Portland limestone, form the headland and were laid down in a shallow sea. Above them lie the famous Purbeck Beds, formed in shallow lagoons and swamps surrounded by arid salt flats. Dinosaurs walked across this ancient landscape, leaving their footprints behind.

Durlston Bay is the best source of reptiles and mammals of this age anywhere in the world! The fossils include turtles, crocodiles, lizards, flying reptiles together with dinosaur footprints. The mammal fossils are tiny but none the less important. Some eighteen species have been described from tiny bone fragments and teeth that were found by sieving the clay rocks and searching for fossils under a microscope.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

Following the eras of deposition, huge movements of the Earth's surface and the collision of the tectonic plates resulted in the formation of the Purbeck Anticline. The local rock strata were folded into an arch, tilting away from the horizontal, as evidenced in Durlston Bay. The end of the Ice Ages, (the last one 10,000) years ago), resulted in rising sea levels, and the consequent erosion led to the formation of the coastline seen today

The area is made up of two types of Limestone, Purbeck limestone which was laid down between 145 and 141 million years ago in conditions similar those found today in a sub-tropical coastal lagoon. The ever changing conditions during the time of deposition gave rise to the large number of different strata which are clearly visible in Durlston Bay. Under the Purbeck Bed the older and more uniform Portland limestone outcrops along the coast, forming sheer cliffs.

Soils

The soils are predominately heavy clays with a surprisingly wide range of pH values (between 6.5 and 8.6). The soil is generally of low fertility and prone to waterlogging in winter. Conversely, during dry summers, the soil may dry out and crack.

Landscapes and Habitats:

Durlston lies within an area that can best be describes as 'Purbeck Plateau' a relatively flat landscape bounded to the south by sheer sea-cliffs. Under the Landscape Character Assessment it is classified as The Isles of Portland and Purbeck. And has national importance as part of the Dorset AONB.

On a more detailed scale, Durlston provides a surprising range of landscape experience and a number of distinct landscape areas which link closely with the habitat areas (see next section). The characteristic landscapes include

- The sheer Portland limestone seacliffs which reach a height of almost 100ft above sea level in and have a narrow band of sea-washed, clifftop vegetation.
- North of the fault line at Durlston Head, the unstable Purbeck Beds form a rocky beach and gently sloping and thickly vegetated undercliff, prone to frequent landslips.
- The open, south-facing clifftop grassland known locally as the 'Wares' extend 6 miles to St Aldhem's Head to the west. The area has a network of drystone walls and the line of disused quarries along the ridge is distinctive. This comprises the longest uninterrupted stretch of coastal limestone grassland in Europe.
- A more sheltered and enclosed area of rough grassland and scrub, with further evidence of quarrying, lies north of the Wares. Here the drystone walls are less obvious and often cloaked by vegetation.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

- The northern half of the Park comprises a traditional farming landscape with small fields managed as traditional hay meadows and enclosed by well developed hedgerows and drystone walls.
- The woodland along the eastern side of the Park was largely planted in late 19th century with a mix of native and introduced species. Somewhat overgrown, this area provides a shady and sheltered contrast to other parts of Durlston.

Biodiversity : Flora and Fauna:

Durlston's wildlife habitats support significant populations of nationally and internationally important species. Statistics convey a little of Durlston's wealth of wildlife: nearly 60 species of breeding bird, 500+ wildflowers, 600 moths, 34 butterflies and 10 species of Grasshopper. At least 200 of these species are of national or international conservation importance, including mammals, birds, amphibians, reptiles, invertebrates and a diverse flora. A full list of notable species (county, regional, national or international importance) is included in **Appendix ****. The statutory SSSI and SAC designations and NNR status further highlight the importance of the areas' wildlife.

The site comprises 110ha of seacliff, undercliff, unimproved and semi-improved grassland with a patchwork of hedgerows and scrub, and a small area of woodland. This provides a balanced mosaic of grassland length and age, scrub and other habitats diversity supports healthy sustainable populations with national and international significance.

The importance of Durlston's offshore waters was recognised by the designation of Voluntary Marine Nature Reserve status in 1992. Regular sightings of Bottlenose Dolphins are the most obvious indication of the local marine wildlife but the area is important for a wide range of species and habitats including Ross Worm (sabellaria) reed and Maerl Beds.

The coastal strip supports a diversity of maritime wildlife with significant seabird colonies, particularly Razorbill and Guillemot, on the cliffs. Peregrine Falcon and occasional Black Redstarts also breed in the area. The characteristic species such as Portland Spurge and Carrot Broomrape while the sea caves and cliff quarries provide a refuge for hibernating Greater Horseshoe Bats. A number of localised coastal moths include the Beautiful Gothic.

The south facing downland slopes with their legacy of quarrying and traditional grazing support a distinctive flora with Early Spider Orchid and Early English Gentian of particular note. A huge diversity of invertebrates include: Stripe winged Grasshopper, Adonis Blue and a variety of mining bees. The network of dry-stone walls has its own characteristic fauna and the area is an important landfall for Wheatears, Yellow Wagtails and other migrant birds.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

To the north, the more sheltered areas of rough grassland have their own characteristic flora including; Rare Cuckoo Pint, Wild Clary and Woolly Thistle. The grassland around the lighthouse is notable for Rock Rose and Betony while areas of more neutral grassland contain Adder's-tongue Fern and Slender St John's Wort. Green Hairstreak, Chalkhill Blue, Lulworth Skipper and Glow-worms are among the wide range of insects found here.

The areas of scrub and hedgerows are retained, primarily for breeding birds such as Linnets, Stonechats, Yellowhammer and Bullfinches. During spring and autumn this habitat is also vital for migrant birds including a variety of rare species. The dense cover also shelters many insects and mammals like the shy Roe Deer.

The farmland and meadows comprise 16 fields, which are managed as permanent grassland without the addition of any fertilisers or other chemicals. These areas are managed by hay-cutting in late summer with some aftermath grazing and other area left uncut in rotation. These meadows have a fantastically rich flora with Bee and Green-winged Orchid, Pepper Saxifrage and Dyers Greenweed among the 100 or so species.

The semi-formal woodlands, largely planted in the late nineteenth century, have limited wildlife value but do provide a contrast to other habitats and are a rare example of coastal woodland in Purbeck. A reasonable list of breeding birds such as Goldcrest, Treecreeper, Sparrowhawk and Green Woodpecker is supplemented at other times by Firecrest and a range of other migrants.

George Burt created the Durlston woodlands using a number of exotic species including Spotted Laurel, Snowberry, Weigela, Bamboo, Pampass Grass and Holm Oak.

Also found in the woods are Twayblade, Giant Fescue, Ivy Broomrape, numerous hoverflies, White-letter Hairstreak and Orange Tip. Of particular interest re a number of recently colonising moths associated with Cypress trees ; Blair's Shoulder Knot, Cypress Pug and Cypress Carpet; and Holm Oaks; Oak Rustic and Sombre Brocade.

A miscellany of other habitats includes a pond in the NE corner of 7: created in 1995 it is now well established with a wide range of invertebrates and vertebrates including populations of Smooth and Great Crested Newts. A new 'Wildlife for All' area near the Learning Centre, includes another pond and is attractive to wide range of wildlife.

A block of three fields, which were acquired with support from Dorset Wildlife Trust, Countryside Agency and Friends of Durlston, include two meadows supporting a good diversity of grassland species and a recently quarried area which is now being restored as a wildflower meadow (after 8 years as a very unsuccessful arable habitat, planted with seed primarily as a wintering area for seed-eating birds).

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

A block of 4 fields were acquired in July 2014, on a 21 year peppercorn lease from Swanage Town Council, they are to be restored as downland, wildflower meadow and winter feeding area for birds. These area 4 fields are very different including a restored 1990's open quarry, the old town refuse tip and two fields which were grazed by horses and sheep up to 10years ago (2005)

Management Areas

The area can be divided into 8 'macro' management areas and these are further divided into management compartments, generally dictated by field boundaries (see appendix map 2). A full list of notable species is included in Appendix 1.

1. Maritime/coastal habitats:

Within the coastal strip, which forms the southern and eastern boundaries of the Park, there is a range of maritime habitats supporting a diversity of wildlife. North of the fault line at Durlston Head, the unstable Purbeck Beds form a rocky beach and gently sloping undercliff, prone to frequent landslips. To the south and west Portland Limestone outcrops to form sheer sea- cliffs and relatively narrow band of spray-washed clifftop vegetation.

The cliffs support significant seabird colonies, particularly Razorbill and Guillemot both towards the SE extremity of their world range. Also Peregrine Falcon, Rock Pipits and occasional Black Redstarts breed in the area.

The cliff and clifftop plant communities are particularly interesting and include a number of characteristic species: Portland Spurge, Carrot Broomrape, Golden Samphire, Rock Samphire, a Sea Lavender, Wild Cabbage, Sea Spleenwort (eastern extremity of range). There is also a significant list of non-flowering plants notably lichens

Caves and cliff quarries provide a refuge for hibernating bats, particularly Greater Horseshoe Bats. Clifftop Badger setts are an interesting feature of this coastline

A number of localised moths including: Light Feathered Rustic, Feathered Brindle and Beautiful Gothic are associated with coastal habitats.

2. The Wares:

These exposed, south-facing slopes extend beyond the Park towards St Aldhelm's Head. The limestone grassland with its legacy of quarrying and traditional grazing, supports a distinctive flora: a long list of notable species includes: Early Spider Orchid, Green-winged Orchid, Early English Gentian, Bastard Toadflax, Chalk Milkwort, Horseshoe Vetch and Rare Cuckoo Pint.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

A wide range of invertebrates includes: Grey Bush-cricket, Stripe-winged Grasshopper, Adonis Blue, Small Blue, Chalkhill Blue, Lulworth Skipper

Birds: The patches of scrub support important populations of Linnets, Whitethroats, Stonechats and other passerines. The network of dry-stone walls has its own characteristic fauna. In spring and autumn this area is an important landfall for migrant birds such as Wheatears and Yellow Wagtails.

3. Gully Grasslands:

A mix of scrub, and a variety of cut and grazed grassland habitats. Generally more sheltered than the Wares with a greater variety of habitat type. Many of the key species of the Wares are also found here along with a characteristic flora including: Rare Cuckoo Pint, Small Scabious, Wild Clary and Woolly Thistle.

The grassland around the lighthouse is notable for Rock Rose and Betony while an interesting area of acid/neutral grassland (3) contains Trailing Tormentil, Elegant St John's Wort, Marsh Thistle and Southern Marsh Orchid,

This is a key area for breeding birds including: Yellowhammer, Lesser Whitethroat, Bullfinch and Long-tailed Tit. During spring and autumn, it is probably the best area for seeing migrant birds including a variety of rare species. The dense cover also shelters many mammals including Roe Deer.

The wide range of butterflies includes: Green Hairstreak; Small, Adonis and Chalkhill Blue; Lulworth, Dingy and Grizzled Skipper.

4. Farmland:

An area of former farmland cultivated for various crops up until early 1980s since then has been managed as permanent grassland without the addition of any fertilisers or other chemicals. The area is generally managed by a hay cut in the late summer followed by occasional aftermath grazing.

4a: Wildflower Meadows: Comprises four 're-created' wildflower meadows using a mixture of local (Durlston collected) material and commercially produced wildflower seed mixes. A very successful project with a rich diversity of wildlife. Wildflowers include: Bee and Pyramidal Orchids, Dyer's Greenweed, Cowslip, Yellow and Grass Vetchling, Slender Tare, Pale Flax.

Notable invertebrates include Brown Argus, Small Blue, 6-Spot Burnet Moth

A pond in the corner of field 7 supports populations of Great Crested and Smooth Newt as well as numerous dragonflies and other invertebrates.

4b: Case Study on re-created wildflower meadows

These fields were established by sowing a mix of non-vigorous grasses in which wildflowers could colonise and regenerate 'naturally'. Generally this area is still less botanically rich than the recreated meadows (4a) but diversity is improving as fertility decreases and notable species include Bee Orchids, Sainfoin and Cowslips. The field edges and associated quarry mounds support Rough Clover, Rue-leaved Saxifrage and several other interesting plants. Sky Larks, Meadow Pipits, moths

Pond in NE corner of 7: Created in 1995 now well established with a wide range of invertebrates and vertebrates including populations of Smooth and Great Crested Newts

5. Haymeadows:

This is an area of 8 'traditional' haymeadows which have not been cultivated or significantly 'improved' in living memory. Certainly, no fertilisers have been applied for at least 30 years. Generally cut for hay in late summer with some areas left uncut on rotation. Characteristic meadow flora Yellow Rattle, Meadow Barley, Ox-eye Daisy, Early Spider, Bee and Green-winged Orchid, Adder's-tongue Fern, Pepper Saxifrage, Corky-fruited Water Dropwort, Dyers Greenweed.

Hedgerows are important for breeding and migrant birds, bush-crickets
Saxon Field System

1. Woodland and Intensive Zone

Wide range of habitats: Semi-formal woodland planted late nineteenth century (see George Burt), well developed scrub and areas of open grassland. Also buildings, car parks and hard landscaping areas.

Woods of limited value but do provide a contrast to other habitats. A reasonable list of breeding birds Goldcrest, Treecreeper, Jay, Sparrowhawk, Green and Great Spotted Woodpecker, Blackcap, Chiffchaff, Bullfinch. Wintering Firecrest. Migrant warblers and flycatchers. This is the area covered by the application for Parks for People grant.

Diverse flora reflecting variety of habitat: Small-flowered buttercup, Knotted Bur-parsley, Twayblade and Common Spotted Orchid, Square-stemmed St John's Wort, Great Woodrush, Giant Fescue, Ivy Broomrape

Hoverflies: records of Purple and White-letter Hairstreaks, Orange Tip. Of interest are a number of recently colonising moths associated with Cypress trees these include: Cypress Carpet, Blair's Shoulder Knot and Cypress Pug

The 'Wildlife for All' area near the Learning Centre, includes a pond and is attractive to a wide range of wildlife.

Appendix 4

Durlston: An Operational Overview : Conservation for Public Enjoyment

1. Land Management and Conservation

Land management is the responsibility of the Ranger Service. Conservation of Durlston's landscapes, habitats and associated biodiversity requires an annual programme of active management. Without this, Durlston would soon become dominated by coarse vegetation and scrub through the natural process of succession. Eventually, the site would return to the wooded landscape which existed thousands of years ago, before human intervention.

The main conservation priority under SSSI designations is the maintenance of high quality limestone grassland and seacliff flora. This is achieved by working closely with a local farmer to achieve a balanced programme of cutting and grazing. Since 1992 Countryside Stewardship, then in 2006 Higher Level Stewardship have provided resources to maintain the limestone grassland, plus some additional resources for scrub clearance, wall restoration and infrastructure improvements. Future changes in Stewardship payments and priorities may have an impact on the Park's management. The current HLS agreement runs until 2016.

Land management is also concerned with conserving the area's essential landscape character, which fortunately have little conflict with wildlife conservation.

The specific landscape issues relating to the Historic Park 'Burt Landscape' area which incorporates the majority of the Park's woodland, are to be addressed through the plans being developed for the Parks For People grant, stage one of which will go to HLF in February 2015. If accepted, stage 2 would be completed within a year with the work starting in 2017.

2. Environmental Monitoring and Research

Weather records have been taken (since 1988) each morning by Rangers and collated. These are used as part of the daily information provided in the Castle for visitors and are automatically relayed onto the Durlston website. The records are used alongside other data such as visitor and wildlife records.

Photomonitoring routes exist through the meadows and downland. The meadow route has been recorded monthly since 2005 while the downland route has annual records. Regular and informal monitoring and recording of the access routes takes place.

A wide range of wildlife monitoring includes annual orchid counts, weekly butterfly transects, breeding bird surveys, seabird counts and breeding success and dolphin watching. Early morning

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

surveys of birds, and other wildlife are carried out on most days and regular moth trapping occurs.

Annual seabird counts from boats are part of a long-term study, in partnership with other local organisations, of these important colonies. Detailed analysis of the Guillemot colony has been undertaken since 1993 through the live images via the cliff camera. A Dolphin Watch (since 1988) is undertaken by volunteers from the cliffs with boat and bird passage also being recorded.

Visiting experts provide invaluable records particularly for lesser known groups such as fungi, spiders, lichens, snails, wasps and other invertebrates. In 2010 an updated 'Wildlife of Durlston' was produced with all known species included. This provides a background dataset of the state and species of Durlston. Almost the entire species list has been produced by artist Lulu Quinn as engraved on glass panels on the walls of the café in the Castle.

The records are used by many outside organisations, as well as internally for management planning. Correlation of the records and statistical analysis is carried out by mostly volunteers.

3. Visitor Services

A wide range of services is offered to visitors, the hub being Durlston Castle where the interpretation in the reception area is focussed around the daily and monthly changes that occur at Durlston. It includes Durlston Today, Durlston This Month and The Jurassic Coast World Heritage Site.

The Ranger team aim to provide a welcoming, safe and friendly environment for visitors across a wide spectrum of age, ability and interest. The Rangers provide an essential face-to-face contact with the public, answering questions, reacting to problems, providing information and providing a back-up to the volunteers working in and around the Castle. A day in the life of a Ranger – see end.

4. Health and Safety

The whole park operates under the Dorset County Council, Environmental Service Directorate Health, Safety and Welfare at Work Policy, with copies available for reference. There are specific DCC policies and codes of practice regarding personnel health, alcohol and drug misuse, visual display units, First Aid, harassment, manual handling, electrical appliances and stress amongst others.

The manual contains information on 'your responsibilities' as well as Procedures for Reporting of Accidents and Dangerous Occurrences, provision and wearing of Personal Protective Clothing and control of substances hazardous to health (CoSSH) are in place. There are policies regarding the production and use of Risk assessments, fire safety, equipment use, lone working and visitors

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

amongst others for environmental service directorate staff. The information is also applicable to all volunteers and work placement/experience persons, with the understanding that they often have less experience and understanding than the Ranger/cafe staff.

An Emergency Plan for the park and the new facilities has been developed and training for its implementation has been undertaken and is repeated at regular intervals thereafter.

5. Visitors:

Durlston is a popular destination for visitors. Although there are no exact counts for the Park, numbers are probably in the region of 250,000 per year. More accurate counts exist for the use of Durlston Castle visitor centre which receives over 100,000 per annum.

Surveys have shown that visitors come to Durlston for a variety of reasons including peace and quiet, walking, sea views, wildlife, the Great Globe and more recently Durlston Castle and its associated events and activities.

A specialised area of activities which attracts a specific audience is cliff climbing which is popular at Durlston due to the quality of its climbs and its proximity to London.

Durlston appeals to residents and visitors alike, with a fairly even split between the two groups in terms of visit numbers. There are marked seasonal differences in the level and type of visitor usage: In broad terms, local visitors use the Park throughout the year while 'non-local' visits peak at Easter, July and August and other holiday periods. September and October are favourite months for the older generation and those without children. The peak months for school parties are May & June. The numbers of winter visitors is increasing as the Castle offers more indoor options – café, changing exhibitions, larger shop and inside views while the paths around the Castle are drier and less muddy in the wet weather.

Over 20 million people live within a three hour car journey of Durlston and day visitors come from as far afield as Bristol, Southampton and London, with Poole and Bournemouth the biggest target for increasing visitor numbers.

Managing high levels of visitor pressure on a site of significant conservation value presents a considerable challenge. The detrimental effects of trampling, erosion, disturbance, litter, visual intrusion, dog-fouling, and more the specific issues such as the conflict between cliff climbing and nesting seabirds, dog walking and ground nesting birds require careful monitoring and action.

Careful zoning policies, targeted promotion and sympathetic management have proved successful but require continual review within the framework of the Durlston Management Plan.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

It is also essential to provide a welcoming and safe environment for a wide range of visitors who wish to enjoy Durlston. The infrastructure of paths, gates, signs, seats, walls and fences require regular maintenance and upgrading as per the maintenance programme.

The integration of Durlston Castle as the natural hub of Durlston has presented the requirement to alter some of the previous policies, with the intended aim of increasing the numbers using the Castle area being achieved, whilst a reduction of pressure on the more remote zones has also occurred for the new visitor.

The provision of facilities for less-able visitors has continued with off-road electric buggies and wheelchairs, sensory activities in and around the Castle and a fully accessible Castle building enabling a more wide range of visitors to enjoy the area.

6. Transport & Access

Due to its location and restricted public transport provision, most access to Durlston is either by private car or on foot. Lying at the far end of a rural peninsula, there are some inherent transport issues associated with the site and resolving this is key to future development.

The site is situated a mile south of Swanage at the end of a single carriage, tarmac road. All vehicles visiting Durlston have to pass through the one way system in the centre of Swanage. Vehicular access to Swanage is via the A351 from Wareham or the minor road Poole and Bournemouth via the Sandbanks ferry.

Surveys show that in the summer at least, up to 30% of Park users arrive on foot, the majority of these using the South West Coast Path. There are 8 footpaths leading onto Durlston from Swanage and the surroundings. The mile walk from Swanage involves some steep climbs which less-able visitors find difficult. The most popular route is along the SWCP through the woodland. This is part of the Victorian Trail which is a 3-mile circular route between Swanage and Durlston via the coast and inland fields. In early 2014 the path (that was lost to a landslip in 2000) was re-instated as an alternative route to the official coast path as it crosses the landslip via a series of steps.

The lack of Bridleways on site and the steepness of the road from Swanage means that access by bicycle is a limited option.

Cycling and Horse Riding are both limited to the entrance road as far as the car parks (Lighthouse Road and Durlston Road). There are no other bridleways at Durlston but despite this Mountain Biking is an increasing problem.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

Rail: The nearest mainline station is at Wareham with an approximately hourly services eastwards to London Waterloo and westwards Weymouth. Swanage Steam Railway Trust operate a steam and diesel trains between Swanage and the Park and Ride facility at Norden. Plans are being developed to link Swanage Railway to the mainline.

Buses: Two main Hants and Dorset bus services, taking passengers to and from Swanage, are; Poole via Wareham and outlying villages (service 42 and 43) and to Bournemouth via Studland and the Sandbanks Ferry (service 50).

A shuttle bus service was run in 2010 (August), 2012, 2013 & 2014 May - September) between Durlston and Swanage. The 2013 route included Swanage Cottage Hospital as well as the Victoria Road car park but this was altered in 2014 due to access issues. This route attracted over 12000 users, of which 9000 were concessionary. The surveys undertaken showed a strong approval for this service from the local community as it allowed access for those without car or the ability to walk to Durlston as well as enabling the bus to be used for shopping trips.

Air: Bournemouth is served by an international airport at Hurn which is approximately 25 miles (or 40 minutes drive from) from Durlston.

7. Access around Site

A network of paths covers most parts of the Park (see map) these are variable in terms of surfacing, gradient and width. A full survey has been carried out and audited. The uneven, muddy path surfaces and steep slopes are a concern to some visitors.

The provision of two electric powered Trampler buggies and an off-road lightweight wheelchair are available from the Castle / Learning Centre to be hired allowing the less-mobile visitor to access more of the routes. In 2014 signage for the main Trampler and wheelchair routes was installed on the ground.

Vehicular access is limited to the Entrance Road and Car Parks. There is limited access to the Lighthouse for service vehicles and holiday cottage visitors.

Vehicle access to the Castle is limited, a buzzer at the top of the slope is provided to ensure visitors can be dropped off and collected from outside the entrance of the castle (although parking cannot be allowed). The nearest 5 car parking spaces are designated for disabled users. There are 2 disabled drop-off points outside the Learning Centre.

Car Parking: limited to 137 tarmac and marked spaces plus 80 in the grass overflow which is used only when necessary (usually bank holidays) and when the ground conditions allow. The overflow

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

lies within the SSSI and increased usage would be problematical. There is a pay and display system for car parking revenue, which is a significant source of income. The car parks and entrance road are part of a Parking Order to prevent on road parking and non-payment of fees. There are 2 specific coach parking spaces and one bus stop.

8. Buildings and associated features:

Durlston Castle was built between 1887 and 1891 as the centrepiece of George Burt's Durlston estate. In 2011 it was reopened by Dorset County Council as the Visitor Centre, café, exhibition gallery and hub of the site. The Castle and Burt Landscape are an important part of Durlston's cultural and architectural heritage. The Great Globe and Sea Chart are Grade II listed buildings and the inscriptions carved around include quotes by Virgil, Tennyson, Milton, Wordsworth and Shakespeare.

Learning Centre: Was built when the Country Park was established in 1974 (as the Visitor Centre), but as the final part of the Castle project was extensively refurbished (including a rewire) in 2014 to be transformed into a Nature Nursery, Activity and Community Room, Studio and Rangers Offices. The south facing roof of the building has a 10KW solar panel array providing energy to the grid and income to Park.

The Activity Room is a flexible space to be used for activities, education groups, meetings, community groups and wedding receptions.

The Studio is a flexible room for use by artists, scientists, volunteers and residencies, which will provide Durlston with additional extras, from specialist work, to voluntary work to income.

The Nature Nursery is run as a partnership with 'Kids Love Nature' on a 10 year agreement and accommodates up to 24 children, and is aimed at 2-5 year olds, has its own toilets, kitchen and enclosed external space. The majority of the places are hoped to be taken by children from Swanage and the surrounding parishes.

Astronomy Dome: within the wildlife area is the dome which is a partnership project between Durlston and the Wessex Astronomy Society, the building is owned by Durlston while the contents belong to WAS.

Wildlife Hide is situated on the northern end of the Learning Centre and overlooks the wildlife area and ponds.

There is a second wildlife hide on the coast path, with a south facing view.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

The Ranger's Bungalow: Built at the same time as the Visitor Centre, this provides on-site accommodation for the resident Ranger. The garage is (allowed by the resident Ranger) to be used as workshop and store for the Park

Accommodation flat: sleeps 4 people in 2 bedrooms, plus living room, kitchen, fully accessible wet room and drying cupboard. Designed to be used to help volunteers input more into Durlston by staying on site, be they practical, artists, scientists, researchers, experts, admin or visitor services.

Durlston Castle and the refurbished Learning Centre will be part of the building maintenance review taking place in 2015 to ensure adequate resources are put aside to maintain these important assets. The built environment within Durlston comes under the remit of Dorset County Council's Building Services group.

Aviary Shed is a wooden and brick structure in the woodland used which will need major repair within 3 years.

Anvil Point Lighthouse was built in 1881 following the shipwreck of the *Alexdrovna* amongst others. It is owned and managed by Trinity House and is currently run as holiday accommodation, operated by Rural Retreats.

Nautical Mile Markers – the two metal towers (in field 15) were installed originally in 1913 but replaced in 1986 and are owned and maintained by the Royal Navy.

9. Catering:

In 2011 a private operator was sourced to provide catering facilities within the Castle. The successful bidder was Chartax who opened seventhwave restaurant and café in November 2011 (with a 5+2year lease). Early problems were encountered with the offer being too upmarket and formal for the clientele, by 2013 the caterer was operating a very successful café during the day, an occasional kiosk in the surrounds and occasional evening offers. This agreement is due to run until 2016.

The ethos of the catering is to where possible use local and fair-trade produce, but be profitable and ethical.

Regular meetings between the caterers and the Rangers take place to ensure that the two businesses run together with their aims and objectives being compatible..

Catering Background

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

From 1973 to 2003 Catering facilities were run at the Castle as a private business by Durlston Castle Company. The Castle was operated under a leasehold agreement with the Dorset County Council (freeholders) Public House and Restaurant with a Café annex added in 1985. A number of managers over the years, provided a service of variable quality. The lease arrangements and lack of integration with the Country Park management proved problematical and were the major source of visitor dissatisfaction.

When the Castle lease was attained in 2003 the catering was provided 'in house' by the County Council at the Lookout Café, within the downstairs annex. This was an interim measure while the plans for the castle were developed. When the Castle was taken over by the builders in November 2009 the lookout closed, and a temporary caravan kiosk was operated on a rental basis by the old Visitor centre (now Learning Centre).

10. Information and Interpretation:

Interpretation and information are key to enhancing visitor's awareness, understanding and enjoyment of the site.

Interpretation is primarily a communication process that helps people make sense of, and understand more about, your site. It can:

- Bring meaning to your cultural or environmental resource, enhancing visitor appreciation and promoting better understanding. As a result visitors are more likely to care for what they identify as a precious resource.
- Enhance the visitor experience, resulting in longer stays and repeat visits. This will lead to increased income and create employment opportunities.
- Enable communities to better understand their heritage, and to express their own ideas and feelings about their home area. As a result individuals may identify with lost values inherent in their culture.

Freeman Tilden, one of the founders of modern interpretation, defined it as *"An educational activity which aims to reveal meaning and relationships through the use of original objects, by first-hand experience, and by illustrative media, rather than simply to communicate factual information"*

Ethos and principles of interpretation

The aim is to make the interpretation at Durlston specific to the site, topical, regularly updated, fun, accurate and imaginative, with a commitment to arts and across a range of media. The

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

overarching theme is "Change" with daily alterations and updates to the interpretation available on site and on the website.

The main focus for physical interpretation is Durlston Castle. Here a range of displays includes 'Durlston Today' which provides topical information and interpretation on a daily basis, monthly wildlife displays, Jurassic Coast Displays, A Durlston Round the Year four-screen show and a 'Rock ' room which interprets the local geology. Within the Castle the Durlston website and Jurassic coast interactive are available for visitors to find out more in-depth information.

The Castle is also home of the Fine Foundation Gallery which provides a changing programme of exhibitions and displays. The exhibition programme is managed by the Rangers as an integral part of the activities of the site, linking closely with the events programme, use of the studio and accommodation and other uses of the space.

There are currently 4 temporary exhibitions owned by Durlston (Victorian Durlston, Durlston Past, Migration and Durlston and the Sea) these can be installed relatively quickly and have many extra parts that can be added. Other exhibitions can be income raising with commission taken on sales, from individual artists to art groups, museums, partner organisations or one with an interesting story or activity. The aims for all exhibitions are to maintain a changing programme of high quality exhibits which can interest a wide range of visitors.

The Daily Diary is written daily by the Rangers (and has been for over 20 years accumulating a vast amount of information), it is a very popular feature and is put on the website daily and is emailed out to a number of other local attractions to display.

A key function of the Visitor Centre is the opportunity for the Rangers and public to have direct contact and to answer any questions the visitors may have, the Rangers act as a one stop shop for almost any query. Alongside the Rangers whenever possible is a volunteer who takes the lead for most activities – questions, sales and initial welcome.

Self-guided Trails: 4 trails are currently provided to help visitors explore the Park: Victorian Trail (linking to Swanage), Wildlife Trail, Clifftop Trail and the Woodland Trail. The trails were reviewed and in parts altered in 2011, and each has a leaflet associated with it. There may be scope for provision of other trails in the future.

The '*Essential Souvenir Guide*' was published in early 2014. A comprehensive range of leaflets and information sheets cover many aspects of Durlston including wildlife checklists, geology and the history of the Castle. These leaflets need to be reviewed and where necessary updated.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

A *Promotional leaflet* is published twice a year, which includes a full events guide and details of what to do on a visit. It is designed primarily as an off-site promotion leaflet, and an information leaflet for visitors to take away to remind them of the events on offer.

A comprehensive programme of over 80 guided walks and events takes place throughout the year with an emphasis of holidays periods and shoulder months. These cater for a wide range of age groups, interests and knowledge. Walks are led by the Rangers and volunteers. Monitoring of the people taking part in the events will help with targeting the publicity and promotion as well as improving the mailing list.

Ranger guided boat trips, where possible, are run in conjunction with a local boat company between May & June. These trips have proved a very effective way to experience the World Heritage Site and its wildlife, particularly the seabirds. These usually attract between 40 and 100 people, but they are very dependant upon the weather conditions.

Within the intensive zone a small number of interpretation panels are located, the topics range from Tilly Whim Caves, Bollards, Wildlife and the JC WHS. While popular with visitors there is a need to review the effectiveness, siting, content, design and location of panels.

The website www.durlston.co.uk is a very popular website, and is updated on a daily basis. It gets thousands of hits per year and was revamped in 2014. The website provides a huge amount of background information on Durlston and a superb way of encouraging visitors. The daily updates ensure visitors repeat their hits.

Social Networking is becoming increasingly important with Facebook, Twitter, Flickr and You Tube among other being used by the Park on a regular basis.

Fine Foundation Gallery

Within the Gallery the exhibitions provide an attraction to visitors which enhances understanding and appreciation of Durlston, wildlife, conservation, the arts, crafts and local activities. These exhibitions generate sales or commission income, but also, through the additional numbers of visitors or by increasing the length of stay on the site by these visitors indirect additional money is generated through car parking, shop and café sales.

The exhibitions are an integral part of the Durlston offer, and are changed on a regular basis with a wide range of different topics and artists and makers involved.

An Arts Panel has been set up, whose aim is to provide advice on the arts and to help in the selection of some of the artists.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

Between the outside exhibitions Durlston has 4 in-house exhibitions which can be used. The scheduling of the exhibitions has to be balanced with the needs of the artists, the public who are coming for this attraction and the other uses such as functions and weddings.

Events and Activities

Durlston provides a varied events programme with over 100 events each year ranging from public guided walks, talks and lectures led by Ranger or other experts, stargazing, to children's activities and trails, to evenings of music (which have included classical, folk, blues, jazz and world music), plus comedy acts and plays.

Most events are chargeable (the price varies depending on event), with events run with others generally working on a percentage basis between Durlston and the performer. This has proved a good way of negotiating as it encourages all to promote the event to increase income.

Events can take place in a number of places including outside, in the amphitheatre, the gallery, castle, belvedere or activity room or studio. The requirement for the performer and the other competing uses for the space generally dictate the space and the timing of the event.

Functions and Weddings

The aim is that events, weddings and functions are delivered to a high standard and make a positive contribution to the ethos and objectives of Durlston

Durlston is an exclusive occasional wedding venue, with a limited number of Gallery weddings, increased opportunities in the Belvedere for ceremonies and the opportunity to have weddings and receptions at the Learning Centre.

Durlston Castle is a very unique venue, and has three room options available. For wedding or function, with the choice of the Belvedere which can seat 50 guests, or the Gallery which can seat 120. The Gallery is the main 'reception' room and can seat 120 for a formal sit down meal, and go up to 150 for a more informal evening reception. For a more intimate meal, the Restaurant is available to hire exclusively for 60 guests.

For the 2015 season onwards, a new marquee space was made available outside the Learning Centre, with toilet facilities and the indoor activity room area, this has so far had little take up.

Weddings are an important part of the offer at Durlston, with careful scheduling ensuring the provision of dates that are appealing to the clients, but also ensuring that the reputation of Durlston and of the gallery offer is not comprised unduly. Weddings in the Belvedere and at the Learning Centre are much more flexible than those in the Gallery as there is less preparation or other competing uses to manage.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

Weddings are run through our business partner (Blue Bay Events whose 3 year agreement was renewed in 2014). BBE are the contact for the clients and as such Durlston is just a venue that has been hired.

Functions can take place in the Belvedere, Gallery or Learning Centre. The gallery has least availability whilst the Belvedere and Learning centre are fairly flexible. A room hire fee is payable for these spaces, with the Learning Centre activity room the cheaper alternative to the Belvedere. These spaces have been used for Birthday parties, celebration, wakes, children's parties, club meetings, training courses and exercise courses.

11 Education:

Durlston is a superb outdoor classroom and offers an amazing opportunity to engage visitors of all ages, with some of the best wildlife, landscape and geology the UK has to offer.

Education has been a key part of Durlston, with approx 8,000 pupils/students visit Durlston each year (reduced from a peak of 12,000). These are most commonly key stage 3 visiting mainly during the summer term especially May and June with some September and October.

Approx 20% Dorset schools whilst 80% originate from outside the county. Direct income from Ranger led sessions is about £4000 per annum, but there is a very considerable indirect income from shop sales. There is no charge for visiting the Castle or Park for school groups whether independent or from the local centres.

Currently, a range of Ranger - led activities are offered these include a choice of 10 discovery sessions: Birds of the Cliffs, Limestone and Quarries, Coastal Processes, Victorian Durlston, Adaptations and Ecosystems, Dolphins and the Marine Environment, Management on a World Heritage Site, Durlston Minitour and Astronomy. There is also a shorter Meet a Ranger session.

Monitoring of school sessions shows an extremely high level of satisfaction with over 90% of the sessions rated as excellent. The changes in the use of the old Visitor Centre, with the addition of the Nature Nursery and internal Studio have caused the Education Plan, written in 2008, to need some parts to be reviewed.

12. Staffing and Resources:

The Ranger service is of part of Dorset Countryside, which was restructured in 2015 with the Senior Ranger taking over responsibility of not just Durlston Country Park, but also the Rights of Way network and the Grounds Team in Purbeck.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

Current Durlston staffing includes 3 Rangers – who each have a particular focus – Conservation, Public Engagement, and Parks of People. There are also two Trainee Rangers on a year-long training programme. Additional offsite roles are also taken by the team, England coast path development, Partnership building and assisting the other Purbeck teams.

A flexible approach to staffing has proved successful core skills enables each ranger to act as Castle duty ranger, while having specialist skills and responsibilities. This ensures that all aspects of the varied work of the park are well integrated. The Ranger Team are responsible for all aspects of Durlston management with support from volunteers, other officers and partners.

Staffing is an aspect which will need to be reviewed as the expectations and targets are being increased and the current limited staffing will be ultimately unable to continue to expand the business. It may be specialist short-term projects, administration of general duties, contractors, part or full-time which are required.

13. Volunteer and Community Involvement:

The involvement of the community through their volunteering and input is vital to the success of Durlston. In 2013 the number of volunteer hours put into the Park was over 8000, encompassing a huge variety of tasks and people. We aim to provide the opportunity for all, regardless of ability, age, ethnicity or background, to actively become involved in Durlston.

Friends of Durlston

The primary focus for community involvement in the Park is the Friends of Durlston organisation, established in 1988 to 'provide a focus for the goodwill and support that exists for the Park'. FoD membership is current around 800 (480 memberships - many of which are family memberships). General membership is £17 or £23 for families. The majority of Friends are local residents but nearly 150 live outside of Purbeck, including several overseas members who keep in touch via newsletters and the website.

The benefits of FoD membership include; concessions on parking, events, café refreshments, a programme of social events and an opportunity to get involved.

About 20% take part in activities and undertake a wide variety of work on the Park. This includes; visitor services, computer work, practical estate work, wildlife monitoring, interpretation, fund raising, habitat creation, promotional work and management. They have had a major role in a number of projects, haymeadow re-creation, pond building, and the successful refurbishment, opening and running of Durlston Castle.

The Friends are a constituted body and their Executive committee meets regularly with the Park managers to discuss management issues and help in the decision making.

Volunteer Rangers

Dorset Countryside runs a Volunteer Ranger scheme where the volunteers are provided with uniform, training, opportunities in return for a long-term commitment to the service. Durlston has had an average of 3 Volunteer Rangers over the last 5 years who have contributed to all aspects of Durlston.

Casual Volunteers

For those unable to commit to regular volunteering are able to do so on a casual or occasional basis after an initial induction and training, volunteering as and when they are able to do so.

Work Placements

Durlston also offers opportunities for a range of temporary Work Placements, mainly from local school and colleges, but increasingly from other areas including overseas.

Volunteer Groups

A number of regular groups visit Durlston to volunteer their time, these include groups from local centres, businesses and organisations. There is considerable benefit in increasing this area of volunteers in the future.

Volunteers in the future will have even wider opportunities as we move forward. The provision of accommodation on site (4 bed flat) will allow volunteers to stay overnight, enabling us to attract specific talents, for example marketing advisor, dry-stone wall trainer, fundraiser, coeloptera specialist, or bruchcutter operator. This accommodation will also work alongside the studio to enable artists and scientists to stay on site providing expertise and workshops.

14. Finance and Funding

Durlston is funded through the income that can be raised both directly on site (parking, retail, events, functions, catering) and indirectly through grants and fundraising. This is administered through Dorset County Council, who set targets which required in 2013 and beyond, Durlston to run at a slightly above break-even basis, which was achieved.

The income and expenditure are processed through the Dorset County Council systems, which enable regular budget monitoring and reviews.

See Financial Plan for full Details

15: Linked research and strategies:

Related strategies:

- WHS Strategy (2014)

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

- A Tourism Strategy for Dorset County Council (2004 - 2014)
- Local Transport Plan (2007 - 2015)
- Swanage and Local Area Transport Needs (2002)
- Purbeck Transportation Study Report (2004)

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

16. Day in the life of a Durlston Duty Ranger - summer

Each day a Duty Ranger will be in charge of the Castle and everything within it. Their morning for example involve

07.30 – 09.00 :	Early Patrol - including litter pick, car park check, Park check.
	Open Learning Centre hide (outside door) and check toilets
09.00 – 09.05 :	recording weather at Learning Centre
09.05 – 09.35 :	writing daily diary – either at Learning Centre or Castle
09.35 – 09.45 :	produce 'Durlston Today' information sheet, walk to Castle
09.45 – 10.00 :	update daily displays, turn on other displays, check round Castle for defects/problems.
10.00 – 10.15 :	open doors – throughout castle – top, bottom. Open Sign up/on, blackboards out, Check with café staff about day ahead
10.15 – 13.30 :	check toilets (x2) and restock, provide jobs for counter volunteers, At reception desk and shop serving customers/visitors along with volunteer (brief volunteer on their arrival). Act as security, liaison and monitor internal cctv throughout day. Working on own project area if time.
13.30 :	swap over with 2 nd duty Ranger who will check castle undertake activities then close Castle at 17.00
14.30 – end day :	car park check, practical work, work on own area of duty
	Castle Duty Ranger closedown
17.00 – 17.15	close Castle reception, shop and castle, turn off displays. Count till, float and ensure safed or banked.
	Rubbish and recycling to be removed from castle to Learning Centre store each evening

In the winter when the park is less busy the Castle opening hours are shorter, therefore

08.00 - 09.00 ; Early patrol

10.00 – 16.00 ; Castle opening hours.

The daily activities and requirements will be the same as in the summer, but there will be more opportunity for the Rangers to work on their own project areas while at the desk as it will be less busy than in the summer.

Appendix 5: Related Documents

Conservation & Heritage Policy Plans

- Higher Level Stewardship Agreement
- Tor Grass Management
- Conservation Management and Grazing Plan – annual
- Swanage Town Council Agreement and Plan
- Chalkhill Blue Project
- Parks for People Project (development proposals 2016, delivery proposals due 2017)

Visitor Service Plans

- Operation Plan
- Retail
- Events and Activities
- Interpretation
- Building Maintenance
- Access and accessibility
- Volunteering
- Education
- Training
- Finance

Durlston Business Plan

Financial Sustainability

The Country Park runs at a cost recovery level (114% in 2016/17) including all staff wages and been income positive since the re-opening of Durlston Castle in 2011. This solid financial basis, combined with a confidence and familiarity with the new business model created by the opening of the Castle makes this an ideal time for further developments.

Key current income streams for Durlston include car park income (30%), rental income from the café and Nature Nursery (26%), retail sales (21%), events and gallery income (10%), wedding and function income (6%) as well as grant aid from Countryside Stewardship (5%) and donations (2%). All of these income streams are robust and all except countryside stewardship have increased since 2011, with total income 68% higher than in 2011.

Since the Castle opened in 2011 there has been a significant increase in the income to the site, with a 9% increase in visitors but a 68% increase in total income from retail, parking, events and weddings. In the first year after opening, 2012/13, there was a spike in visitors and income as was expected from a new visitor attraction. There is an expectation that new investments will provide an increase in visitor numbers and in the length of time they will stay on site with an associated increase in income.

Appendix 6 : Management & Maintenance Plan

1. Current Standards of Maintenance

In summary for the Park

We aim to provide a safe and welcoming environment for visitors, where any issues and problems are dealt with quickly and through the regular maintenance and monitoring programme, the standards of the site are high.

The management and maintenance of the site is undertaken by staff, contractors, volunteers and community members. These include Friends of Durlston, those taking part in the projects and other volunteers to the park.

There are (and will be more) opportunities for corporate and groups volunteers to take part as well as community groups and specialist groups such as climbers, birdwatchers, dry-stone walling association and conservation groups.

There are also be opportunities for work placements, apprenticeships, trainees to take part.

Monitoring undertaken includes biological, visitor numbers (recorded into the Visitor Centre and along the south west coast path) and visitor feedback.

Annually £3000 is allocated from the parks budgets, routine maintenance (£2700), training (£200), activities, (£100), plus the requirement on a rolling schedule to replace furniture and when conditions require upgrade path surfaces and walls (annual average £1650).

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

Regular Inspections in the Project Area

Survey	Fixed Inspections	Other	Cost
Tree survey for safety	3- monthly - visual surveys	Regular ad-hoc checks by Rangers on routine patrols	
Furniture survey - seats, gates	3 -monthly - visual and physical surveys	Regular ad-hoc checks by Rangers on routine patrols	
Bridge survey	Annual visual checks	Regular ad-hoc checks by Rangers on routine patrols	
Signage	Stone signs: wooden posts: waymakers, swcp, trails, prow,	Regular ad-hoc checks by Rangers on routine patrols	
Interpretation : interpretation boards	Regular checks as part of routine patrols	Regular ad-hoc checks by Rangers on routine patrols	
Access : path surface	Regular checks as part of routine patrols	Regular ad-hoc checks by Rangers on routine patrols	
Victorian Stone signs	3-monthly cleaning of algae growth	Bi-annual clean with brush and repaint if required	
Buildings	Premises Responsible Persons checks: (weekly ,monthly, annual, Pat)	Rangers Visual checks during daily work	£100
Outside Lighting	Around Castle and 1 car park	Checked during PRP	
Training		Rangers and Volunteers	£200

Annual Work Schedule for the Project Area at present

Tree – safety work	Removal of limbs as required for public safety	Rangers/Volunteers Contractor	£1500
	Removal of fallen trees - as required for public safety		
Road Work	Tree / bushes overhanging - annual. Hedge management - 7 year cycle Verge cut after summer	Rangers/Contractors	
Path clearance work	Fallen leaves are removed from the woodland coast path on regular basis during the autumn and winter	Volunteers	
	Mud and gunge is removed from the woodland coast path annually	Volunteers	
	Woodchip path has woodchips added as required annually - the chip being provided from local tree surgeons	Volunteers	£200
	Removal of overhanging vegetation - on footpaths - as required to maintain good public access	Volunteers	
Cliff top coast path	Annual (spring) top up and compaction of the limestone chippings on coast path slope area.	Rangers/Volunteers	£500
Viewpoint clearance	Routine cut back and major refurb of views	Rangers/Volunteers/ contractors	£500
Cutting of	Hay cut, baled and removed July-Sept,	Contractors	

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

meadow			
Hedgerows	Cut back annually between Oct- Feb	Rangers/Volunteers	
Drainage	The path drainage is cleared each autumn (pre-winter) and again in spring	Rangers	
Victorian Inscriptions	Cleaned every 4 years, and repainted every 8 – specialist work	Volunteers/Contractors	
Globe	Cleaned every 15 years – specialist work	Contractors	
Amenity Grass cutting	Aviary and other glades – approx. every 3 weeks during the growing season	Volunteers	
Litter Picking	Weekly routes picked : adhoc litter picking on regular basis	Rangers/Volunteers	
Dog faeces	Any faeces removed as necessary. Dog bins provided and emptied weekly as minimum, but as required	Rangers	
Graffiti	Any graffiti discovered is removed as soon as possible	Rangers	
Furniture replacement	Replacement is as required, with gates designed to last for 15 years minimum (hardwood posts), with latch and hinge adjustments made as required	Rangers	£450
Dry-stone wall replacement	repair requiring walling stone and capping	Contractors/ Rangers/volunteers	£1200

Daily patrols are undertaken by the Rangers with any issues reported and dealt with

Safety issues	Immediate response = mending, repair or closure
Litter, graffiti	Removed asap
Vandalism	Cleared and tidied as required

Other work is listed and assigned a response time – day, week, month, schedule

All or the routine maintenance work is undertaken by the Rangers or by trained volunteers, except in exceptional circumstances or where specialist skills and equipment are required that are not available through the Rangers. This includes tree canopy work, major paths and walling works.

The Durlston Rangers can be assisted by the Area Ranger team when requested for additional grass cutting and habitat work as both teams are all managed by the Senior Ranger.

The entire Country Park including the Project area are served by a small garage encompassing tool store and small workbench. This area is not sufficient for any increase in maintenance activities.

The dilapidated shed is currently fit only to be used as a wood store area. This is due for replacement through the Project and the new facility created will provide space, equipment and volunteers to increase the maintenance activities.

2. Environmental Management

Climate Change

Although the effects of climate change on habitats and ecosystems are difficult to predict, due to the complexity of systems involved, a number of outcomes are very likely:

- The effects of climate change are likely to be felt through the heavier rainfall and longer drier spells predicted. The effects of the heavy rainfall are likely to be increased problems with water runoff affecting the footpaths, to mitigate this drainage improvements are planned. The underlying ground conditions will mean the ground is more susceptible to waterlogging and poaching, mitigation for this is to reduce the human footfall in the wetter months by careful direction of visitors and Rangers.
- The drier spells will affect the stability if furniture dug into the ground for example gate posts, as the ground has a high proportion of clay within it.
- The changes in the climate will also affect the frequency of amenity grass cutting required, with the cutting season also becoming longer.
- It is likely that some species will be lost, due to climatic effects, however due to the complexity of eco-systems here and the current level of knowledge, the most effective response at present is to maximise overall biodiversity, so that if species are lost, hopefully their niche can be filled.

It is important that as the climate changes, weather recording at Durlston, which has been carried out since 1988 be continued and ideally work should be undertaken to relate this to wildlife data, to help aid future management and decision-making.

Transport

Reduced use of transport on site. People are encouraged to walk around the site to gain access to the facilities, this also applies to Rangers and volunteers who limit the use of the vehicles (off road mule or car) on site to the need to carry goods or people.

A Bus service has been provided for the summer season over the last few years to enable those using public transport to reach the site, this has enabled more people to get to the site without their using private vehicles.

Cycle racks are provided at several points round the site.

Resources

Minimal water use – the aim is to use minimal water on site. The water troughs have ball valves, meter readings are taken to watch for underground leaks. There is very little use of a hose. Rainwater is collected at the Learning Centre.

The Learning Centre has a 10Kw solar panels array producing electricity to the grid. This was installed in 2012

Waste produced is reused where possible, if not it is then recycled through collection and sorting (metal bins, plastic, paper, cardboard, light bulbs etc). Trade collections are made for tins, plastic, cardboard, paper and glass, while large metal items are stored for removal and resale. The amount of waste produced is minimised and purchasing takes packaging and lifetime into account. Scrap wood is retained for use in projects or sold for firewood alongside logs produced during woodland operations. Items which are no longer required and are surplus to requirements are sold or given away, where appropriate.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

Provenance

Where possible local resources are used – eg walling stone and limestone chippings from the local quarries, retaining both local character but also reducing the transport effects on the environment. Whenever possible, existing stone or wood from the site is used or re-used.

Compostable Waste:

The waste generated from land management operations is where possible composted or put in waste piles to rot. There is a compost heap for kitchen waste. The compost is used for the occasional planting and seeds potting. During the clearance of the fallen leaves from the paths, this is also composted.

The number of bonfires is limited to essential fires only. This limits the nuisance caused to the local neighbours and keeps pollution emitted during bonfires to a minimum.

Woodland waste produced during the woodland management programme includes logs and posts.

Peat use

There is no peat used on the site, the environmental consequences of using peat are completely against the ethos of the Park and conservation as a whole. Where compost material is required, for example in plant pots, raised beds it will be produced on site from material cut and composted, some compost already exists. Compost bins will be built as part of the shed project and they will be maintained through it. Where home grown compost is not available environmentally friendly and sustainably produced alternatives will be used.

Herbicides and Pesticides

There is currently a presumption against using pesticides at Durlston, this policy will continue, where pest control is required it will be targeted specifically. Only the use of natural barriers and control methods will be considered first except in exceptional circumstances.

Only specific targeted herbicides are used at Durlston to treat only specific issues, these include spraying of bracken in exceptional circumstances, Japanese knotweed when discovered and occasional spot treatment of weeds around the hard-standing of Durlston Castle (spraying helps reduce damage caused by roots of plants in the buildings and surrounds). Elsewhere weeds are cleared using hand or power tools.

Habitat Improvements

There is a constant aim to improve the habitats of the Site, which is nationally known for its coastal limestone grassland, most of this area is under the countryside stewardship agreement.

The Woodland Habitat is currently dominated by Holm Oak and Sycamore. The Holm Oak has little wildlife value and provides an almost complete shade and canopy cover with very little understory. Opening up the glades will allow more light into the woodland and this will increase the diversity of the woodland flora and fauna.

A seasonal work programme exists to ensure the habitats are managed.

A programme of Tor Grass management is in place to reduce the quantity of invasive Tor Grass in the meadows.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

There is a programme of monitoring of the woodland trees for ash die back and chestnut canker – neither of which have been discovered. There are numerous Elms which get affected by disease after number of years, these are then cut down and suckers regrow.

Standing dead wood is left in situ (where safe to do), brash and dead wood habitat piles are produced and left. Cut wood is where possible used on site as path edging and fencing poles.

Durlston is divided into three zones, these differ significantly in their visitor pressure, conservation value and requirements – see Appendix 1: 2.6 Zoning Policies and Criteria. Although separate they are not isolated from each other, with actions in one zone affecting another zone due to the similar or opposite requirements and practices.

Appendix 7

Analysis, Aims, Summary of Proposals for the Pleasure Grounds Project

1. Vision

We will continue to develop and manage Durlston as an inspirational, world class nature reserve and visitor facility with the highest commitment to conservation, customer satisfaction, learning, community and sustainability.

To ensure this vision is achieved and continues to be achieved requires the management and maintenance of the site to be of a high standard.

The Historic Garden Project area, has over the last 20 years been mainly left to fend for itself while the remainder of the site has been brought up to the required high standard through development and management for SSSI, SAC habitats, NNR status and the successful opening of Durlston Castle.

This lack of concentration on the Historic landscape leaves it of lower quality and in need of resources and love which is where the Pleasure Grounds Project is essential. The aim 'To identify, revitalise and celebrate the historic designed landscape of Durlston for nature and community' will ensure this once again becomes a focal point of Durlston and for many more than just a route to the Castle and the wider environment.

2. Performance as Public Space

Over the last 20 years Durlston as a whole has achieved much, including:

Friends of Durlston	The thriving Friends Group now has over 700 members.	Provide alongside other volunteers over 10,000 hours of assistance each year.
SSSI Award English Nature	Best Meadow re-creation project 1996 for the Durlston Wildflower Meadow recreations.	Returning arable fields to wildlife rich flower meadows using volunteers for seed collection, seeding and recording
Britain in Bloom	Conservation & Environment Award 2006	The high quality of the conservation at Durlston alongside the encouraging of public access and enjoyment
NNR status - Natural England	National Nature Reserve designated 2008	Cited as an exemplar of how people and conservation can be managed successfully
SSSI	favourable status	Ensuring the designated downland in maintained to achieve and retain favourable status
HLF-funded £5m 'Durlston Project' Durlston Castle restoration - reopening November 2011	Durlston Castle restoration - created a world-class facility for visitors to Durlston and the Jurassic Coast, including café, gallery, Learning Centre, studio, volunteer accommodation and improvements to the Durlston Website and arrival and orientation information.	Enabled an increase in scope and diversity of volunteering, learning, events and community work.
Britain's Favourite Green Space	Attained 2nd in the public vote for 2010	The Keep Britain Tidy Group.
2012 HLF Awards	The Castle Project was voted 'Heritage Project of the Year'	The visitor feedback for Durlston is overwhelmingly positive
Increased Events	Now includes music, live performance,	Many events are operated as

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

Programme	art exhibitions, workshops and training as well as traditional guided walks	partnerships with commercial companies, organisations, groups or individuals.
Financial sustainability	The Country Park now operates at a level producing a small income surplus	Securing site future in challenging financial climate

The evaluation of the performance of Durlston over the last few years and the baseline data collection, commissioned as part of the Parks for People Project, alongside feedback from visitors, partners and staff has highlighted some of issues which need attention:

- The site furniture and infrastructure is in need of improvements, this has led to an increase in reactive maintenance within the project area: including increased maintenance on paths, viewpoints, tree stock, buildings and site furniture.
- The deteriorating heritage features and landscape could lead to the significance of the Historic Parks and Gardens dropping putting the registered landscape at risk.
- The lack of investment and new activities within the project area, risks an increase in customer dissatisfaction and reputational damage, reducing the sustainability of the site.
- There is insufficient staff and volunteer resource and budget to resolve the issues above without external support.
- Continued decline in condition of assets would lead to increased costs required in the future to restore or make safe.
- The Pleasure Grounds Project proposals are generally popular with the staff, volunteers, partners and the local community, therefore not undertaking them would now be seen as detrimental and a failure.
- The lack of facilities for children and young people cited as a reason not to visit by 21%.
- Of the visitors 20% access the park on foot through the woodland walk.
- The most popular facilities are the woodland and clifftop walks and viewpoints and the most popular reasons for visiting are to go for a walk and to enjoy the views therefore it is very important that these aspects are maintained to a high quality to retain visitor numbers.
- Areas where there are lower levels of satisfaction include the quality of the pathways and access around the park (29% say it's fair or poor), quality of signage (29%) and how well the park is promoted to visitors (37%).
- Overall the large majority of the visitors to the site had a positive experience.
- Using the Green Flag Assessment areas the Site was been assessed for its management and maintenance (see table). The preliminary Green Flag assessment report is in Appendix 3.
- The draft Durlston Management Plan 2016 was poorly structured making the desk based Green Flag assessment more difficult.

A key goal of the Management and Maintenance Plan is to achieve Green Flag award at the completion of the HLF project.

The Green Flag Award scheme is the benchmark national standard for parks and green spaces in the UK. Launched in 1996 to recognise and reward the best green spaces in the country the first awards were given in 1997 and it continues today to provide the benchmark against which parks

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

and green spaces are measured. It is also seen as a way of encouraging others to achieve high environmental standards, setting a benchmark of excellence in recreational green areas.

Green Flag Award applications are judged against the eight key criteria whilst taking into account the fact that each green space will offer different kinds of facilities, and will be managed and developed to varying opportunities and constraints.

For this reason the Action Plan has utilised the 8 Green Flag criteria as headings:

- Welcoming Place
- Healthy, Safe and Secure
- Well Maintained and Clean
- Sustainability
- Conservation and Heritage
- Community Involvement
- Marketing
- Management

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

3. Green Flag Assessment

Green Flag Assessment of Current Activities

Assessment area for Green Flag			
1	Welcoming Place:	Comments	Actions
	The Park must be a pleasant place to visit with good signage both about the park and for visitors to be able to find it	Some of the path surfaces uneven and difficult to access.	Improve the path surfaces around the woodland and clifftop .
		Improve waymarking around site	Waymark the tramper routes and other waymarked trails to enable easy access
		Signage unclear in places	Improve signage from car park to castle
		Improve access to site from Swanage	Improve pedestrian route to Durlston
		Welcoming site to visit	Provide customer service training and disability awareness training for staff and volunteers
2	Healthy, safe and secure	Comments	Actions
	It needs to be a safe and secure place. Health and safety policies should be in place and regularly reviewed and implemented	Some furniture is beginning to fail - picnic tables, seats Infrastructure needs to be regularly maintained	Schedule of replacement produced and resources allocated Trained volunteers and Rangers will monitor monthly New equipment and facilities (incl. play & art) to be include in the monitoring regime Problems to be rectified
		Personal Security	Lone working policies will be followed. Outside lighting provided during opening hours of the castle and learning centre
		Dog fouling	Bins to be provided and emptied weekly
		Dog Fouling	Annual campaigns aimed at visitors and locals, targeted
		Health and Safety policy Risk Assessments	All Rangers and volunteers to have good understanding of and training in H&S. Immediate action taken where accident and incident forms indicate.
		First Aid	Rangers and volunteers to be trained in first aid, with annual refresher training
		COSHH	Substances to have assessment sheets
		Tree Inspections	Rangers carry out tree inspections
		Equipment/tools	Electrical, fire, emergency equipment to be maintained and tested as per regulations, including pat, pwer.
3	Clean and Well maintained		
	Litter and other waste	Litter & waste - none	Litter removed daily on Ranger

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

	management issues need to be addressed. The park should be clean and well maintained.		patrols Regular volunteer litter picks
		Litter bins - none	Provision only at Castle and Learning Centre - presumption litter is not left by visitors
		Site waste secured	Waste area to be out of public site
		Vandalism/graffiti	Damage to be removed on discovery whenever feasible.
		The amenity area should look cared for, but also natural	Fortnightly mowing of amenity grassland and paths by trained volunteer. Unwanted weeds around the car park to be removed, wildflowers to be left Wildflower verges to be cut when visibility requires
		Some infrastructure looks tired and worn	Replace and improve infrastructure and interpretation
		Tree stock is in need of rejuvenation	Surgery to identified trees. Young trees of sycamore and Holm oak to be removed to reduce low quality trees stock.
		Buildings - maintained	Resources to be provided through DCC
		Buildings - cleaning	Daily cleaning of public areas by paid contractor
		Equipment	Maintained to safe and effective standard, monitored and recorded. Replacements scheduled
		New furniture and infrastructure	High quality in style and longevity
4	Environmental Sustainability	Comments	Actions
	Maintenance practices in the park should be environmentally friendly. Chemical and peat use need to be eliminated and materials recycled wherever possible,	Make the site as environmentally sustainable as possible- reduce waste, energy use, pollution	Retain PV cells on roof Reuse water from butts Reduce energy usage Use of Measure MY Energy data to reduce electricity use
		Pesticide & herbicide use	Minimal use; spot treatment where necessary.
		Peat - never to be used	Compost from on site, or bought in for plant
		Waste minimised	'Shed' will include water butts for plants
		Woodland management to be improved	Project will improve woods for wildlife and access Logs and other products will come from the management for use on site or for sale Increased trained volunteer input to woodland management
5	Conservation of Nature and Heritage	Comments	Actions
	Attention should be given to the wildlife and historic	Manage NNR, SSSI	To retain status at high standard
		2016 Management plan	Implement and review annually

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

	parts of the park. Important landscape and structural features should be preserved	Landscape	The Project focus is the improvement of the Victorian landscape.
		Victorian plantings are over mature	Pruning and management of the Victorian plantings would be of benefit
		Biodiversity to be maintained and improved	The Wildlife should be monitored before landscape work is undertaken and then monitoring continued
		Historic buildings and structures	Improve the Victorian globe, chart, inscription - cleaning & renovation
			Grade II listed buildings remain high quality through resourced management
6	Community Involvement	Comments	Actions
	The local community should be able to join in caring for the park. Recreational facilities should be provide that are appropriate for everyone in the community	Friend of Durlston	Friends play an active role in developing and consulting on the Management of Durlston. Aim to increase and diversify FoD Membership To become more involved in the Pleasure Grounds Project, especially 'Everyone Needs a Shed' and other volunteer development
		Volunteering opportunities to be increased	Create more diverse range of opportunities, especially for people who are less physically able Diversify volunteer base to include a greater number of people with disabilities Create more opportunities for volunteers to develop skills and share skills with others Develop training and opportunities for public engagement volunteering
		Shuttle bus service run during the summer months	Investigate opportunities to continue scheduled bus service Investigate 'Neighbour Car' lift-sharing scheme and Community Transport scheme for groups
7	Marketing of the Park	Comments	Actions
	The park should be promoted as a community asset through events and other activities. These should be a good provision of information and literature in various forms	Marketing Plan to be produced	Implement plan
		Events programme to continue to be provided	Use volunteers to provide an increase number and range of events.
		Skills and training of Rangers and volunteers to be improved	Provide training for Rangers and volunteers
		Information is accurate and accessible	Update leaflets, update website. Ensure posters are up to date Ensure information in visitor centre

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

			is updated
		Interpretation plan produced	Partial Implementation through project, rest through general site activities.
		Formal Education to school groups	Provision continues with numbers remaining static. Feedback good
8	Overall Management	Comments	Actions
	A Green Flag park requires a management plan to be in place to guide the future of the park, to ensure that it continues to deliver lasting improvements.	The draft Management Plan 2016 was poorly structured.	Improve the Plan structure. Provide easy indexing. Include all Green Flag sections and ensure they well indexed
		Implementation of management plan	All Rangers and volunteers to refer to plan. Plan reviewed annually

The management and maintenance of the site is undertaken by staff, contractors, volunteers and community members. As part of the maintenance daily patrols are undertaken by the Rangers with any issues reported and dealt with. Volunteers who will help with the work include Friends of Durlston, corporate and volunteer groups, and those new people involved including the 'sheddies'.

All or the routine maintenance work is to be undertaken by the Rangers or by trained volunteers, except in exceptional circumstances or where specialist skills and equipment are required that are not available through the Rangers. This includes tree canopy work and major paths works.

Work which is not undertaken immediately is to be listed and assigned a response time - day, week, month.

The Durlston Rangers will be able to be assisted by the Area Ranger team when requested for additional grass cutting and habitat work, this team is also managed by the Senior Ranger.

The Country Park including the Project area will be served by a small garage encompassing tool store and small workbench, a storage unit, the Volunteer base and its surrounding area. This increased working and storage area will provide an increased capacity for volunteers and rangers to undertake tasks, making the maintenance of the area easier and more efficient.

Where the tasks are undertaken by volunteers, they will be trained prior to the task. Many will have been trained through the delivery stage of the project taking their skills into the post project phase. Training will continue after the project to ensure the continual availability of suitably qualified people to undertake the tasks.

Those tasks requiring specialist training are referred to as Trained Volunteers. For other tasks, volunteers and staff would be trained on-the-job. The intention would be to train a volunteer for the specialist jobs for them to take them on for the future.

At the completion of the project the furniture and infrastructure will be of a high standard, well installed and built, this will provide a long-term reduction in the amount of maintenance required, and a long-term schedule of replacement will be instigated based on the warranty, likely lifespan, safety implications and changes in technologies.

The new furniture and infrastructure will be added to the current monitoring and maintenance schedule and undertaken alongside the rest of the monitoring.

The table below details the requirements for maintenance post project completion, indicating how they will be delivered, the resources required and the frequency and targets.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

	4. Proposed Management and Maintenance Operations Post Project								
GF ass	Operation	Task	Frequency	Resources	Who	Hours	Annual Cost	Staff Hours	Volunteer hours annual
2	Furniture & infrastructure	Safety checks & monitoring	Monthly (2hr)		Staff & volunteer	Equiv			24
2	Furniture & infrastructure	Repair	As required	Materials - most reused	Staff & volunteer	Less	£100		
2	Furniture & infrastructure	Replacement	After 15 years -	Quality of new infrastructure means replacement unnecessary prior. £30,000 in 15yrs	Staff, contractor	Reduced			
2	Play Features	Safety checks & monitoring	Weekly visual (1/2 hr)		Trained volunteers (or staff)	Inc - new	£0		26
2	Play Features	Safety checks & monitoring	Monthly (1hr)		Trained Staff	Inc - new	£0		12
2	Play Features	Safety inspection	Annual		Trained Play inspector	Inc - new			
2	Play Features	Repair	As required	Warranties	Staff & volunteer	Inc - new	£100		
2	Play Features	Replacement	As required - but should be after 5 years	Depends on feature - seek funding	Staff, contractor	Inc - new	£400		
2	Tree Work	Safety checks & monitoring	Quarterly (3days) Monthly visual	Spreadsheet	Trained volunteers (or staff)	Equiv	£0	24	96
2	Tree Work	Tree surgery	As required	Qualified operators	Trained Staff (2days 2 staff)	Reduced	£500	28	
2	Tree Work	Tree surgery	Very occasional	Qualified operators (£700 every 3yr)	contractors if necessary	Reduced	£350		

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

2	Shed	Safety checks & monitoring	Visual daily Monthly checks Annual checks Cost for	PAT, Pwer, Ladder power water maintenance, fire etc	Shed volunteers	Inc - new	£50 £700	2	40 12
2	Shed	Running of the shed	Daily	volunteer	volunteers	Inc - new	£0		
	Shed	Replacement repair of tools	On going	Spares - depending on tools every 3 years	Volunteers	Inc - new	£150		
	Path	Woodchip	Quarterly top up	Woodchips (from woodland clearance)	Volunteer workparty	Equiv	£50		120
	Path	Path edges	As required - but annual maintenance	Wood lengths from woodland clearance	Volunteers	Equiv	£0		30
	Path	Cutting Back	Cliff top Path edges to be kept clear - may, july, aug cuts	Fuel, tool service	Ranger 2 days/cut & clear for 2	Inc	£50	90	96
	Path	Cutting Back	Woodland Path edges kept clear - may, aug cuts	Fuel, tool service	Ranger (1day/cut) Trained vols	Inc		15	42
	Path	Cutting back	Cliff top edge winter clearance	Fuel, tool service	Rangers and Volunteers	Inc		28	145
	Path	Leave clearance	Oct sweep			Equiv	£0		90
	Path	Leave clearance (less leaves & mud)	Spring sweep			Red	£0		45
	Path	Limestone chippings	5 year top up of worn areas	Chippings (£1000 over 5yr)	Contractor	Red	£200		
	Path	Drainage clearance	November clear and check		Volunteer / Ranger	Red	£0		20
	Path	Drainage clearance	After heavy rain x 2				£0		6
	Viewpoints	View retention	Winter cut back		Rangers	Equiv	£50	8	
	Viewpoints	View retention	June, July trim		Volunteers	Inc	£50		10
	Views	Tamarisk cut hedge	July trim for view		Rangers & Volunteers	Equiv	£0	4	12
			Winter cut back					8	12

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

	Scrub on Clifftop	Remove scrub growth to retain views and grassland	Winter cut back		Rangers and Volunteers	inc		75	75
	Scrub Caravan Terrace	Remove regrowth seaward and inland	Winter cut		Rangers and Volunteers	inc		15	30
	Scrub Caravan Terrace	Remove regrowth	July trim		Volunteers	Inc			15
	Caravan Terrace - grass	Cutting	Monthly april-sept	mower	volunteer	inc	£0		6
	Walls	Ivy removal alongside walls on path	Annual removal of regrowth		Volunteer Work party	Inc	£0		90
	Walls	Repair	As required	£100 Every other year	Trained Volunteers	Reduced	£100		12
	Victorian features	Cleaning	Quarterly	1hr per stone x 12 insc	Trained volunteers	Reduced	£0		48
	Victorian features	Painting inscriptions	Every three years	Tools - Paint & brushes 6hr/stone	Trained volunteers	Equiv	£50		36
	Victorian features	Globe cleaning & painting	Every 10 years	£2000	Specialist stone conservors	Equiv			
	Victorian features	Sea Chart cleaning & painting	Every 5 years		Volunteers	Equiv			10
	Victorian features	Sea Chart view : vegetation removal	Annually in winter		Volunteers	Equiv	£0		7
	Victorian features	Sea Chart veg regrowth	Annually June		Volunteers	Equiv	£0		5
	New plantings	Aftercare	Weekly - pruning, watering	New plantings	Volunteers - shed based	Inc - new	£200		50
	New Plantings	Growing	Weekly care		Volunteers - shed based	Inc - new	£0		50
	Bridges	Bridge and	Annual = with 3	20 year lifespan sleeper	Trained	Inc	£0		2

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

		Handrail inspection	monthly visual checks	bridge	volunteers				
	Art Area	Checking and feature replacement	Weekly		Rangers on patrol, volunteers	Inc - new	£0		50
	Entrance Road	Pruning of euonymus hedge			Rangers & trained volunteers	inc	£0	15	48
	Lawns and glades	Grass Cutting	Every 2 weeks in growing season		Trained volunteer	inc	£50		24
	Total				Over 5 years £8200		Annual average £1640	312hr 42 days	1396hr 186 days

In addition to the above the tools and equipment will require fuel, maintenance and replacement. It is likely that 1 new power machine will be required every three years (£200 per year) fuel cost £50, servicing and parts £150, plus hand tools replacement average £100/annum, this £500.

Total = £2140 (average)

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

Post Completion Volunteer Tasks					
	weekly	monthly	quarter	6-month	annual
Tree inspection		Y			
Tree surveys					Y
Play equipment checks	Y			Y	Y
Infrastructure checks		Y			
Property checks		Y			
Cultivation of new plants	Y				
Wood products production	Y	Y			
Woodchip top up			Y		
Path clearing and top up			Y		
Pruning		Y			
Public health walks and activities	Y				
Creative activities	Y				
Event Leading	Y				
Shed group	Y				
Promotion		Y			
Training new volunteers		Y			
Roaming Volunteers	Y				

Response to Issues

The site is patrolled on a very regular basis as part of the Rangers routine duties, thus picking up the obvious issues. This will continue and with the presence of an additional a Ranger become even more frequent.

There is regular monitoring for a number of safety aspects (see above) and these will be added to by the addition of checks on the new type of infrastructure such as the play features and the art and the trails.

Litter picking will be done during the regular patrols, and volunteers will be encouraged to pick up litter both on a regular basis and on adhoc basis.

The policy for the site will be to remove litter, graffiti, fly-tipping as soon as is possible as this keeps the high standards, and it has been shown that litter encourages more litter and man-made eyesores are less acceptable than natural problems.

The use of visitors to report issue, problems and concerns will be encouraged, reporting can be either through meeting the Rangers, dropping into the Learning Centre or the Visitor centre, through email, facebook or via the DCC 'report a problem' system. The basing of Rangers on site enables quick and prompt action to the undertaken.

Type of Report	Action		Future action
Safety issue reported	checked immediately (within the hour where possible)	action taken to remove the danger, or fence the area off if required	Issue recorded and scheduled in the work plan.
Other issues :	within two days	prioritised	work undertaken as appropriate

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

The new 'shed' volunteer base will inevitably attract unwanted attention, but being made from metal shipping containers is inherently secure to the casual break-in. Although it will have windows these will be shuttered when it is closed and the doors will be locked and bolted. This will prevent break-ins from all but the most determined. The lack of high value items or readily resalable ones stored in the sheds will reduce the likelihood of break in further.

Antisocial behaviour will be discouraged by the regular patrols by the Rangers and the regular use of the area by volunteers, the public and community groups. The long-term aim being that the majority of those living in the vicinity will have visited Durlston and enjoyed their visit as children making.

The maintenance of the site is vitally important to the retention of the high standards that are expected. The work undertaken during the project will ensure that the standard of the infrastructure is increased, the longevity of the new infrastructure will mean that replacement will be undertaken on a long-term strategy is not required.

After the Project there will be a number of new areas of management to be undertaken including care of new plants and play features.

The improvements in the path, viewpoints and tree stock will reduce the amount of maintenance that has been required in the years previous to the Project.

▪ Activity Plan

The future management of the Park will support the proposals delivered in the Project. These include those listed below

The Project will provide additional interpretation for the site, this is made from physical infrastructure, human resources and digital technology. The full details are in Interpretation Plan.

Proposal	Future Maintenance	
Promotion and Publicity	Implementation of Marketing Plan	£400 /every 2yrs, additional to park
Outdoor panels	Designed and installed to have a 15 year lifespan. They will need routine checking, regular cleaning	At this point a review of the interpretation will be undertaken prior to new installations
Indoor interpretation	The requirement for maintenance will be limited due their long-term nature. Require care during installation and on exhibition changeover.	They will be produced to have a 10year lifespan,
Sensory Trail	will need regular monitoring and ensuring that the features are maintained	£50 avg then embedded in park
New trail for the 'Pleasure Grounds'	Regular monitoring, waymark replacement after 5 years	£100/yr avg
Guided Walks and events	Events guide with new additional events. Volunteers required	£200/yr avg
Roaming Rangers'	Volunteers required	
Picture Frames	regular monitoring : occasional maintenance: occasional repositioning	
Mobile Installation(s)	regular monitoring	
Marked Out Plot:	regular monitoring : occasional maintenance	
Peephole Photos:	regular monitoring : occasional maintenance	£100/yr avg

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

Activity 'wheel'	regular monitoring : occasional maintenance	£50/yr avg
Outdoor Art Area	regular monitoring : occasional maintenance	
Outdoor Library	regular monitoring : occasional maintenance	
Activity Cards	volunteers will be required for the on-site engagement work	Sales of activity cards continues in shop
Temporary Artwork Programme	artist, planner, required to ensure the programme takes place.	Funding through grant applications
Training	to be continued for new volunteers and as refreshers for 'old' volunteers see below for details	Resourced through Durlston budgets
Shed	Volunteers will be required to run the shed and to continue the many projects. The Community Ranger will be instrumental in this. Formal and peer to peer training will have built a skilled base of enthusiastic volunteers	
Digital Resources: New website pages and archive material Website interactives Website upgrade for mobiles, tablets & touchscreens	Updated regularly. Website training Ensure changes in web technology and back office continue to allow interactives to function Upgrade of website in 5 years post project to keep up with new technology	Cost through Park budgets Cost through Park budgets
Volunteer Management	The volunteers will be managed, supervised and recruited by Rangers as part of their job the Community Ranger will take the lead in this activity	£200/yr 1-3 embedded after
Health and wellbeing	New partnerships with health providers and instructors will lead to a sustainable programme of activities that are self-financing and/or run by volunteers	£250/yr 1-3 embedded after
Community Transport	The scheme will have had three years of set up and support by staff and volunteers and will be run and managed by volunteers in the future	£250/yr 1-3 embedded after
Wildlife surveying and monitoring	A new skilled base of staff and volunteers will be able to deliver the annual monitoring plan	
Stonework restoration	A new skilled base of staff and volunteers will be able to monitor deterioration of stonework and repair/restore before becoming costly/requiring professional intervention	
Learning	Learning will continue to be a core objective of Durlston, with new audiences and activities developed through the project	
Total	Over 5 years = £5000	Annual average = £1000

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

Timetable of Practical Activities in the Pleasure Grounds

ACTION			J	F	M		A	M	J	J	A	S	O	N	D
Play	Check - monthly														
Play	annual														
Tree	Survey														
Building	Check														
Woodland Path	Woodchip														
Woodland Path	Edges														
Woodland Path	cutting														
Woodland Path	Leaf removal														
Woodland Path	Drain clear														
Cliff top	Path cutting														
Cliff top	Scrub														
Viewpoint	Cut back														
Viewpoint	Trim														
Tamarisk	Cut														
Furniture	Checks														
Art area	Checks														
Art area	Maintenance														
Tree maintenance	management														
Glade	Grass-cutting														
Glade	Leaf clearance														

5. Training Post Project

Staff and volunteers will be better trained after the Project, they will have received training in a variety of different areas including first aid, customer service, dementia, tool use and tool maintenance and more as below.

The training will be continued post project with refresher courses and new training courses, the schedule of which will depend upon the needs of the project.

New staff and volunteers will be trained to ensure the quality of the visit is of a high standard. This will ensure staff and volunteers continue to be better trained.

Training post project will be resourced through the reinvested income due to the project and from the budgets of the Country Park.

Outcome	Training required	Who will undertake	Who will provide	How often	Cost
H&S	First Aid	Volunteers	Trained staff	annual	£0 - in house
	First Aid	Rangers	DCC course	3 years	
	Dementia Friendly	Volunteers & Rangers	Trained volunteer	On induction	£0 - in house
	Dementia Friendly	Volunteers & Rangers	Trained volunteer	Bi-annual refresher	£0 - in house
	Minibus Driver Awareness	Volunteer Drivers	DCC training	Every year	£105
Infrastructure monitored for safety & repair	Play safety	Rangers & volunteer		Occasional as required	£0 - in house
	Furniture assessment	Rangers and volunteers	Trained staff	Occasional as required	£0 - in house
	Tree Safety survey	Rangers and volunteers		Every 8-years cascade	£150 in house
	Chainsaw refresher	Ranger	External Training provider	Every 5 years	£690
	Chainsaw course	Ranger	External Training provider	As required post 2021 (50% cost)	£418
	Brushcutter training	Volunteer	External Training provider	1 per 2 years	£180
Dry-stone walls repairs	Introduction to DSW	Volunteers	Trained volunteer, or Ranger	1 per 3 year 1 refresher per year	£470 In house
Victorian Inscriptions readable	Cleaning and painting of historic stone	Volunteers	Trained volunteers	Occasional as required	£0 - in house
Victorian Inscriptions readable	Cleaning and painting of historic stone	Volunteers	Stone conservers	Every 7 years after the project	£350
Horticulture	Pruning and care of plantings	Volunteers	Kingston Maurward College,	Occasional as required	£450

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

			Community Ranger		
Wildlife Identification	Flora and fauna identification and monitoring techniques	Staff and Volunteers	Staff and volunteer, professional courses	Range of specific topics in addition to baseline for volunteers and staff	£0 - in house
Digital resources maintained	Website updating	Staff and Volunteers	Trained staff	As required	£0 - in house
Total	Year 1			£355	
	Year 2			£175	
	Year 3			£825	
	Year 4			£175	
	Year 5			£2878	
	Overall during 5 years of project				£4408
	Annual Average over 5 years				£882

6. Environmental Management

Environmental sustainability - energy & natural resource conservation and pollution

Composting toilet: the toilet facilities at the new volunteer base will be provided by a composting toilet so there is no water use. The waste produced will be composted over time and can then be used within the raised beds and in the planting within the woodland.

Reuse of containers to make shed: The new volunteer base is made from shipping containers which have been reused and redesigned for their new purpose. The base uses minimal concrete.

To heat the shed a woodburner has been supplied, this will use waste wood from the woodland management. No fossil fuels will be used.

Reduced use of transport - to reduce the effect on the environment of an increase number of people using the shed, there is a lift share scheme and minibuses. These also enable non-drivers to access the shed volunteer base.

Reduced use of transport on site - people are encouraged to walk around the site to gain access to the facilities, this also applies to Rangers and volunteers with the use of vehicles (petrol or diesel) limited to need for the carrying.

Composting - During the clearance of the fallen leaves from the paths, this waste will be composted.

The number of bonfires will be limited to essential fires only, this will limit the nuisance caused to the local neighbours and keep pollution emitted during bonfires to a minimum.

A large amount of woodland waste will be produced during the woodland management programme. From this logs, posts and poles will be produced.

Minimal water use - water will be required for the cultivation of the plants being grown by the shed, this will come from the runoff from the shed roof collected via guttering and draining into water butts.

The new volunteer base area will have hand washing facilities, where the water waste water will be collected and used for watering.

The toilet facilities are provided by a compost toilet which does not use water

Due to the position in the woodland the use of both solar power and wind power are not suitable for the occasional powering of the shed, therefore an electric supply is to be installed which will have smart metering.

Chemicals

Pesticides: There is currently a presumption against using pesticides at Durlston, this policy will continue, where pest control is required it will be targeted specifically. Only the use of natural barriers and control methods will be considered except in exceptional circumstances

Herbicides: Only specific targeted herbicides are used at Durlston to treat only specific issues, these include spraying of bracken in exceptional circumstances, Japanese knotweed when discovered and occasional spot treatment of weeds around the hard-standing of Durlston Castle (spraying helps reduce damage caused by roots of plants in the buildings and surrounds). Elsewhere weeds are cleared using hand or power tools.

Peat Use

There will be no peat used on the site, the environmental consequences of using peat are completely against the ethos of the Park and conservation as a whole. Where compost material is required, for example in plant pots, raised beds it will be produced on site from material cut and composted, some compost already exists. Compost bins will be built as part of the shed project and they will be maintained through it. Where home grown compost is not available environmentally friendly and sustainably produced alternatives will be used.

Waste Minimisation

Waste produced will be reused where possible, if not then recycled through collection and sorting (metal bins, plastic, paper, cardboard, light bulbs etc). The amount of waste produced will be minimised and purchasing will take packaging and lifetime into account.

Habitat Improvements

Coastal Downland is one of the most important habitats in Britain. The removal of some of the trees in the woodland and clearance of some of the scrub, especially that found along the edges, will increase the amount of this valuable habitat. Increasing coastal downland will provide habitat for increases in rare butterflies (Adonis Blue, Lulworth Skippers, Chalkhill Blue) other invertebrates Tiger Beetle, Mining Bees, and downland flowers (Chalk Milkwort, Thyme, Squinanywort and Early Spider Orchids). All these species are already nearby the area to be cleared.

Woodland Habitat is currently dominated by Holm Oak and Sycamore. The Holm Oak has little wildlife value and provides an almost complete shade and canopy cover with very little understory. Opening up the glades will allow more light into the woodland and this will increase the diversity of the woodland flora and fauna.

Any new plantings will be obtained from reputable sources with provenance. The species would be agreed by Natural England

Climate

Due to the position of Durlston on a hill top, rises in sea level from climate change are not going to affect the site. However the climate changes of increased heavier rainfall and drier summers are likely to affect the site.

The heavier rainfall will be mitigated against along the pathways by the improvements in drainage and path surfaces.

The path surfaces will be designed to withstand the drier summers, this will provide long-term

These policies for environmental protection are engrained within the work procedures, all new staff will be provided with this new management and maintenance plan alongside the Durlston Management Plan to ensure they have written information, environmental policies are also part of the induction for staff and are part of the job sheets used by the staff for practical tasks.

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

7. Action Plan

The Action Plan indicates the main objectives of the project and the action required to successfully ensure their implementation. A summary GANTT chart for the Project is contained in the Business Plan section 5.4. Following the appointment of the Landscape Architect and Landscape Architect, more detailed timings of operations will be developed. See also the Activity Plan Action Plan (section 3).

Assessment area						
1	Welcoming Place	The Park must be a pleasant place to visit with good signage both about the park and for visitors to be able to find it				
Project Objective		The site should become more welcoming and accessible to all. The project will enable this is occur through the improvements in customer service, signage, furniture improvements, interpretation, play opportunities and path improvements. The Project will also welcome a more diverse volunteer community who will help to deliver the increase in interpretation, events and activities.				
Project Delivery		Post Project	When	Leader of action	Supporters for action	Resources
Improve the path surfaces by:		Making them more accessible by all, especially those with mobility problems Paths smoother, better drained and better maintained	Year1-2	Landscape contractor	Architect	Landscape plan
improvements in the drainage		Reducing wash out of paths from water run off after heavy rain. Less reactive maintenance will be required.	Year1-2	Landscape contractor	Architect	Landscape plan
Improvements in surface on clifftop		Limestone chippings relaid and compacted Planned rechipping over 10 years on rotation	Year1-2	Landscape contractor	Architect	Landscape plan
Improvements in surface in woodland		Retain the woodchips within restricted path width reducing quantity of chips required. Regular rechipping of path using resources produced onsite, with volunteers undertaking the work	Year 2-3	Community Ranger	Volunteers	£0
Improve the signage on entrance to the site		Better information will be provided to visitors walking form Swanage The signage will be maintained. Replacement when information changes	Year 2	Ranger	Volunteers	Interpretation Plan
Improve the waymarking around the site		Footpaths and Tramper routes will be waymarked Access will be easier and better. Additional waymarkers will be provided for future maintenance	Year 1,2,3	Community Ranger	Volunteers	Durlston budget

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

Provide an additional waymarked trail around the site	More information about the site will be provided The trail will be used and maintained.	Year 3	Ranger	Volunteers	Interpretation Plan
Provide a range of play opportunities	The play trail will make the site more welcoming to families The play infrastructure will be maintained as per the play inspection requirements. Training and resources will continue to be provided.	Year1-2	Landscape contractor	Architect	Landscape plan
A Sensory Trail will be provided	Increasing access and enjoyment by disadvantaged groups Trail will be maintained and the facilities within it become yet another trail integral to the site	Year1-2	Landscape contractor	Architect	Landscape plan
Provide Customer Service training for disability awareness training for staff and volunteers	Make staff and volunteers more customer focussed Better trained staff and volunteers. Visitors will continue to be more welcome	Year 1,2,3	Trainer	Rangers & Volunteers	Training budget
Provide Dementia training for staff and volunteers	Make staff and volunteers more dementia friendly Better trained staff and volunteers	Year 1,2,3	Trainer	Rangers & Volunteers	Training budget

2	Health, Safety and Security	It needs to be a safe and secure place. Health and safety policies should be in place and regularly reviewed and implemented				
Objective		The site will be managed to high standards with quality infrastructure and a robust maintenance schedule to deliver a safe, healthy and secure site.				
		The site will continue to be healthy, safe and secure. The benefits from the Project in increasing the standard of the infrastructure will in keep the site safe for the long-term. The Project will provide new opportunities for the community within the health agendas, we will welcoming a new range of people with health issues, including mobility, dementia, mental health and sensory impairment.				
Project Delivery		Post Project	When	Leader of action	Supporters for action	Resources
Provide new high quality seating and site furniture for the area		High quality will reduce maintenance required, Seat expected 25 year lifespan	Year2	Artist	Landscape contractor	Landscape plan
Furniture is safe to use		Regular monitoring Trained volunteers and Rangers will monitor monthly New equipment and facilities (incl play & art) to be	Year 1.2.3	Community Ranger	Architect Volunteer	£0

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

	include in the monitoring regime Problems to be rectified Schedule of replacement produced and resources allocated	Year 3	Senior Ranger	Rangers	M&M plan
Provide training for the staff and volunteers in First Aid, Health & Safety, tool maintenance	Continue to train staff and volunteers making them better trained	Year 1.2.3	Trainer	Rangers & Volunteers	Training budget
Improve the quality and level of future maintenance	Infrastructure is well maintained in long-term	Year 1.2.3	Senior Ranger	Community Ranger	M&M plan
Provide local community with opportunities to take part in health related activities	Community will have better provision for their health Opportunities will continue to exist based around the shed project	Year 1.2.3	Community Ranger	Rangers & Volunteers	Activity Plan
The health and safety of members of the public, staff and volunteers will be of highest importance	All Rangers and volunteers to have good understanding of and training in H&S. Immediate action taken where accident and incident forms indicate.	Year 1.2.3	Senior Ranger Trainer	Rangers & Volunteers	Training budget
Health and Safety policy Risk Assessments	All Rangers and staff to be fluent with Risk Assessments and H&S policy	Year 1.2.3	Senior Ranger	Rangers & Volunteers	DCP budget
COSHH	Substances to have assessment sheets	Year 1.2.3	Senior Ranger	Rangers & Volunteers	DCP budget
Personal Security	Lone working policies will be followed. Outside lighting provided during opening hours of the castle and learning centre	Year 1.2.3	Senior Ranger	Rangers & Volunteers	DCP budget
Equipment/tools	Electrical, fire, emergency equipment to be maintained and tested as per regulations, including pat, pwr.	Year 1.2.3	Senior Ranger	Rangers & Volunteers	DCP budget
Dog Fouling	Annual campaigns aimed at visitors and locals, targeted, as part of the park	Year 1.2.3	Senior Ranger	Rangers & Volunteers	DCP budget
Monitoring schedule for infrastructure, wildlife, health & safety requirements	Monitoring continues to ensure longterm maintenance & safety, making site safe, secure and well maintained	Year 1.2.3	Senior Ranger	Rangers & Volunteers	DCP budget

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

3	Clean and Well Maintained	Litter and other waste management issues need to be addressed. The park should be clean and well maintained.				
	Objective	The site will be well maintained with litter, waste, vandalism and graffiti removed immediately on discovery. Rangers will patrol the site daily undertaking small maintenance jobs on their rounds. The increase in the volunteer opportunities will enable a higher standard of routine maintenance to be attained and continued in the future.				
	Project Delivery	Post Project	When	Leader of action	Supporters for action	Resources
	Litter & waste - none	Litter removed daily on Ranger patrols Regular volunteer litter picks	Year 1.2.3	Rangers	Volunteers	M&M plan
	Litter bins	Provision only at Castle and Learning Centre - presumption litter is not left by visitors	Year 1.2.3	Rangers	Volunteers	DCP budget
	Site waste secured	Waste area to be out of public site	Year 1.2.3	Rangers	Volunteers	DCP budget
	Vandalism/graffiti	Damage to be removed on discovery whenever feasible.	Year 1.2.3	Rangers	Volunteers	DCP budget
	The amenity area should look cared for, but also natural	Fortnightly mowing of amenity grassland and paths by trained volunteer. Unwanted weeds around the car park to be removed, wildflowers to be left Wildflower verges to be cut when visibility requires	Year 1.2.3	Rangers	Volunteers	DCP budget
	New horticulture plantings will require management	Weeding and pruning of new plants	Year 2.3	Community Ranger	Volunteers	M&M plan
	New horticulture	Training provide for Rangers and volunteers	Year 1,2.3	Community Ranger	Volunteers	M&M plan
	Buildings - maintained	Resources to be provided through DCC	Year 1.2.3	Senior Ranger	Rangers	DCP budget
	Buildings - cleaning	Daily cleaning of public areas by paid contractor	Year 1.2.3	Contractor	Senior Ranger	DCP budget
	Equipment	Maintained to safe and effective standard, monitored and recorded. Replacements scheduled.	Year 1.2.3	Rangers	Volunteers	M&M plan
	New furniture and infrastructure	High quality in style and longevity	Year2	Artist	Landscape contractor	Landscape plan
	Tree Inspection	Trained volunteers will support Rangers to carry out tree inspections.	Year 1.2.3	Rangers	Volunteers	M&M plan

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

4	Environmental Sustainability	Maintenance practices in the park should be environmentally friendly. Chemical and peat use need to be eliminated and materials recycled wherever possible.					
	Objective	The site will be as environmentally sustainable as possible with the aim to reduce the production of waste, energy use and pollution. The Project will increase knowledge and understanding of Durlston and its intrinsic value through interpretation, information and personal contact with knowledgeable volunteers and staff.					
	Post Project	Project Delivery	When	Leader of action	Supporters for action	Resources	
	Make the site as environmentally sustainable as possible- reduce waste, energy use, pollution	Retain PV cells on roof Reuse water from butts Reduce energy usage Use of Measure MY Energy data to reduce electricity use Provide water tap for refilling of water bottles (reduce sales of plastic single use water bottles)	Year 1.2.3	Senior Ranger	Rangers	DCP budget	
	Pesticide & herbicide use	Minimal use; spot treatment where necessary.	Year 1.2.3	Senior Ranger	Rangers	DCP budget	
	Peat - never to be used	Compost from on site, or bought in for plant	Year 1.2.3	Senior Ranger	Rangers	DCP budget	
	Waste minimised	'Shed' will include water butts for plants	Year 1.2.3	Community Ranger	Volunteers	Landscape plan	
	Woodland management to be improved	Project will improve woods for wildlife and access Logs and other products will come from the management for use on site or for sale Increased trained volunteer input to woodland management	Year 1.2.3 Year 1.2.3	Contractors	Rangers Rangers & Volunteers	Landscape plan Training budget	
	Environmental sustainability	Will continue to be delivered as in section 5.3.4	Year 1.2.3	Senior Ranger	Rangers	DCP budget	

5	Conservation of Nature and Heritage	Attention should be given to the wildlife and historic parts of the park. Important landscape and structural features should be preserved					
	Objective	Reinvigoration of the historic landscape through the Project Improvement of the habitat for conservation. Both to be restored and enhanced					
	Post Project	Project Delivery	When	Leader of	Supporters	Resources	

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

				action	for action	
	Manage NNR, SSSI - downland and meadow	The high standard of the conservation of the downland and meadow area of the site will be continued and the amount of downland will be increased.	Year 1,2,3	Senior Ranger	Rangers	Landscape plan
	The woodland management through the Project	Provide an increase in the number and quality of glades, opening up of the tree canopy and allowing light through to the ground will encourage more diverse ground flora and fauna.	Year 1, 2, 3	Landscape contractor Contractor Ranger	Architect Ranger Volunteer	Landscape plan
	Manage the variety of native and non-native habitats	Enhance the natural and Victorian feel of the landscape Provide horticulture training for Rangers and volunteers	Year 1, 2, 3	Landscape contractor Contractor Ranger	Architect Ranger Volunteer	Landscape plan
	Enhance the historic Victorian landscape	Heritage will be improved Enhance and improve the views from and to Durlston .	Year 1, 2, 3	Landscape contractor Contractor Ranger	Architect Ranger Volunteer	Landscape plan
	Historic Buildings/structures will be maintained	Improve the Victorian globe, chart, inscription - cleaning & renovation	Year 1, 2, 3	Landscape contractor Contractor Ranger	Architect Ranger Volunteer	Landscape plan
		Grade II listed buildings remain high quality through resourced management	Year 1, 2, 3	Senior Ranger	Ranger Volunteer	DCP Budget
		Durlston Castle will continue to be the focal point of the park encouraging visitors to go out into the Historic Landscape	Year 1, 2, 3	Senior Ranger	Ranger Volunteer	DCP Budget
	To reduce the human impact on the most sensitive areas of Durlston	The increase in the numbers of visitors to the project area will help the management of the remainder of the site for nature conservation by reducing pressure elsewhere, by providing new opportunities in the managed environment.	Year 1, 2, 3	Senior Ranger	Ranger Volunteer	Landscape plan
	Durlston Castle continue to provide gateway to the wider Country Park, WHS, SWCP and AONB	Enhancement of the offer will allow visitors to become more involved in the park and conservation	Year 1, 2, 3	Senior Ranger	Ranger Volunteer	Parks for People

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

6	Community Involvement	The local community should be able to join in caring for the park. Recreational facilities should be provide that are appropriate for everyone in the community				
	Objective	To increase the use of the park by the public for recreation, events, volunteering, health and well-being and personal development To provide new opportunities for the community to use the park and connect to it				
	Post Project	Project Delivery	When	Leader of action	Supporters for action	Resources
	Friend of Durlston	Friends play an active role in developing and consulting on Pleasure Grounds Project, especially 'Everyone Needs a Shed' and other volunteer development Aim to increase and diversify FoD Membership	Year 1, 2, 3	Senior Ranger	Ranger Volunteer	
	New Audiences	Increase numbers of visitors and volunteers from Project target audiences (Older People, especially those who are socially isolated, Children and Young People and People with disabilities) Increase number of visitors using Durlston for play and health and wellbeing activities Increase number of visitors with an interest in history and garden history	Year 1, 2, 3	Community Ranger	Ranger Volunteer	Activity Plan
	Shed: The new Shed project which begins during the delivery phase will continue to be a major part of Durlston's offer and attraction. It will be supported by the Community Ranger during the 3 years after project completion.	Offer a range of skilled and gentle volunteering options Increase opportunities for casual/informal volunteering Increase level of 'peer-to-peer' volunteering Develop a pool of volunteers with horticultural and arboricultural skills	Year 1, 2, 3	Community Ranger	Ranger Volunteer	Activity Plan
	Volunteering opportunities	Create more diverse range of opportunities, especially for people who are less physically able Diversify volunteer base to include a greater number of people with disabilities Create more opportunities for volunteers to develop skills and share skills with others Develop training and opportunities for public engagement volunteering	Year 1, 2, 3	Community Ranger	Ranger Volunteer	Activity Plan
	The shed volunteers	Will be working to help with the maintenance of the project area, providing time and skills to the management of the area	Year 1, 2, 3	Community Ranger	Ranger Volunteer	Activity Plan

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

		Some of the work will include producing logs and wood products that will be sold on site and used for the maintenance. They will make wildlife boxes and plant and tend trees and plants which can then be used to replace those failed in the original planting and for resale for the park. This sales income will then be used support the Project area.				
	Transport	Implement 'NeighbourCar' lift-sharing scheme Implement Community Transport scheme for groups Investigate opportunities to continue scheduled bus service Improve pedestrian route to Durlston	Year 1, 2, 3	Community Ranger	Ranger Volunteer	Activity Plan
	The development of the health and welfare agenda	Should provide a continued supply of volunteers who will find the opportunity something they wish to continue in the future. The agenda may also provide funding in the future.	Year 1, 2, 3	Community Ranger	Ranger Volunteer	Activity Plan

7	Marketing of the Park	The park should be promoted as a community asset through events and other activities. These should be a good provision of information and literature in various forms				
	Project Objective	To interpret the history, geology, and heritage of the designed landscape				
	Post Project	Project Delivery	When	Leader of action	Supporters for action	Resources
	Interpretation plan produced as part of the project	Partial Implementation through project, the rest implemented through general site activities.	Year 1, 2, 3	Ranger	Community Ranger Volunteer	Interpretation Plan
	Events and Activities	A wide ranging programme of 150+ events annually, with events for all incorporated. The new activities from the project will be continued post completion	Year 1, 2, 3	Ranger	Community Ranger Volunteer	Interpretation Plan
	Interaction with visitors	Provide training for Rangers and volunteers to be welcome hosts.	Year 1, 2, 3	Trainer	Community Ranger Volunteer	Training Plan
	Information is accurate and	Leaflets will be updated during the project and	Year 1, 2, 3	Ranger	Community	Interpretation

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

	accessible	reviewed regularly, updating as required. The website will be updated, staff and volunteers will continue to be trained for this task.			Ranger Volunteer	Plan
	Marketing Plan to be produced	Implement plan and review annually looking at new opportunities and changes in people's habits	Year 1, 2, 3	Ranger	Community Ranger Volunteer	Activity Plan
	Formal Education to school groups	Provision continues with numbers remaining static. Feedback good. Additional sessions to be developed through the Project activities and information provision	Year 1, 2, 3	Ranger	Community Ranger Volunteer	Activity Plan

8	Overall Management	A Green Flag park requires a management plan to be in place to guide the future of the park, to ensure that it continues to deliver lasting improvements.				
	Objective	'To identify, revitalise and celebrate the historic designed landscape of Durlston for nature and community'				
	Post Project	Project Delivery	When	Leader of action	Supporters for action	Resources
	This new impetus provided by the Project has enabled the management of the country park to be raised	The standard will remain at this improved level through the increase in skills initially delivered through the Project.	Year 3	Senior Ranger	Ranger Volunteer	M&M Plan
	Implementation of Durlston Management plan	All Rangers and volunteers to refer to plan. Plan reviewed annually	Year 1, 2, 3	Senior Ranger	Ranger Volunteer	
	Updating of Management plan during project.	Plan structure improved with easy indexing. Include all Green Flag sections and ensure they well indexed	Year 1, 2, 3	Senior Ranger	Ranger Volunteer	
	To develop skills and training opportunities within and for the local community	This will continue into the future, through activities and events	Year 3 onwards	Senior Ranger	Ranger Volunteer	M&M Plan
	Better skilled and trained staff and volunteers	Training will continue for both staff and volunteers throughout the years following Project completion. The costs included in the general Park budget	Year 3 onwards	Senior Ranger	Ranger Volunteer	M&M Plan
	Management and Maintenance Plan for Project Area	The Durlston Management Plan 2016 has been used as the basis of the requirements for this plan alongside input from the Conservation Plan which was written as part of the Pleasure Grounds project bringing new information from research into the new Plan.	Year 3 onwards	Senior Ranger	Ranger Volunteer	

Appendix 8: MONITORING AND EVALUATION REVIEW PLAN

a. Monitoring

- The Project area will be monitored after completion. There are a number of routine management tasks and activities that will require monitoring and will be added to the regime that is already in place prior to the Project.
- These tasks include the monitoring of safety, access, views and activities, full list is set out in the table in Section 3.5.2 above.
- The monitoring will be recorded and issues addressed.
- This will lead to the continued maintenance of the infrastructure within the Project area, which in turn will ensure the successful continual attainment of the Green Flag Award and provide long-term high standard maintenance in the Project area.
- The Management and Maintenance Plan will be reviewed regularly with annual assessment of the progress in accordance with the plan with updates and changes included ready for implementation the following year.
- The review will include financial updates, targets and timescales.

b. Evaluation

See Also Activity Plan Appendix IX Evaluation Framework and Appendix X SMART Targets

- The constant collection of data and information from the public will be evaluated and will be used in future management decisions.
- Evaluation Measures

Table 5.5

Green Flag assessment undertaken against the 8 measures	Green Flag is awarded each year, with high mark of 85% in year 2, maintaining at this level
Welcoming	More visitors feel welcomed. with a Trip Advisor rating of at least 94% Excellent or Good (Business Plan 6.6)
Health and safety requirements	The health and safety score in the bi-annual audit remains above 85. Weekly, monthly and annual H&S records maintained
Well Maintained and Clean Infrastructure better maintained	Green Flag assessment Feedback from surveys, trip advisor and comments remains at the same level as at completion of project with 50% of visitors surveyed rate the maintenance of the park as 'Excellent' (Activity Plan Appendix X SMART target 8)
Victorian Heritage Features and landscapes	The Victorian features will be conserved for the future. Durlston retains its position on the Register of Historic Parks and Gardens. (Activity Plan Appendix X SMART target 8)
Tree stock	Trees will be safe for public access, they will be in better condition. (Activity Plan; Section 3 Action Plan; 6.)
Seating	Seats will be free of lichen
Habitat Management	¼ hectare will be kept clear of scrub and managed better in the Project area 170m of hedge will be better managed 8ha of restored woodland will be better managed (Activity Plan Appendix X SMART target 14), (Activity

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

	Plan; Section 3 Action Plan; 6.)
Wildlife	Monitoring of plants and insects, with a butterfly transect. Aim to assess the impact of the management on the flora and fauna. Wildlife report will be produced at the end of year 2 and updated annually and reviewed thoroughly after year 5. Outcomes: increase in native biodiversity, species identified, people involved in wildlife recording. 5 Bird and bat boxes will be erected each year (Activity Plan; Section 3 Action Plan; 6.)
Training - staff / volunteers Community Involvement	Staff and volunteers will have the opportunity to attend training sessions - sessions 10 over 5 years (Activity Plan Appendix X SMART target 3)
Volunteers will spend more hours each year maintaining the Site	Additional 1500 hours per year after the project.
Visitor surveys in spring and summer to monitor usage	More visitors, spend longer at Durlston, monitored through car parks and visitor surveys
More volunteers will be involved with the Park	Volunteer numbers will increase by 30 (Activity Plan Appendix X SMART target 1)
Marketing and Communication	The visitor numbers will 5% higher than at the start of the project by 2026 (Business Plan 6.6)
Partnership for Health & wellbeing objectives	More users will visit and volunteer through partnership working. (Activity Plan Appendix X SMART target 5)
Assess Targets	Evaluation measures identified for the delivery stage of the project will be reviewed and new targets set for the post project phase in project year 4.
Overall Management	Management Plan will be reviewed annually and the outcomes implemented in following years. The surplus of income attributable to the Project will be reinvested in the Pleasure Grounds area. Country Park attains the Accredited Country Park accolade.

Appendix 9 – Green Flag Preliminary Assessment Report

Green Flag - Preliminary Assessment Report



Green Flag Award Score Sheet

Scoring line						
0 1	2 3 4	5 6	7	8	9	10
Very Poor	Poor	Fair	Good	Very Good	Excellent	Exceptional

Name of green space	Durlston
Managing authority	DCC
Judge(s)	G Nicholson
Date of desk assessment	10 th August 2016
Date of field assessment	10 th August 2016

Scoring

- Each category must be scored out of 10
- Work out the average score for desk assessment and multiply by 3 (score out of 30)
- Work out the average for field assessment and multiple by 7 (score out of 70)
- By adding the two scores together you will get a final mark
- For a site to pass each section they must reach a minimum of 15 on the desk assessment and 42 on the field assessment.
- An overall score of 66 must be scored for a site to achieve Green Flag Award status
- Rounding up or down of numbers must be done at the very end of each assessment, when you multiply the average.

Strengths & recommendations

- Comments and recommendations must be included against each category in the feedback sections. They should be detailed enough to provide constructive information to applicants

Final score

Desk assessment (minimum 15)

Field assessment (minimum 42)

Total score

20

Green Flag Awarded?

56

Field Assessment

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

A Welcoming Place	Score
1 Welcoming	8
2 Good and safe access	8
3 Signage	8
4 Equal access for all	6
Healthy, Safe and Secure	
5 Safe equipment & facilities	7
6 Personal security in park	8
7 Dog Fouling	9
8 Appropriate provision of facilities	8
9 Quality of facilities	8
Clean and Well Maintained	
10 Litter & waste management	8
11 Grounds maintenance and horticulture	7
12 Building & infrastructure maintenance	8
13 Equipment maintenance	7
Sustainability	
14 Environmental sustainability - Energy & natural resource conservation, pollution	9
15 Pesticide use	9
16 Peat use	10
17 Waste minimisation	9
18 Arboriculture & woodland management	8

Conservation and Heritage	Score
19 Conservation of natural features, wild fauna, flora	10
20 Conservation of landscape features	8
21 Conservation of buildings & structures	7
Community Involvement	
22 Community involvement in management & development	8
23 Appropriate provision for community	8
Marketing	
24 Marketing & promotion	8
25 Provision of appropriate information	7
26 Provision of appropriate educational/information	7
Management	
27 Implementation of management plan	8
Total	216
Average (total divided by 27)	8
Out of 70 (average x 7)	56

Durlston Pleasure Grounds Project: Round 2 Management and Maintenance Plan

Desk Assessment (Management Plan and supporting documentation)

	Score		Score
1 Presentation	4	7 Community Involvement	7
2 Health, Safety & Security	6	8 Marketing Strategy	7
3 Maintenance of equipment, buildings & landscape	7	9 Overall management	7
4 Litter, cleanliness, vandalism	6	Total	61
5 Environmental Sustainability	7	Average (divide by 9)	6.77
6 Conservation of heritage & nature	10	Out of 30 (average x 3)	20

GFA Score sheet 2014
Issue 1

J/Operations/Green Flag/GFA Judging/Score sheets 2015
Jan 2014