

Jurassic Coast Quality Business Scheme

Realise the potential – Share the benefits

The Jurassic Coast Quality Business Scheme was established as a result of World Heritage designation and initially funded by the SW Regional Development Agency.

It aims to support businesses that operate within the Jurassic Coast helping them to meet the expectations - reap the benefits – and share the responsibility that comes with World Heritage Status.



HOW IT WORKS

Help look after guests – product knowledge of the Jurassic Coast and meeting customer expectations

Help look after the environment – information on how to create a green action plan and influence visitor activities to safeguard the future of the coast

Help look after your business - creating a sound framework to maximise business performance

COST

The current cost of joining the scheme is £200 plus two courses at £35 each.

CRITERIA

Every business is expected to demonstrate a professional approach to the management of their business. Included in the cost is a personal business advice session which will help meet this criteria.

In addition everyone is expected to demonstrate commitment to the visitor experience and environment by attending a Welcome Jurassic Host and Green Awareness one-day training sessions.

The process begins with the completion of a self-evaluation questionnaire which can be downloaded via www.jurassiccoastbiz.com

BENEFITS

Becoming a Jurassic Coast Quality Business opens doors to many marketing and business benefits. These include:

- Money can't buy listing and direct link from official Jurassic Coast website
- Use of Jurassic Coast Quality Business branding – being seen as a leading business
- Closer working with the World Heritage Team – promotions, press, groups, information
- Jurassic Coast networking – working with others in the scheme to develop business, ideas and packages

To see what else is involved and how the Jurassic Coast Quality Business Scheme is already helping others see short 3 minute video here: www.jurassiccoastbiz.com

To register your interest please call 01202 451151 or email:

jude.sargeant@bournemouth.gov.uk