



How you can benefit

Evaluate your business
and get tailor-made business advice



Gain a real marketing advantage from
your association with the Jurassic Coast



Contribute to the Jurassic Coast
visitor experience

Managed by



It's your advantage

The Jurassic Coast Quality Business Scheme is an outstanding chance to evaluate your business, receive tailor-made business advice and gain a real marketing advantage from your association with the Jurassic Coast.

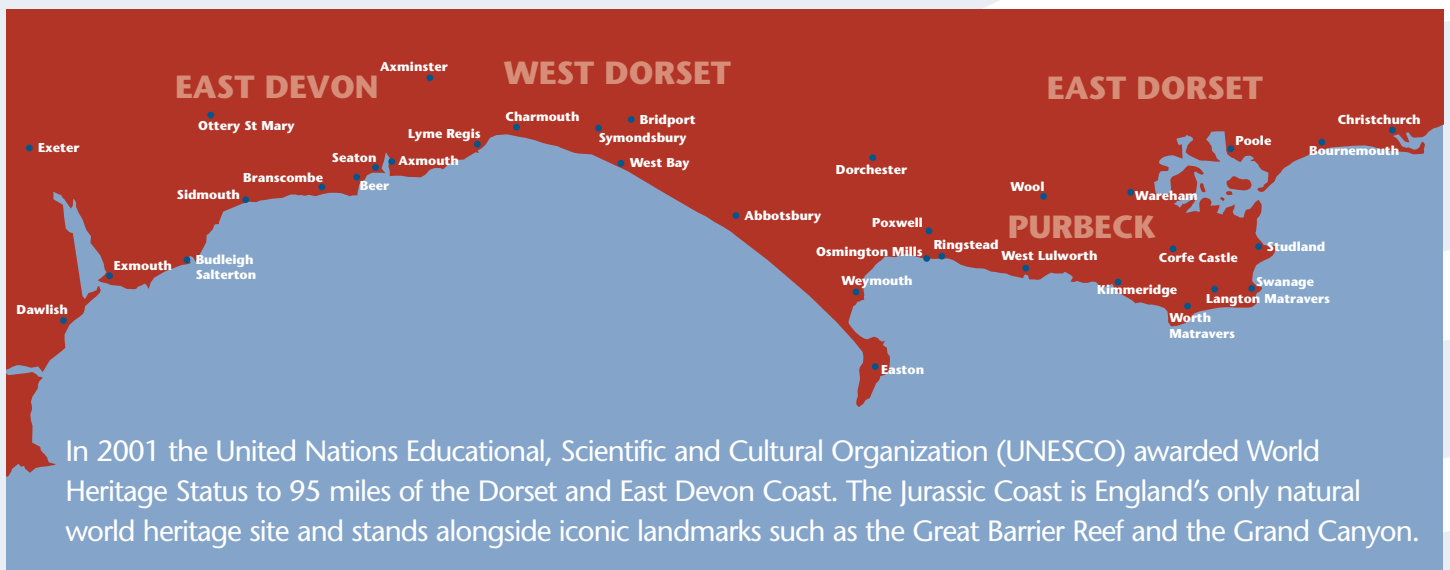
Join the Jurassic Coast Quality Business Scheme today and you will become part of the drive for the high standards associated with World Heritage status.

This unique opportunity is brought to your courtesy of Dorset New Forest Tourism Partnership and supported

by the Devon Skills Network and Business Link.

Through it you can tap into some of the most up-to-date business management advice currently available - changes, developments, responsibilities, expectations - this scheme will check you are right up to speed and help you stay there.

Applications are welcome from all types of tourism, hospitality and related providers especially those who see the business benefits of a thriving, quality-led environment and would like to be acknowledged as a Jurassic Coast quality business.



Become a Jurassic Coast Quality Business from Just £50

Plus heavily subsidised additional training courses

Seaside town adopts Jurassic Coast Quality Business Scheme



Contributing to the visitor experience

The Jurassic Coast Quality Business Scheme is part of a major investment plan funded by the South West Regional Development Agency. Based on sound management practices it aims to enable individual businesses - no matter how large or small - to contribute to a world class sustainable future for this unique location.



Alan Power
Chairman,
Swanage & Purbeck
Hospitality Association

"We believe that every business, no matter how experienced, will find some benefit from participating in the scheme and so have made it an inclusive part of our membership package. Collectively Swanage is contributing to the overall Jurassic Coast experience giving us a great marketing opportunity"

Marketing Advantage

In addition to business management advice, these are some of the advantages of being a Jurassic Coast Quality Business:

- **Jurassic Coast Quality Business branding for use in all promotional activities** - giving another reason for potential customers to choose you!
- **Free money-can't-buy listing and link on official Jurassic Coast website** - your chance to be seen where visitors to the coast are looking (average 1000 visits per day)
- **Window stickers and certificates for display on premises** - telling everyone you have a quality-led business
- **Opportunity to be part of Jurassic Coast joint working initiatives** - and get to work with other World Heritage players
- **Be part of Jurassic Coast networking events** - and be fully informed about activities and developments
- **Benefit from professional development opportunities**

What others say about the scheme...

...thought it would be like giving my business an MOT
Tim Sanders - Discover Dorset Tours

...the help, advice and support has been refreshingly forward thinking... it's important to show that we are a business that works in support of the Jurassic Coast rather than simply to profit from it
Helen Newton - Stuart Line Cruises, Exmouth

...It's about showing our commitment and supporting our area's natural assets
Angie Musthill - Heights Hotel, Portland

...a quality marque attached to our stunning Jurassic Coast is a great opportunity
Julian Maughan - The Castleton, Swanage

...liked the idea of a scheme that looked at business structure combined with green awareness...
David Ensor - Chiltern Lodge, Worth Matravers

...the scheme acknowledges professional standards in a world class standard environment - I'd happily recommend it to others in East Devon
Doreen Franks - Oakdown Caravan Park, Sidmouth

...felt that the improvement to procedures and award would be good for the company
Robbie Dunster - Unicorn Courtesy Cars, Weymouth

We have a declared objective to raise the quality and professionalism of our business. Being new to tourism, the scheme was an excellent vehicle to help us achieve this. Adrian Semmence, Lancombes House

Join now - see over for details



How to Join

Why you should join

The scheme sets out to help individual operators access the latest management guidance, optimise business performance and visitor satisfaction and, as a result, gain the advantage and business opportunities that come with being a recognised Jurassic Coast Quality Business.

How to get started

The starting point is a confidential self-evaluation questionnaire about how your business works. From the basics such as legislation, trading standards, Health and Safety, and environmental policies through to marketing and customer service this will help you identify what you are already doing well and where improvements could be made.

You will then be assigned a business advisor from Business Link or other as appropriate. Together you will draw up an action plan to help you achieve the good practice goals of the Jurassic Coast Quality Business Scheme.

A sound awareness of environmental issues and a working knowledge of the Jurassic Coast are integral to this award, and for this courses are available.

When ready, usually upon successful completion of the action plan, you will be assessed for Jurassic Coast Quality Business status. Please remember, it's in our interests for as many businesses of all sizes and stages of development to share these advantages, so we're on your side.

What does it cost

The cost is just £50 including comprehensive reference manual and use of Jurassic Coast Quality Business branding and publicity pack. Green Awareness and Welcome Jurassic Host courses, should you need them, are typically £45 each. All costs are heavily subsidised by the South West Regional Development Agency (SWRDA)

Are you eligible

Hotels, B&B, self-catering, holiday parks, transport and tour providers, visitor attractions and information centres, restaurants, retailers or anyone who contributes in some way to the Jurassic Coast experience - please apply.

What to do now

To get started right away call for a self evaluation questionnaire or download from www.dorsetnewforest.org. For more information please call and we'll be happy to give more details.

More details and self-evaluation questionnaire 01202 451151

As a Jurassic Coast Quality Business you are encouraged to support the conservation and education activities of the Jurassic Coast Trust

Find out how to become involved

www.jurassiccoasttrust.org

email: nikki.greenleaf@jurassiccoasttrust.org or call 01460 242780

