

Heritage Priorities

2017-2021

FOREWORD

The Purbeck Heritage Network brings together stakeholders from a wide range of heritage sectors to identify priorities and to encourage partnership working in conserving and enhancing Purbeck's diverse heritage. The heritage priorities presented in this paper provide a framework for action by partners over the next 5 years.

Working together is vital if we are to address these priorities. The Purbeck Heritage Network aims to help partners build on an outstanding record of joint working by identifying new opportunities for conserving and enhancing the heritage and helping to improve local prosperity without having an adverse impact on the special nature of the area.

Brian Bleese, Chairman.

PURBECK'S HERITAGE

Purbeck's heritage makes a huge contribution to the local economy and the quality of life experienced by local communities. The Purbeck Heritage Network works with a range of local stakeholders and provides links with Purbeck District Council, Dorset County Council, Dorset Area of Outstanding Natural Beauty (AONB), Natural England, Dorset Wildlife Trust, The National Trust and many others to identify and raise awareness of priorities for conserving the area's outstanding heritage.

Heritage priorities have been identified within seven categories:

- Landscape
- Biodiversity and Habitats
- Geodiversity
- Historic and Built Environment
- Coast and Sea
- Land Management and Local Products
- Exploring, Enjoying and Learning

HERITAGE PRIORITIES 2017-2021

This paper identifies heritage priorities within 7 categories:

LANDSCAPE

Purbeck's landscape is a vital part of the local heritage and is a key factor in attracting visitors to the area. However, the landscape faces a number of threats from the decline of the characteristic dry stone walls to the encroachment of scrub due to lack of grazing.

- Conserve and enhance the special and distinctive character and quality of Purbeck's distinctive landscapes and associated features.
- Conserve and enhance the landscape by removing, avoiding and reducing intrusive and degrading features.
- Plan and manage for future landscapes that are resilient and can positively adapt to change.
- Encourage the restoration and repair of dry stone walls.
- Ensure that housing development is appropriate for the Purbeck landscape and meets the needs and requirements of the Purbeck Local Plan Partial Review.

BIODIVERSITY AND HABITATS

The diverse range of habitats and species found in a relatively small area make Purbeck a national biodiversity hotspot. Conserving and enhancing the area's outstanding biodiversity is a key priority for the area.

- Restore, reconnect and manage terrestrial and freshwater habitats and associated species at a landscape scale to increase resilience to environmental change and maintain the services they provide.
- Safeguard irreplaceable biodiversity and restore lost or declining habitats and their associated species.
- Provide greater protection, conservation and understanding of marine and inter-tidal habitats in and linked to the area.
- Manage the impact of invasive and damaging species e.g. deer, rhododendron, Himalayan balsam etc.
- Encourage wildlife friendly farming practices especially in areas close to designated sites.
- Raise awareness of the value of biodiversity to the local economy and the contribution it makes to local quality of life.

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GEODIVERSITY

The rich and varied geology of the area, including the Jurassic Coast, are an important resource for tourism, education and science.

- Conserve and enhance the geodiversity of the area and value the contribution it makes to landscape character.
- Increase awareness, understanding and appreciation of geodiversity in the area.
- Encourage and support activities that conserve the World Heritage Site.
- Recognise and raise awareness of the national and international importance of minerals (including ball clay, stone, aggregates) in Purbeck.

HISTORIC AND BUILT ENVIRONMENT

Generations of human activity and interaction with the natural environment have left a rich archaeological and historical legacy that is still strongly linked to the areas social and cultural identity.

- Conserve and enhance the historic environment and built heritage of the area, recognising the historic character of the landscape as well as the irreplaceable features set within it.
- Increase knowledge, understanding and involvement in the historic environment.
- Encourage and support the conservation and refurbishment of Purbeck's traditional fingerpost signs.

COAST AND SEA

Purbeck has a stunning coastline and a marine environment that is rich in wildlife. Most of the coastline lies within the Jurassic Coast World Heritage Site.

- Conserve and enhance the coast and marine environment of the area through integrated management that recognises the links between land and sea.
- Support and encourage activities that help to conserve and enhance Purbeck's marine environment and the management of Marine Protected Areas (MPAs).
- Support the natural evolution of the coast, allowing natural coastal processes to operate where possible.
- Maintain and enhance the open and undeveloped nature of the area's coastal landscapes and seascapes.
- Raise awareness of the amenity and economic value of Purbeck's coastline.
- Encourage members to participate in the development of Shoreline Management Plans and Marine Management Organisation plans.

LAND MANAGEMENT AND LOCAL PRODUCTS

Farming, fishing, quarrying and nature conservation are important activities that play a key role in land management.

- Maintain and promote the skills, practices and businesses that deliver sustainable management of the countryside, coast and sea.
- Support the development of, and market for, local products that deliver positive environmental, social and economic outcomes.
- Conserve and enhance natural resources and the services they provide.
- Raise awareness of the value of traditional land management skills and encourage the creation of related training and employment opportunities.
- Raise awareness of the value of the farmed landscape for biodiversity, the local economy and local quality of life.

EXPLORING, ENJOYING AND LEARNING

Ensuring access to Purbeck's heritage for people of all backgrounds and abilities is vital if we are to realise its potential as a resource for the local economy, for learning and for recreation.

- All people are able to explore, enjoy, experience and benefit from the special qualities of the area in a sustainable way.
- Raise awareness of the value of a diverse natural environment for health, wellbeing and quality of life.
- Promote good practice and codes of conduct for recreational activities that impact on biodiversity and habitats.
- Access and travel in the area are managed to avoid, reduce or prevent damage.
- The special qualities of the area underpin a vibrant and distinctive sustainable tourism sector.
- The special qualities and experiences of the area inspire lifelong learning.
- Increase involvement by local people in actions to conserve and enhance the area
- To promote supportive understanding of the environment.
- Promote the importance of "discovery" through zoning and interpretation.

KEEP IN TOUCH

The Purbeck Heritage Network is open to all stakeholders with an interest in conserving and enhancing the diverse heritage of the area.

For more information about the Purbeck Heritage Network please contact:

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