



Purbeck Heaths National Nature Reserve

Sustainable Tourism Plan

1st Edition – March 2022



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Foreword

The Purbeck Heaths are an extensive, nature-rich and beautiful area; the heaths and the wider landscape are a draw to millions of people. This plan was developed as part of the Purbeck Heaths Grazing Unit project, supported by Defra's Green Recovery Challenge Fund and Wytch Farm Landscape Enhancement Fund. The project aimed to make the heaths function more naturally, enhancing their natural value, while connecting them to the local community, local tourism businesses and those that come to experience them from further afield.

The heaths and wildlife that depends on them are sensitive; wildfire can be instantly devastating. Wildlife disturbance in areas of heavy visitor use can also be equally impactful over time. That said, there is space for all to thrive across this amazing landscape alongside the businesses that already offer visitor experiences in and around the heaths which play a huge role in enabling people to access nature, inspiring them to know, love and care for this county's special places.

This plan was developed in partnership with the interests of people, place and economy represented; it is a significant step forward in laying a foundation for a truly sustainable way to enable millions of people to experience the captivating wildness of the Purbeck Heaths.



T. Munro

Tom Munro

Dorset AONB Team Leader & Chair of the Purbeck Heaths National Nature Reserve Partnership

"look at where we are now compared to before. I feel very optimistic"

Workshop Three participant, December 2021

Executive Summary

The Purbeck Heaths National Nature Reserve (NNR) Partnership is comprised of seven landowners: National Trust, RSPB, Rempstone Estate, Natural England, Dorset Wildlife Trust, Amphibian and Reptile Conservation Trust and Forestry England. It exists to conserve and further enhance an area rich in rare and threatened wildlife.

The Purbeck Heaths provide a fantastic opportunity for residents and visitors to refresh and recharge in a beautiful setting, and the chance to explore on foot, by bike or on the water. A high proportion of accommodation available in the area offers a back-to-nature experience (camping and glamping) and a breadth of outdoor, historic and adventure activities are available, in addition to 'Purbeck' being seen as a mark of quality for food and drink. The landscape also provides a space in which visitors can learn about, be inspired by and connect with nature. It's well documented that connection to nature provides physical and mental well-being benefits for people, and development of this connection and providing associated benefits is also a driving force behind this work.

The popularity of the location, however, brings challenges for habitat, wildlife, locals, visitors and businesses. As a part of the Isle of Purbeck, it is impacted by the intense summer tourism pressures and associated negative impacts that affect this part of Dorset.

The objective of this plan is to identify ways in which these challenges can be better and more sustainably managed for all, in a time of climate emergency and biodiversity crisis.

Given the scope of the plan, it is therefore key that a shared vision is created and delivered by relevant stakeholders to underpin the context of this report, bringing together interested parties to explore and agree next steps.

The outcomes have identified both areas where actions can be undertaken relatively swiftly but also areas where more data collection will be required to understand how best to proceed.

“great to see so many people from across the community working together”

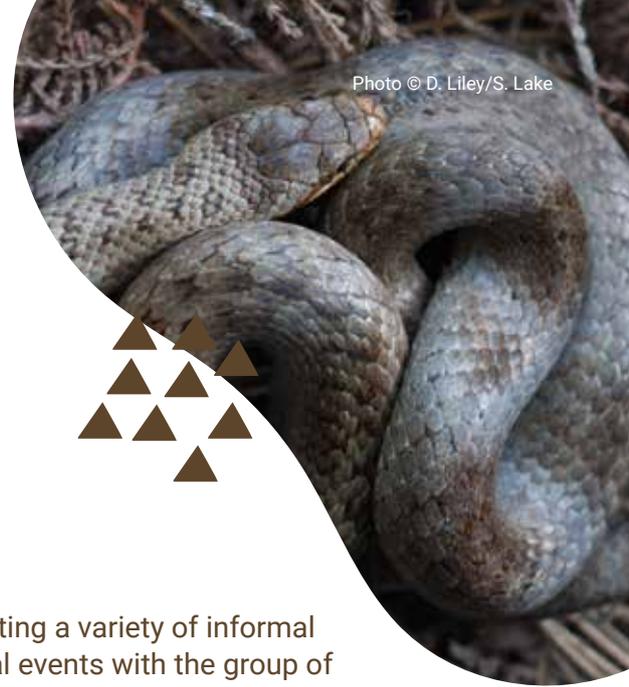
Workshop 3 participant, December 2021

The Approach

The formal part of the process to create this plan consisted of three workshops taking place in autumn/winter 2021, facilitated by the National Trust and RSPB, supported by  **The Travel Foundation**.

In total, over 40 different landowners, land managers, businesses and members of the local community took part in this process (see Appendix). This included organisations and landowners who directly manage and own the land of the NNR, businesses and organisations whose livelihoods directly depend on the Purbeck Heaths, e.g. graziers, visitor hubs, campsites, activity providers, as well as those who provide the gateway to the Purbeck Heaths, e.g. other activity providers, local hospitality businesses. The local community has been represented by local action and interest groups and local councillors e.g. parish councils, Dorset County Councillors, Planet Purbeck, Purbeck Society, local secondary schools.

Although the visitor voice was reflected through the knowledge of local stakeholders and through Visit Dorset and Dorset Area of Outstanding Natural Beauty team, time constraints and the fact that this research was conducted over the winter period, means that direct visitor input is still lacking at this stage.



After curating a variety of informal and formal events with the group of local stakeholders, it was clear that the preservation, conservation and management of the Purbeck Heath's natural resources and experiences are at the forefront of stakeholder's minds.

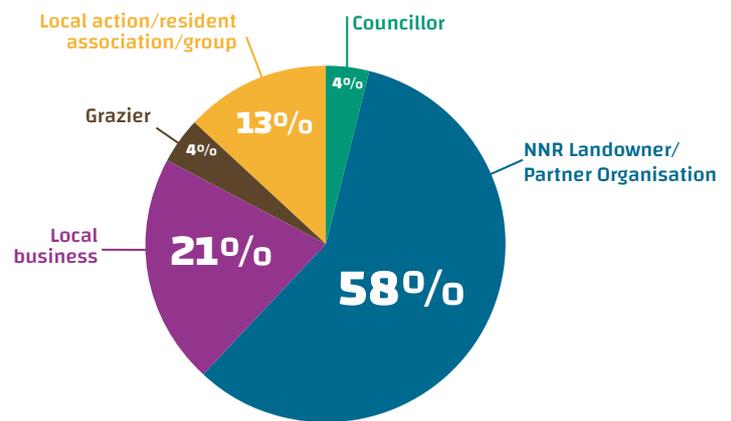


Figure 1. Proportion of attendees according to sector, taking part in workshop 3 held in December 2021

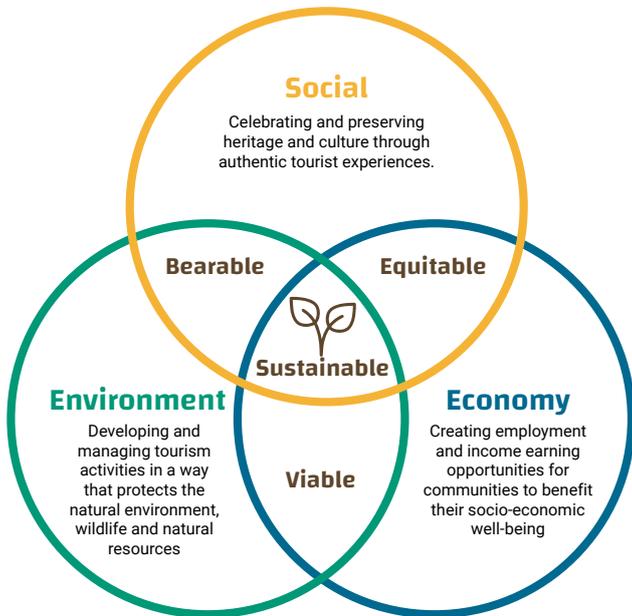


Figure 2. 'Tell us in a few words what you have enjoyed about being part of this process'. Information captured during the third workshop held in December 2021.

Sustainable Tourism



Sustainable tourism is defined by the [UN Environment Program and UN World Tourism Organisation](#) as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”



[Milano et al, 2018](#) have further defined ‘overtourism’ as, “the excessive growth of visitors leading to overcrowding in areas where residents suffer the consequences of temporary and seasonal tourism peaks, which have enforced permanent changes to their lifestyles, access to amenities and general well-being”. In Purbeck during the busy summer season, this is a fair description of the impact of tourism upon local residents. With only two routes in and out of Purbeck to the BCP area (Bournemouth, Christchurch and Poole), it can easily take up to two hours to travel to the major shopping and healthcare centres by car using either the ferry at Sandbanks or taking the twenty-six-mile trip around the harbour.

In terms of process, the [UN World Tourism Organisation](#) state that “achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary”.

Tourism that is sustainable aims to:

- ✓ **Reduce** the negative impacts of tourism on a destination by committing to positively impacting on the environment, society and the economy
- ✓ **Provide** an enjoyable, educational and authentic experience that respects and meets the needs of both the local communities and visitors
- ✓ **Protects** and enhances future opportunities and long-term viability of valuable resources e.g. space, nature, infrastructure

Challenges and opportunities of sustainable tourism in the Purbeck Heaths



Challenges

During the stakeholder workshops to create this plan, the challenges identified that hindered positive, sustainable change included:

- Insufficient data on visitor impacts
- Sustainable offers being perceived as out of reach by visitors (e.g. too expensive)
- Inefficient, inconvenient and sometimes poor-quality infrastructure hindering sustainable and active travel alternatives to car travel, such as cycling, walking or bus/train travel
- An imbalance or low capacity available from businesses and organisations to contribute, be involved and take action together
- Varying and unaligned expectations from stakeholders
- Consultation fatigue

“We’re finally creating a shared agenda for change together”

Workshop Three participant, December 2021



Opportunities

However, by stakeholders working together on this issue, a number of opportunities were identified:

- Shared resources, accountability and partnership working for external funding opportunities.
- Ensuring natural resources are used responsibly and cared for by locals and visitors alike.
- Strengthened community relations.
- Improved quality of life for local people; feeling more supported and connected to their local landscape and experiencing the best of what it has to offer.
- A thriving economy.
- Support and championing for environmentally friendly practices.
- Protection for natural and cultural heritage.
- Working together to prepare tourism business and industry to be more climate resilient, in line with the NNR management.
- Curated experiences connecting people to nature and the landscape whilst providing the high level of service visitors are used to.
- Increased visitor awareness and understanding of sustainability, to reduce negative impacts on the environment, and opportunities to have a positive impact on the local environment. For example, more effective communication about what to expect and how to behave while enjoying the Purbeck Heaths such as linked up approach to promoting the Countryside Code, reducing littering and preventing fires on the heathland.
- Managing the NNR as a high-quality area in keeping with its designations; National Nature Reserve, Area of Outstanding Natural Beauty, Special Area of Conservation, Site of Special Scientific Interest, Special Protection Area, RAMSAR (internationally important wetlands declared under the Ramsar Convention).

A destination stewardship approach for Purbeck



The Global Sustainable Tourism Council (GSTC) defines destination stewardship as a process by which local communities, governmental agencies, NGOs, and the tourism industry take a multi-stakeholder approach to maintain the cultural, environmental, economic, and aesthetic integrity of their country, region, or town.

Previously tourism marketing was often driven through local councils who would create a destination management plan and support visitors through visitor information centres.

As this is not a statutory duty of local government, this support has effectively diminished in recent years. The local tourism office, Discover Purbeck Information Centre, based in Wareham closed in July 2021 and now provides an on-line only facility. Purbeck District Council had a remit for local tourism, however most district councils including Purbeck were abolished in April 2019 when Dorset Council was formed.

Dorset Council's tourism team, Visit Dorset, is a Destination Management Organisation (DMO) and as part of this remit provides a great overall visitor guide including a dedicated  **Purbeck** section for those looking to visit the local area. This change to a county led approach to managing tourism has created a space for the potential for a stakeholder led organisation to create a destination stewardship approach to managing sustainable tourism in this local area, and the action of bringing stakeholders together to create this plan is a first step in that process.



“Compared to where we were even a few months ago, it feels like we’ve come quite a long way together. The plan is a start...”

Workshop Three participant, December 2021

🔗 **The Travel Foundation** highlighted national and international trends that are pushing a now tried and tested method to managing tourism known as a 'destination stewardship approach'. Through the formal workshops to create this plan, these trends were also found to relate to our collective experience of tourism in the Purbeck Heath area, and include:

- ▶ A perception of increased busyness and visitor numbers.
- ▶ The need to better understand visitor carrying capacities, especially in nature sensitive landscapes.
- ▶ Increased awareness of sustainability and ethical approaches to tourism.
- ▶ Visitors searching for more local, immersive, authentic and educational experiences and holidays with a purpose e.g. volunteering, conservation, sustainable and active travel, local food and drink, and travelling for physical and spiritual wellness.
- ▶ Increased community involvement.
- ▶ The need to better integrate social, environmental and economic needs.
- ▶ Smarter technologies available and currently being tested locally e.g. 5G Dorset.
- ▶ A move to social inclusion – employment, resources for locals, services and infrastructure which appeal to and attract a diverse audience.
- ▶ National and international campaigns fighting for better standards and approaches e.g. 🔗 **Tourism Declares A Climate Emergency**



Several potential local partner organisations and initiatives who would also have a common interest in this area have also been identified.

These included:

- ▶ 🔗 **Sustainable Wareham**
- ▶ 🔗 **Sustainable Swanage**
- ▶ 🔗 **Planet Purbeck**
- ▶ Ecological and climate emergencies declared by Parish and Town councils as well as 🔗 **Dorset Council**



Photo © Mark Singleton

Stakeholder vision for the Purbeck Heaths

A key focus of the workshop sessions was to explore views of a vision for sustainably managed tourism in and around the Purbeck Heaths National Nature Reserve. Although we still lack some critical research, reaching a consensus over key elements of our vision was felt to be important in shaping future ambition.

These topics were explored through facilitated group sessions and a summary of outcomes is included below.

What does a future Purbeck Heaths National Nature Reserve look like?

- ▶ A shift in the way visitors are travelling to/from and around the area; fewer visiting vehicles, reduced local carbon emissions and congestion at peak times whilst improving air quality and making active travel options e.g. cycling, a more attractive alternative to car use.
- ▶ The landscape will be litter free and cleaner (e.g. lower pollution, less waste).
- ▶ Local people will have a stronger connection to their local landscape and have a greater sense of being part of a special landscape.
- ▶ More visitors will feel inspired and amazed, especially children and young people, with a deepened understanding of the special place they are visiting.
- ▶ Audiences who haven't traditionally come to the area will feel welcomed and encouraged to visit, resulting in a more diverse audience profile.
- ▶ Visitors and local people will feel more connected to local food and will know how to get hold of it.

- ▶ A year round visitor offer supporting year round employment opportunities for local people and businesses.
- ▶ Businesses, landowners, local action groups and residents will collaborate on campaigns with positive impacts e.g. banning disposable BBQs, reducing litter, Countryside Code etc.

What are we trying to achieve?

- ▶ Through creating a sustainable tourism plan/ action plan, we aim to spread the benefits of tourism across the economy, landscape and local community.
- ▶ We want to avoid overconcentration, reduce the negative impacts on biodiversity and the environment and educate, inspire and connect more people to nature and the landscape.
- ▶ We would like to see a strong ecotourism identity for the area, futureproofing sustainable tourism, with more effective and collaborative communication across businesses/ organisations/landowners, whilst providing an inclusive, equitable and diverse offer.
- ▶ We would like transport managed in a way that encourages and champions sustainability, with more green and active travel options.

Governance of the Sustainable Tourism Plan

This plan has been created by a coalition of the willing; local business, community and landowner stakeholders with a shared interest in seeing its objectives delivered. The responsibility for ensuring and monitoring progress of the delivery of this plan sits with the Purbeck Heaths National Nature Reserve Steering Group. This group will establish a working group for each of the five main themes of the plan. They will ensure co-ordination between the working groups and with other relevant bodies such as Dorset Tourism Association and Dorset Council and will take a lead on any funding applications. Progress of the overall delivery of the plan will be reviewed annually. Annual reviews will include a review of governance arrangements and in particular whether a more formal Destination Stewardship Council arrangement is required.

Working groups will be self-selected from among the key stakeholders engaged in the creation of the plan. Working groups will take responsibility for delivering and refining their section of the plan and the chair of each working group will report to the overall steering group. They will also engage new stakeholders with an interest in delivering the objectives of the plan. Progress on delivery of the plan is expected to be made through co-ordination with and promotion of existing initiatives, voluntary initiatives among key stakeholders, developing funding bids and lobbying for investment.

This plan is the start of a focussed collaboration between local businesses, landowners and community groups. Ultimately, its success will be dependent on the further development of this collaborative approach; we are only as strong as our collective partnership to deliver this plan.



Action Plan



The aim of the action plan is to lead the local tourism industry to embrace sustainability practices that maintains and enhances the long-term health of the environment, its residents and visitors, and supports the viability of businesses operating here with year-round operations. The aim is to deliver this plan over the next 3-5 years in a post COVID world without focusing on the direct impacts of the COVID-19 pandemic. We still have work to do to identify who will deliver which elements of the plan, what elements of the plan are for this collective to support, and which areas are for the group to lobby others to make positive change. **Five main themes emerged from the three formal workshops:**

WASTE

Working together to recognise the need to reduce waste from source, embed consistent messaging across all media platforms and across the landscape whilst sharing best practice.

LOW CARBON & TRAVEL PLAN

Find ways to reduce current high car dependency, improving and championing active and sustainable travel options, and working together to create a local carbon plan.

EQUITY, DIVERSITY & ECONOMY

Finding solutions to create economic sustainability, help connect local communities to their environment and creating a visitor offer welcoming everyone.

POSITIVE TOURISM IMPACT ON NATURE

Working together to identify the negative tourism impacts and realising the positive impact tourism can play in enhancing the biodiversity and wider landscape.

SUSTAINABLE FOOD & DRINK

Creating a platform for showcasing locally produced, sustainable food & drink, building better relationships between producers, outlets, menus and consumers.

Action Plan



WASTE

Working together to recognise the need to reduce waste from source, embed consistent messaging across all media platforms and across the landscape whilst sharing best practice.

OBJECTIVES

- ✓ Reducing the amount of solid waste created/produced from source.
- ✓ Purbeck Heath businesses and landowners working together to deliver a consistent set of messages and waste reducing initiatives across the landscape.
- ✓ Collate and share a collection of case studies spotlighting local businesses that are making real, proven positive changes.

LOW CARBON & TRAVEL PLAN

Find ways to reduce current high car dependency, improving and championing active and sustainable travel options, and working together to create a local carbon plan.

OBJECTIVES

- ✓ Visitors to be mindful of their impact on the environment.
- ✓ Develop a series of suggested joined-up active and sustainable travel routes and a transport management system to encourage visitors to travel to/from/around the area without using their car resulting in less congested roads in peak visitor months.
- ✓ Feature assessments and improvements for active travel options and connectivity for the area in the Purbeck Area Transport Strategy of the Local Transport Plan 4.
- ✓ Active travel network improved, communicated and encouraged to be part of visitor experience.
- ✓ A futureproofed tourism offer, adapting to climate change and incorporating future transport trends (e.g. phasing out non electric cars).
- ✓ Traffic is better managed at the entry and exit points to Purbeck Heath area e.g. Sandford, Sandbanks Ferry, Corfe.

Action Plan

EQUITY, DIVERSITY & ECONOMY

Finding solutions to create economic sustainability, help connect local communities to their environment and creating a visitor offer welcoming everyone.

OBJECTIVES

- ✓ Re-invest economic benefits from tourism into the local economy and environment, creating a circular economy.
- ✓ Year-round employment for local people in tourism businesses.
- ✓ Local people feeling more connected to their local environment and landscape
- ✓ Strategy for local schools and childcare settings to embed the local landscape into their curriculum, learning and experiences.
- ✓ A visitor offer that welcomes everyone to be part of the landscape; or a landscape that is able to offer everyone something.

POSITIVE TOURISM IMPACT ON NATURE

Working together to identify the negative tourism impacts and realising the positive impact tourism can play in enhancing the biodiversity and wider landscape.

OBJECTIVES

- ✓ Tourism doesn't have a negative impact on the biodiversity of the Purbeck Heaths NNR.
- ✓ Avoid over-concentration of visitors in hotspots or sensitive areas.
- ✓ A better understanding of the economic value of biodiversity to measure improvements.
- ✓ Encouraging visitors to make behavioural changes that have positive impacts on the environment and biodiversity, e.g. active travel, less littering, BBQing in BBQ allocated areas.
- ✓ Visitors to gain an understanding and feel part of the special place they are visiting.
- ✓ Improving the biodiversity of the area forms part of the visitor offer e.g. voluntourism.
- ✓ Developing and promoting wildlife tourism for the area.

Action Plan

SUSTAINABLE FOOD & DRINK

Creating a platform for showcasing locally produced, sustainable food & drink, building better relationships between producers, outlets, menus and consumers.

OBJECTIVES

- ✓ Increase in the number of local food producers and outlets operating sustainably and locally.
- ✓ Number of outlets sourcing and selling local produce and/or using local produce in their menus increasing.
- ✓ Agreeing a standard of quality, sustainability and defining 'local'.
- ✓ Number of local producers and outlets signing up to work with Dorset Food & Drink to make improvements to the current offer.
- ✓ Local produce and its story from farm to fork being part of more local business's marketing messages.



Action Plan

ACTION ONE: WASTE	
What is the current issue?	<ul style="list-style-type: none"> ▶ Current waste management differs across the landscape e.g. food/drink packaging and the disposal of packaging, creating a mixed and confused visitor facing message about expected behaviours and the sensitivities of the area ▶ Visitors not making the best or informed choices to reduce waste
Where are we trying to get to?	<ul style="list-style-type: none"> ▶ Reducing the amount of solid waste created/produced from source ▶ Purbeck Heath businesses and landowners working together to deliver a consistent set of messages and waste reducing initiatives across the landscape ▶ Collate and share a collection of case studies spotlighting local businesses that are making real, proven positive changes
What are the measurements for success?	<ul style="list-style-type: none"> ▶ Number of businesses and landowners committing to making real, positive changes, via being involved in and taking action within the waste working group ▶ Reduction in the amount of visitor litter produced, as well as removed/dealt with year on year ▶ Creation of a sustainable Purbeck Heaths waste plan ▶ Positive change in visitor behaviour
What are the potential management strategies to deliver this?	<ul style="list-style-type: none"> ▶ Audit of waste from source to end point, understanding the current sources of litter and identifying the littering hotspots using the Litter Free Dorset and Dorset Waste Partnership 'Litter hotspot' maps ▶ Litter Free Dorset – land, coast & sea to engage with local businesses and landowners to reduced single use plastic at source e.g. plastic water bottles ▶ Identify options to improve infrastructure that will help change behaviour e.g. water refill points in car parks to reduce the need for single use plastic water bottles ▶ Communications and campaign plan across the landscape re waste and litter with a focus on calls for action rather than just highlighting the challenges/issues. Working with others to make sure visitors are receiving these messages before arriving at the Purbeck Heaths (e.g. via booking confirmations and targeted social media, using newly created communications materials such as the www.purbeckheaths.org.uk website)
How will success be monitored?	<ul style="list-style-type: none"> ▶ Number of organisations/businesses committed to the waste working group ▶ Recorded reduction in litter collected at key locations across the landscape ▶ Positive changes to the 'Litter hotspot' maps ▶ Number of businesses making contact with Litter Free Dorset – land, coast & sea, and taking positive action ▶ Number of businesses and landowners signing up to deliver campaigns to reduce general litter, BBQs and items left behind after 'wild' camping
Lead stakeholder	(yet to be confirmed)



Action Plan

ACTION ONE: WASTE (CONT.)

Other stakeholders and existing initiatives to support delivery

- ▶ **Dorset Waste Partnership** operates Dorset Council’s household waste collection and initiatives for reducing waste, DWP also offer a commercial waste contract. Household waste information is available here: [🔗 right food, right bin.](#)
- ▶ **Litter Free Dorset – Land, coast & sea** ([🔗 www.litterfreedorset.co.uk](http://www.litterfreedorset.co.uk)) is a countywide partnership project committed to tackling the problem of litter in Dorset. The purpose of the partnership is to add value to existing efforts by taking a strategic, preventative approach to the countywide problem; working collaboratively with a local focus to create, implement and review tailored solutions to each community’s issues around litter. A strategic approach to creating better quality local environments for everyone in Dorset, exploring and realising the social, economic and environmental benefits of reducing the impacts of litter in the county’s towns, beaches and open spaces. The project focuses on reducing litter and waste as well as maintaining Dorset’s excellent bathing water quality. Local organisations and individuals across the county support Litter Free Dorset – land, coast, and sea to implement campaigns and projects to create sustainable behaviour change to reduce litter and waste.
- ▶ **The Big Business Survey – January 2022**
Litter Free Dorset (LFD) – land, coast and sea published a Dorset-wide business survey in which they asked businesses to share their thoughts about commercial waste management, recycling, packaging, drainage, single-use plastic and more. This has been created in collaboration with Sustainable Swanage, Visit Dorset and Dorset Council recycling team amongst others. This survey will enable LFD to gather and share information about how things relating to sustainable practices are currently working for businesses, to listen to business’s ideas and help shape future projects, resources, and strategies to support reducing impacts on the environment.
- ▶ **Litter Free Purbeck** is a community group under the umbrella organisation of Litter Free Dorset – land, coast & sea. A focus on litter picks, supporting campaigns and initiatives.
- ▶ **Sustainable Swanage** is a community group set up to support and signpost Swanage and its community to reduce plastic waste and energy usage, administered by the Dorset Coast Forum. More information here: [🔗 Sustainable Swanage | Litter Free Coast and Sea – Dorset & East Devon](#)
- ▶ [🔗 Hotels | WRAP](#) is a business case for reducing food waste at hotels which may offer insights for smaller catering businesses.



Action Plan

ACTION 2: LOW CARBON & TRAVEL PLAN

<p>What is the current issue?</p>	<ul style="list-style-type: none"> ▶ High car dependency and usage, unregulated carbon usage, perceived higher than desired carbon footprint of visitors, e.g. heavy car use, littering, consuming lots of items in plastic packaging, single use items, 'holiday' mentality. Large seasonal pressure on rural road infrastructure causing congestion and long queues resulting in frustrated visitors and locals, and stressed hospitality workers.
<p>Where are we trying to get to?</p>	<ul style="list-style-type: none"> ▶ Visitors to be mindful of their impact on the environment ▶ Develop a series of suggested joined-up active and sustainable travel routes and a transport management system to encourage visitors to travel to/from/around the area without using their car resulting in less congested roads in peak visitor months ▶ Assessments and improvements for active travel options and connectivity for the area to feature in the Purbeck Area Transport Strategy of the Local Transport Plan 4. LTP 3 plan available here 🔗 Local Transport Plan 3 - Dorset Council. Transport background paper, 2019 available here: 🔗 transport-background-paper-pre-submission-final (🔗 dorsetcouncil.gov.uk) ▶ Active travel network improved, communicated and encouraged to be part of visitor experience ▶ A futureproofed tourism offer, adapting to climate change and incorporating future transport trends (e.g. phasing out non electric cars) ▶ Traffic is better managed at the entry and exit points to Purbeck Heath area e.g. Sandford, Sandbanks Ferry, Corfe
<p>What are the measurements for success?</p>	<ul style="list-style-type: none"> ▶ Reduced energy use and increased renewable energy generation from tourism businesses ▶ Reduction of car use (car counts) ▶ Increase in the number of people visiting and travelling around the Purbeck Heath area by bicycle, on foot, by bus or train ▶ Sufficient electric vehicle charging points (EVCPs) to make using electric vehicles an option for visitors to the Purbeck Heaths. Landowners and organisations e.g. Dorset Council, National Trust, RSPB, working together to ensure a good geographical spread of EVCPs ▶ Better communication of travel options for visitors including bus routes, combination travel options for train – bus – walk, active travel car free options, and buy in from visitor hubs and businesses (including accommodation, hospitality and activity providers) to actively promote and champion this way forward ▶ Purbeck Transport Action Group helping to address and lead active travel options across the landscape ▶ Create a Carbon Action Plan (in line with the 🔗 Glasgow Declaration), where businesses are reporting/reducing their carbon impacts
<p>What are the potential management strategies to deliver this?</p>	<ul style="list-style-type: none"> ▶ Re-consider a congestion charge zone on the A351 ▶ A year round and affordable Wareham – Swanage mainline service provision ▶ Integrated transport action plan for the landscape ▶ Local sustainability badge scheme for businesses, which becomes a marketing tool ▶ Creation of an active travel leaflet for the area ▶ Work within the partnership and with others e.g. Dorset Council, to promote and amend existing and/or create new active travel/sustainable transport itineraries and leaflet ▶ Purbeck Active Travel Action Plan written and incorporated into the Local Transport Plan for Purbeck ▶ 5G live signage to reduce traffic congestion issues



Action Plan

ACTION 2: LOW CARBON & TRAVEL PLAN (CONT.)

<p>How will success be monitored?</p>	<ul style="list-style-type: none"> ▶ Number of organisations/businesses committed to the low carbon plan & transport working group ▶ A measured reduction of car usage at peak times year on year using existing traffic data e.g. Dorset Council's automatic traffic counters on key Purbeck roads ▶ Number of accommodation providers marketing and actively promoting/advocating active travel options for visitors
<p>Lead stakeholder</p>	<p>(yet to be confirmed)</p> <ul style="list-style-type: none"> ▶ The National Trust are currently able to and are keen to lead elements of this category e.g. active and sustainable travel at a landscape scale, however other elements such as the broader transport issues affecting Purbeck generally are wider reaching.
<p>Other stakeholders and existing initiatives to support delivery</p>	<ul style="list-style-type: none"> ▶  Low Carbon Dorset is a project helping to reduce the county's carbon footprint and stimulate growth in Dorset's low carbon economy (run by Dorset Council & Dorset AONB) ▶  Sustainable Swanage Business Forum Working Group, set up in 2021 to facilitate and support local businesses to achieve net zero, share best practice and work together to pool resources to find resolutions that will work locally. ▶ Glasgow Declaration; subnational governments tackling climate emergency via integrated food policies  www.glasgowdeclaration.org ▶  Tourism Declares a Climate Emergency; a collection of over 400 organisations, companies and professionals committed to delivering a Climate Action Plan aligned to cut the emissions by half by 2030. Launched at COP26 by Visit Scotland, The Travel Foundation, UNWTO and UNEP, this is open for more organisations, businesses and partnerships to sign up and join the movement. ▶ Purbeck Transport Action Group; a group of local parish and town councillors as well as representatives from local conservation charities, bus and rail companies and others to work together to improve the transport in Purbeck e.g. the Transport Strategy for Purbeck to be included in the Local Transport Plan 4. PTAG 'fully supports the draft plan and will take it into account in its own proposals for addressing the need to improve public transport and facilities for cycling and walking in the area' (February 2022, Nick Ward, chair, PTAG) ▶ Highways department of Dorset Council ▶ Cycle networks



Action Plan

ACTION 3: EQUITY, DIVERSITY & ECONOMY

<p>What is the current issue?</p>	<ul style="list-style-type: none"> ▶ Seasonal economy with limited year-round employment for local people in hospitality and visitor facing jobs ▶ Local communities not feeling as connected to their local landscape as they could/want ▶ Tourism isn't benefitting or providing opportunities for all residents (or 'how do we know if it isn't?') ▶ Visitor offer may not currently be welcoming everyone
<p>Where are we trying to get to?</p>	<ul style="list-style-type: none"> ▶ Re-invest economic benefits from tourism into the local economy and environment, creating a circular economy ▶ Year-round employment for local people in tourism focused jobs ▶ Local people feeling more connected to their local environment and landscape ▶ Strategy for local schools and childcare settings to embed the local landscape into their curriculum, learning and experiences ▶ A visitor offer that welcomes everyone to be part of the landscape; or a landscape that is able to offer everyone something
<p>What are the measurements for success?</p>	<ul style="list-style-type: none"> ▶ Number of full-time jobs increasing in the area (e.g. 10-30%) ▶ An all-year-round tourism offer; creation of more/perception of more indoor/wet weather options for visitors to extend the season ▶ Businesses to record and share information from their visitors for the benefits of welcoming everyone, e.g. record where their visitors are coming from (locality) ▶ Working with under-represented groups to build knowledge & capacity around tourism opportunity ▶ Equity, diversity & economy working group joining, working with and advocating the work of Prejudice Free Dorset
<p>What are the potential management strategies to deliver this?</p>	<ul style="list-style-type: none"> ▶ Education/training programmes in place for local people and tourism business staff; offering the best of what Purbeck Heaths has to offer to local people ▶ Engaging local schools and childcare settings with countryside code and local heathland experiences ▶ Create an audience/engagement plan to map audience and experience with priorities e.g. locally underserved communities ▶ Create a communications plan focusing on people that are not usually engaging in the natural environment, communicating that Purbeck is a safe place to visit ▶ Purbeck Heaths NNR partnership to work with Prejudice Free Dorset to understand, mitigate against and take positive action to reduce prejudices and hate crime towards visitors
<p>How will success be monitored?</p>	<ul style="list-style-type: none"> ▶ Number of businesses and organisations committed to the equity, diversity & economy working group ▶ Creation of a childcare setting/school engagement plan ▶ Number of businesses, organisations and wider stakeholders undertaking training to truly welcome everyone e.g. unconscious bias training, equality & diversity training ▶ Perception of the Purbeck Heaths being a safe and enjoyable place to visit by those who don't currently feel welcomed or accepted



Action Plan

ACTION 3: EQUITY, DIVERSITY & ECONOMY (CONT.)

Lead stakeholder	<p>(yet to be confirmed)</p> <ul style="list-style-type: none">▶ The National Trust are active members of Prejudice Free Dorset and within Purbeck's underserved communities and are currently able to and are keen to lead elements of this category e.g. equity and diversity, however other elements such as the broader economy issues would need further support
Other stakeholders and existing initiatives to support delivery	<ul style="list-style-type: none">▶ Dorset Race Equality Council is an independent and impartial membership organisation (registered charity) set up to inform and educate, strengthen communities, influence policy, raise awareness and support those with protected characteristics.▶ Prejudice Free Dorset is a partnership group made up of over 20 local agencies e.g. Dorset Council, BCP Council, National Trust, Dorset Police, Dorset Race Equality Council and others to promote inclusive communities across Dorset.▶ Jurassic Coast Business Partner Scheme was set up about a decade ago for businesses to sign up to the values of the JCT, so businesses become more involved, committing to upholding values, advocate for the area and fundraise for the benefit of the area.



Action Plan

ACTION 4: POSITIVE TOURISM IMPACT ON NATURE

<p>What is the current issue?</p>	<ul style="list-style-type: none"> ▶ Tourism isn't directly contributing to regeneration of nature and nature-based solutions not integrated into tourism product offer ▶ Negative tourism impacts on biodiversity, e.g. trampling, access on sensitive areas, exceeding carrying capacity of sensitive areas, behaviour issues on the land, e.g. BBQs, littering, trampling, traffic congestion
<p>Where are we trying to get to?</p>	<ul style="list-style-type: none"> ▶ Tourism doesn't have a negative impact on the biodiversity ▶ Avoid over-concentration of visitors in hotspots or sensitive areas ▶ A better understanding of the economic value of biodiversity to measure improvements ▶ Developing and promoting wildlife tourism for the area
<p>What are the measurements for success?</p>	<ul style="list-style-type: none"> ▶ Visitor hubs auditing their visitor facing communication and educate visitors on where to go and where not to go, using the new Purbeck Heath website and leaflets e.g. avoiding highly sensitive biodiversity areas ▶ Creation of voluntourism offers e.g. litter picks, scrub removal, habitat improvements, grazing unit maintenance, ecology surveys ▶ Businesses committed to making sustainable and impactful changes e.g. phasing out single use plastics, offering bio/eco alternatives, take up of joint comms
<p>What are the potential management strategies to deliver this?</p>	<ul style="list-style-type: none"> ▶ Recreational zoning across the Purbeck Heaths area led by the landowners
<p>How will success be monitored?</p>	<ul style="list-style-type: none"> ▶ Number of businesses and organisations committed to making positive nature impact within a working group ▶ Measures of behavioural change, increase in amount of active messaging and campaigns from tourism businesses and landowners, ideally working together ▶ Growth in outdoor offer, with an increase in the number of business models built upon a sustainable wildlife offer
<p>Lead stakeholder</p>	<ul style="list-style-type: none"> ▶ Purbeck Heaths National Nature Reserve partnership via the Steering Group ▶ RSPB and the National Trust in a position to lead on elements of this category e.g. recreational mapping of the Purbeck Heaths and developing the voluntourism offer
<p>Other stakeholders and existing initiatives to support delivery</p>	<ul style="list-style-type: none"> ▶ Visit Scotland ▶ Balaeric Eco-Tax example



Action Plan

ACTION 5: SUSTAINABLE FOOD & DRINK

What is the current issue?	<ul style="list-style-type: none"> ▶ No current agreed standard for quality, sustainability or locally sourced food within local visitor economy. Organic or locally produced food not forming a big part of the local catering offer or the marketing to visitors. Local catering and accommodation businesses not knowing what local produce is available and how to source wholesale products.
Where are we trying to get to?	<ul style="list-style-type: none"> ▶ Increase in the number of local businesses signing up to create sustainable, locally produced menus ▶ Improved relationships between producers and outlets, with better knowledge of the production and availability/seasonality of local produce
What are the measurements for success?	<ul style="list-style-type: none"> ▶ Increase in the number of local food producers and outlets operating sustainably and locally ▶ Number of outlets sourcing and selling local produce and/or using local produce in their menus increasing ▶ Agreeing a standard of quality, sustainability and defining 'local' ▶ Number of local producers and outlets signing up to work with Dorset Food & Drink to make improvements to the current offer ▶ Local produce and its story from farm to fork being part of local business's marketing messages
What are the potential management strategies to deliver this?	<ul style="list-style-type: none"> ▶ Create a marketing strategy for Purbeck Food ▶ Establishing a local food working group ▶ Work with Dorset Food & Drink to create a sustainable food scheme for businesses to adhere to and sign up and deliver
How will success be monitored?	<ul style="list-style-type: none"> ▶ Number of businesses committed to the food working group ▶ Number of food outlets/catering businesses promoting local produce ▶ Delivering a Purbeck food marketing strategy
Lead stakeholder	(yet to be confirmed)
Other stakeholders and existing initiatives to support delivery	<ul style="list-style-type: none"> ▶  Dorset Food & Drink is a member-based organisation and Community Interest Company, overseen by the Dorset Area of Outstanding Natural Beauty Team (Dorset AONB) representing Dorset's food, drink and hospitality business community. ▶ Sustainable Swanage have researched and support locally produced food and drink. They have produced a list of local producers available here:  www.litterfreecoastandsea.co.uk/sustainable-food ▶ National Food Strategy 2021 report ▶ Farming in Protected Landscapes programme – Dorset AONB ▶ Sustainable restaurants association



Document Review Date: **March 2023**

This document has been compiled and written by members of the Sustainable Tourism Steering Group as part of the Purbeck Heaths Grazing Unit project. The Steering Group included representatives from the National Trust, Visit Dorset, Dorset AONB, Natural England, and has been chaired by the RSPB.

The Purbeck Heaths Grazing Unit has been created through a dedicated partnership, with support from the Green Recovery Challenge Fund and the Wytch Farm Landscape and Access Enhancement Fund (WFLF). The Green Recovery Challenge Fund is funded by Defra and has been delivered by The National Lottery Heritage Fund in partnership with Natural England and the Environment Agency.

Feedback received to date from those directly involved in creating the plan:

'I too was enthused by the approach being taken towards creating a sustainable tourism plan for Purbeck NNR'

Local parish councillor, Workshop One participant, October 2021

'Getting to know each other creates an opportunity to discuss these issues and unites us to be able to help each other and work towards collective goals'

Local business, Workshop Two participant, November 2021

'Really good process to be involved in'

Workshop Three participant, December 2021

'great to see so many people from across the community working together'

Workshop Three participant, December 2021

'We're finally creating a shared agenda for change together'

Workshop Three participant, December 2021

'Compared to where we were even a few months ago, it feels like we've come quite a long way together. The plan is a start...'

Workshop Three participant, December 2021

'Look at where we are now compared to before. I feel very optimistic'

Workshop Three participant, December 2021

Appendix

List of those involved in identifying the issues, opportunities and formulating the action plan:

- ▶ The seven land-owners of the Purbeck Heaths NNR land (represented through National Trust, RSPB, Rempstone Estate, Forestry England and Natural England)
- ▶ Local outdoor activity, hospitality and leisure businesses: Burnbake campsite, Cyclexperience, Brenscombe Outdoor, The Blue Pool, Salt Pig, Isle of Purbeck golf club, Dorset Adventure Park, Hartland Stud & Camp Hartland, Cumulus Outdoor, Purbeck Dog Park, Purbeck Mineral and Mining Museum & Swanage Railway
- ▶ Local graziers: Cedar Organic, Field Honey Farm, Purbeck Cider Farm, Wessex Conservation Grazing
- ▶ Local community action groups: The Purbeck Society, Planet Purbeck
- ▶ Local parish councils: Arne, Studland, Corfe
- ▶ Dorset Councillor and Wareham Town Councillor
- ▶ Dorset AONB and Visit Dorset

List of additional organisations and initiatives who reviewed and fed into this plan:

- ▶ Highways, Dorset Council
- ▶ Dorset Food & Drink
- ▶ Litter Free Dorset – land, coast & sea
- ▶ Low Carbon Dorset
- ▶ 5G Rural Dorset
- ▶ Dorset Race Equality Council
- ▶ Dorset Waste Partnership
- ▶ The Travel Foundation
- ▶ Purbeck Transport Action Group
- ▶ Purbeck Heaths National Nature Reserve partnership Steering Group, chaired by Dorset AONB



Photo © Jon Bish

Appendix

Communication Materials – created as part of the Purbeck Heaths Grazing Unit project, March 2021-March 2022

- Purbeck Heaths map, featuring on Purbeck Heaths website, leaflet and interpretation panels.



Appendix

Communication Materials – created as part of the Purbeck Heaths Grazing Unit project, March 2021-March 2022

- **Purbeck Heaths leaflet**, available from visitor hubs and other local outlets e.g. campsites and outdoor centres, and available to download from the Purbeck Heaths website.



Appendix

Communication Materials – created as part of the Purbeck Heaths Grazing Unit project, March 2021-March 2022

- **Purbeck Heaths interpretation panel at RSPB Arne** (site specific interpretation panels also produced and in situ at: Purbeck Park, Brownsea Island, The Blue Pool, Burnbake Campsite, Stoborough at Sunnyside car park, viewpoint along Studland Road, Norden Farm, Brenscombe Outdoor Centre, Shell Bay, Halfway Inn pub, Hartland Stud, Brand's Bay and Middlebere.

Purbeck Heaths National Nature Reserve

Enjoy exploring the heaths and connecting with nature

RSPB Arne

The Reserve

The Purbeck Heaths National Nature Reserve (NNR), declared in 2020, is internationally important for nature. The land is owned and managed by several organisations and private landowners, working together to enhance this special place for wildlife and for you to enjoy.

Over the past 50 years heathland has been restored across Purbeck, reconnecting fragmented habitat by removing forestry plantations, undoing the damage caused by agricultural intensification and by re-wetting drained bogs.

Part of the NNR is being grazed as one unit without internal fences, but with cattle grids instead. This creates a wider grazing system where cattle, pigs and ponies roam freely. It enables wildlife to move across the landscape and creates bare ground that many heathland species depend upon, including rare sand lizards, smooth snakes, yellow centurion and Purbeck mason wasps.

Please love the heaths and help protect the unique nature of Purbeck by:

- Staying on footpaths and cycle tracks – this is a complex landscape where some species need bare ground and others need protection from trampling and disturbance.
- Never lighting a fire or BBQ – it's illegal. Heathland plants burn easily and fire smoulders through sandy soils and is difficult to put out.
- Keeping dogs on leads – many heathland bird species nest on the ground. Visit www.brownsea-island.org.uk for more information on dog friendly sites. Dogs are not permitted on Brownsea Island.
- Not feeding the pigs, ponies or cattle – it can change their behaviour and make them unwell.
- Being considerate and tolerant of the wildlife, livestock and other visitors.
- Taking your litter home with you – litter harms wildlife.

RSPB Arne

In 1965 the RSPB acquired an area of heathland on the Arne peninsula to safeguard the habitat of the seriously endangered Dartford warblers. In the decades since, they have increased from just two pairs to a healthy population of over seventy pairs.

The reserve has expanded too, to encompass a mosaic of habitats – dry and wet heath, mire, acid grassland, ancient woodland, heeded and mudflats – all managed for the benefit of wildlife.

While you are here at the lookout in winter, listen for the eerie and evocative calls across the mudflats of curlews, avocets and oystercatchers. Watch the waders probe for tiny worms and crustaceans, while ducks like wigeon and teal forage for seeds and aquatic plants. You might be lucky enough to see a great white egret stalking its prey of fish or amphibians, or its smaller relative the little egret searching for fish.

During the summer look out for meadow brown, gatekeeper and marbled white butterflies, or day-flying cinnabar moths and their black and yellow striped caterpillars, as you wander to the lookout.

I live here...

On a warm summer day you may see me flitting over the heath. As an egg, caterpillar, chrysalis and while I emerged as a new butterfly, I was protected by a colony of ants.

ENJOY RESPONSIBLY

Please do not light a fire or BBQ on the heath, they catch too easily. Some campfires may smother BIRDS or MAMMALS in adjacent areas. Check directly with your campsite.

MAP KEY

- Your Location
- Coastal Road
- Single Glazing Unit
- Heath Area
- Campsite
- View Point
- Rictus Area
- Nature Watching
- Cycle Experience Bike Hire
- Purbeck Mineral & Mining Museum
- Walking Routes
- Cafe
- Gift Shop
- Beach
- Play Area
- Entrance Fee
- Toilet
- Buses
- Breaker 30 Seasonal Bus Route
- Breaker 40 Bus Route
- Breaker 50 Bus Route
- South West Coast Path
- The Purbeck Way Walk
- On road route
- Off-road route
- Poole Harbour Trail #1
- Poole Harbour Trail #2
- Poole Harbour Trail #3

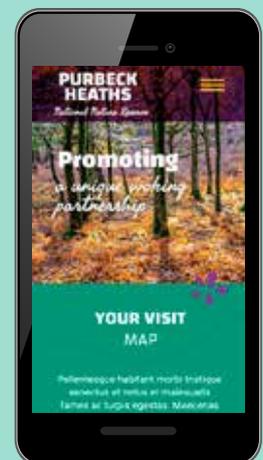
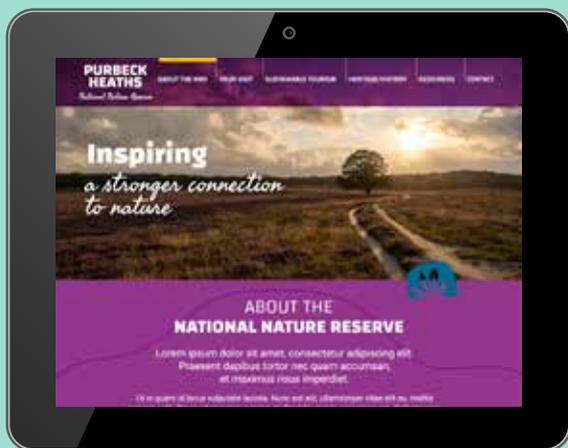
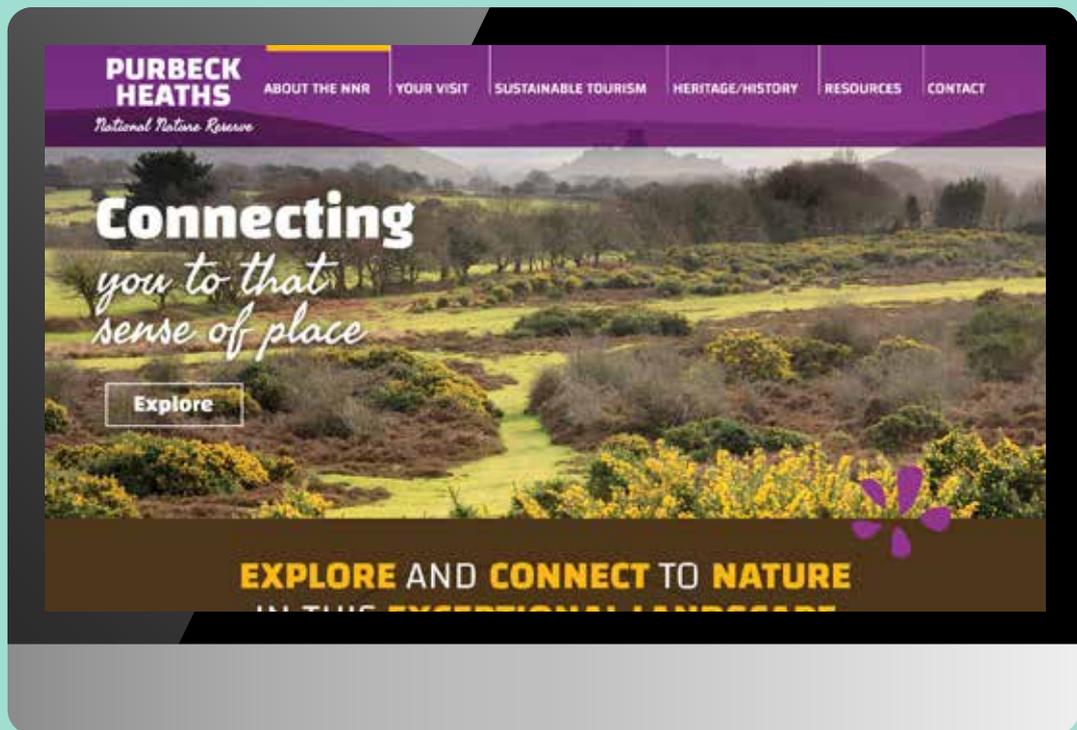
NMR Partners

The Purbeck Heaths Grazing Unit has been created through a dedicated partnership, with support from the Dorset Recovery Challenge Fund and the World Farm Landscape and Access Enhancement Fund (2017). The Dorset Recovery Challenge Fund has been delivered by The National Nature Heritage Centre in partnership with Dorset Council and the Dorset Wildlife Trust.

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Communication Materials – created as part of the Purbeck Heaths Grazing Unit project, March 2021-March 2022

- ▶ Purbeck Heaths website:
🔗 www.purbeckheaths.org.uk





Purbeck Heaths National Nature Reserve

Sustainable Tourism Plan

1st Edition – March 2022