

# Geopark Management Plan 2023 - 2033

Part 2



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# Geopark Management Plan 2023 - 2033

## Part 2



Wild Swimming at London Bridge, Torquay © underwaterpics.co.uk

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\*Throughout this document, direct links to supporting websites and material are shown as underlined. For those reading a hard copy, full URLs can be found in an appendix at the end of this document.

## ERUGGp Timeline Summary

- 2007 ► Recognised as a European and Global Geopark
- 2011 ► Revalidation Green Card
- 2015 ► Revalidation Green Card
- 2015 ► Recognised as a UNESCO Global Geopark in line with the introduction of the International Geoscience and Geoparks Programme
- 2016 ► Host of the 7th International Conference on UNESCO Global Geoparks
- 2016 to 2020 ► Melanie Border (Geopark Coordinator), selected by the UNESCO Director General as a voting member of inaugural UNESCO Global Geopark Council
- 2016 to date ► Melanie Border (Geopark Coordinator), elected by GGN Assembly as a voting member of Global Geopark Network Executive Board
- 2019 ► Revalidation Green Card

## Partnership Model

The ERUGGp operates differently to larger UGGp's in the network. It does not run its operations through a single entity, neither does it run it as a division of an academic, scientific or nature conservation organisation (as is the case for a National Park authorities), nor through a Regional Economic Development company. Since 2007, and following a grassroots approach, the operations, and activities of the ERUGGp have been delivered collaboratively by its Core Partners (See Fig 2) and Associate Partners (See Fig 3) which are a mix of public, private and voluntary organisations.

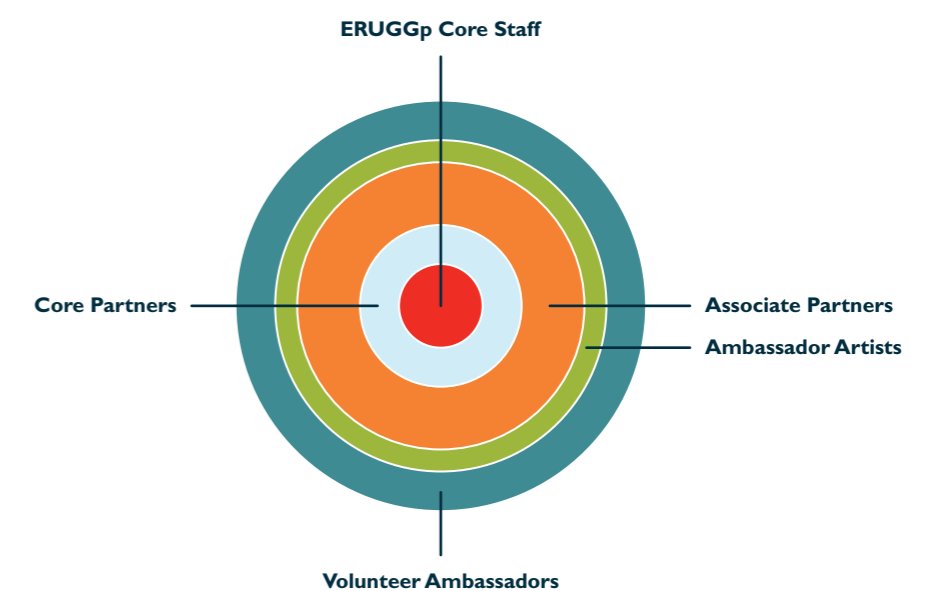


Fig. 1 ERUGGp Partnership Model

Fig. 2 ERUGGp Core Partners

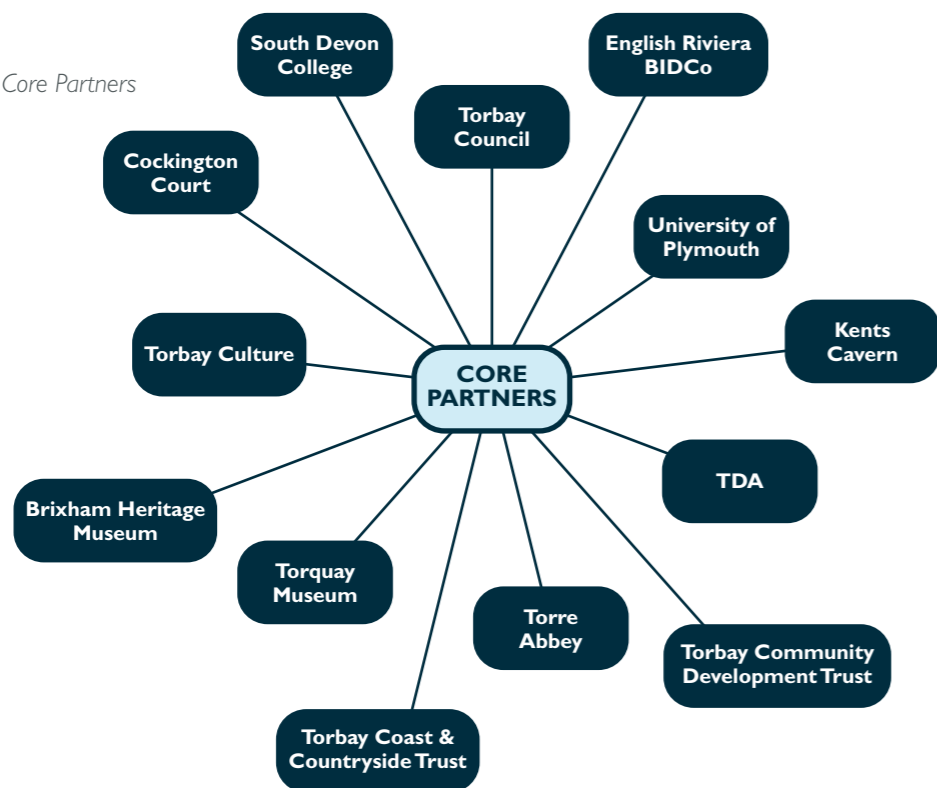
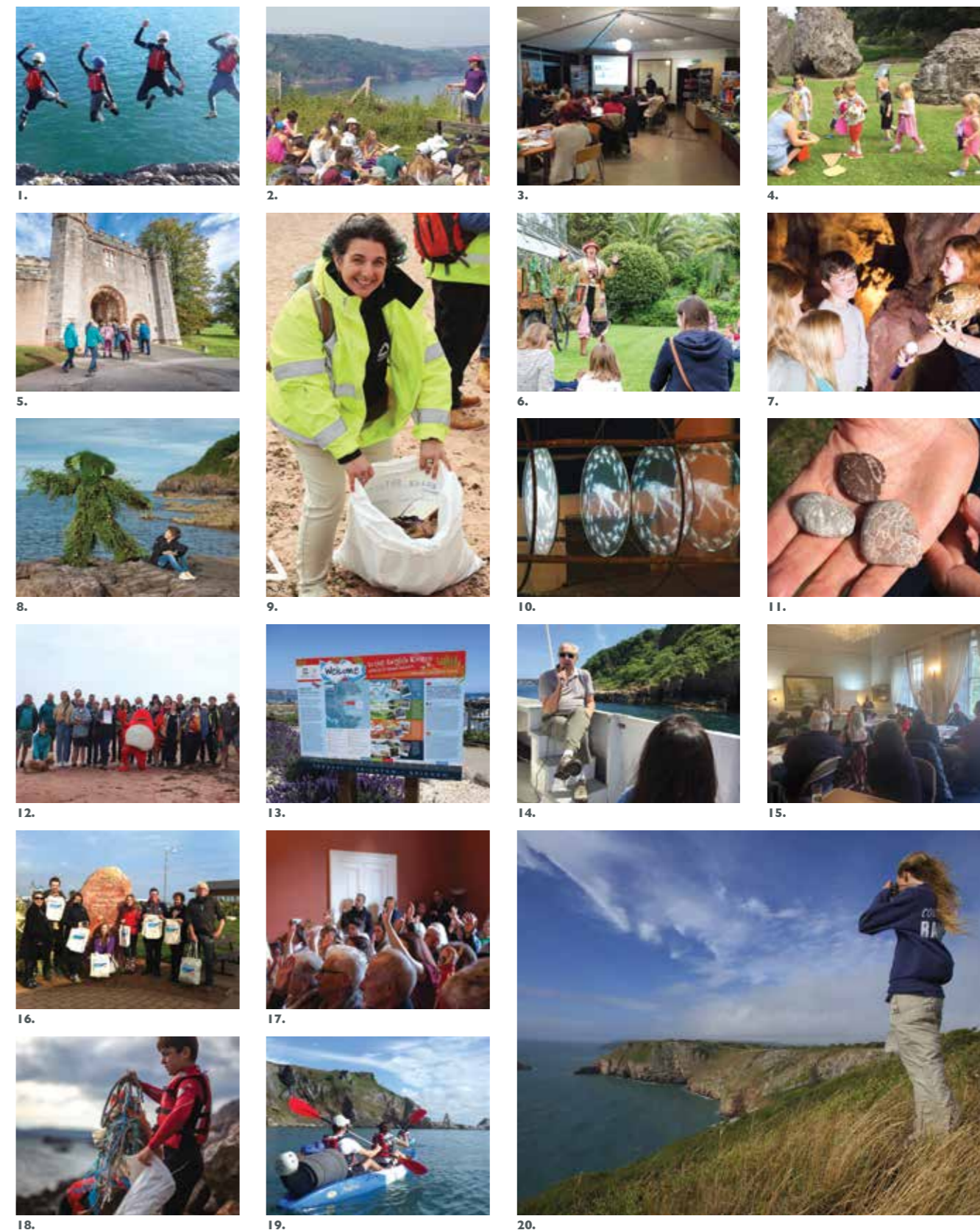


Fig. 3 ERUGGp Associate Partners



Photos: 1. Coasteering fun © Reach Outdoors / 2. School group at Walls Hill / 3. Teacher training at Kents Cavern © Kents Cavern / 4. Early years with Doorstep Arts © Doorstep Arts / 5. English Riviera Walking Festival at Torre Abbey © ERBIDCo / 6. Event at Torre Abbey © Torre Abbey / 7. Evidence of early man © Kents Cavern / 8. Eyeview Grassmen © Steve Haywood / 9. Earth Day beach clean 2022 © Groundwork / 10. Eyeview (extra)Ordinary - Cave Hunters © Marcus Kesselor / 11. Fossil record in pebbles © M Border / 12. Launch of ERUGGp Environmental Policy, Earth Day 2022 © Groundwork / 13. Geopark sign at Paignton Harbour © M Border / 14. Prof Malcolm Hart leading Geopark Boat Cruise © M Border / 15. ERUGGp Spirit of Place workshop © Sarah McDonald / 16. Teacher training at the Paignton Geopark © M Border / 17. Launch of The Cove project © TIDE / 18. Harvey helping Torbay Cleaners Coasts Initiative © TCCT / 19. Setting off from Anstey's Cove © ERBIDCo / 20. Ranger at Berry Head © TCCT

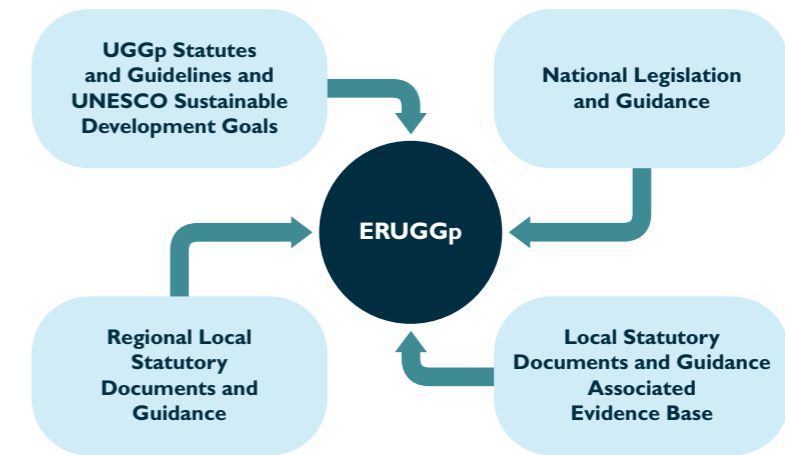
## Partner Photos



**Photos:** 1. Blacksmith at Cockington Court and Craft Centre © ERBIDCo / 2. White Rock Rose © TCCT / 3. ERUGGp welcome sign, Torquay Seafont © Manfred Kupetz / 4. University of Plymouth students with Prof Iain Stewart at Goodington © University of Plymouth / 5. Eyeview – Wavelength © Torbay Culture / 6. Eyeview – Silence Between Waves © Jim Wileman / 7. Fishcombe Cove Café © ERBIDCo / 8. Long Quarry Point © Unique Devon Tours / 9. Founder of 365 Sea Swim Challenge © 365 Sea Swim Challenge / 10. Geopark Ambassadors © M Border / 11. Interpretation at Berry Head © M Border / 12. TIDE at Hopes Nose © Manfred Kupetz / 13. Erasmus schools twinning at Berry Head © Nick Powe / 14. Paignton Geoplay Park © ERBIDCo / 15. Seagrass © underwaterpics.co.uk / 16. Pengelly's notebooks at Torquay Museum © M Border / 17. Grey Seal © Sarah Greenslade / 18. ERUGGp entrance sign, Hamlyn Way © M Border / 19. Torbay NCI Visitor Centre Daddyhole Plain © M Border / 20. Earth Hour Lantern © Tonic Creatives

## Strategic Fit

The ERUGGp, and as such this Management Plan, does not exist in isolation; it supports, and is supported by, a series of interlocking strategy and policy documents the context of which are detailed below at international, national and the local level. In addition, through signed partner agreements, all partners commit time and resources to contribute to the retention of the designation.



**Fig. 4** ERUGGp Strategic Fit

## International Context

This plan is developed in line with the UNESCO International Geoscience and Geoparks Programme Statutes and Guidelines, the Global Geopark Network International Association Strategic Plan 2022-23 and taking into consideration the UNESCO Global Geoparks in the “World after”: a multiple-goals roadmap proposal for future discussion paper published in Episodes of which the ERUGGp Coordinator was a co-author (the World After paper can be found within the strategic plan linked above). The paper highlights the following as key areas of focus for the future for all UGGp's:

1. Climate change
2. Water resource
3. Marine environments
4. Sustainable tourism/sustainable development
5. Visibility, indigenous populations
6. Consistent understanding across all UGGp's

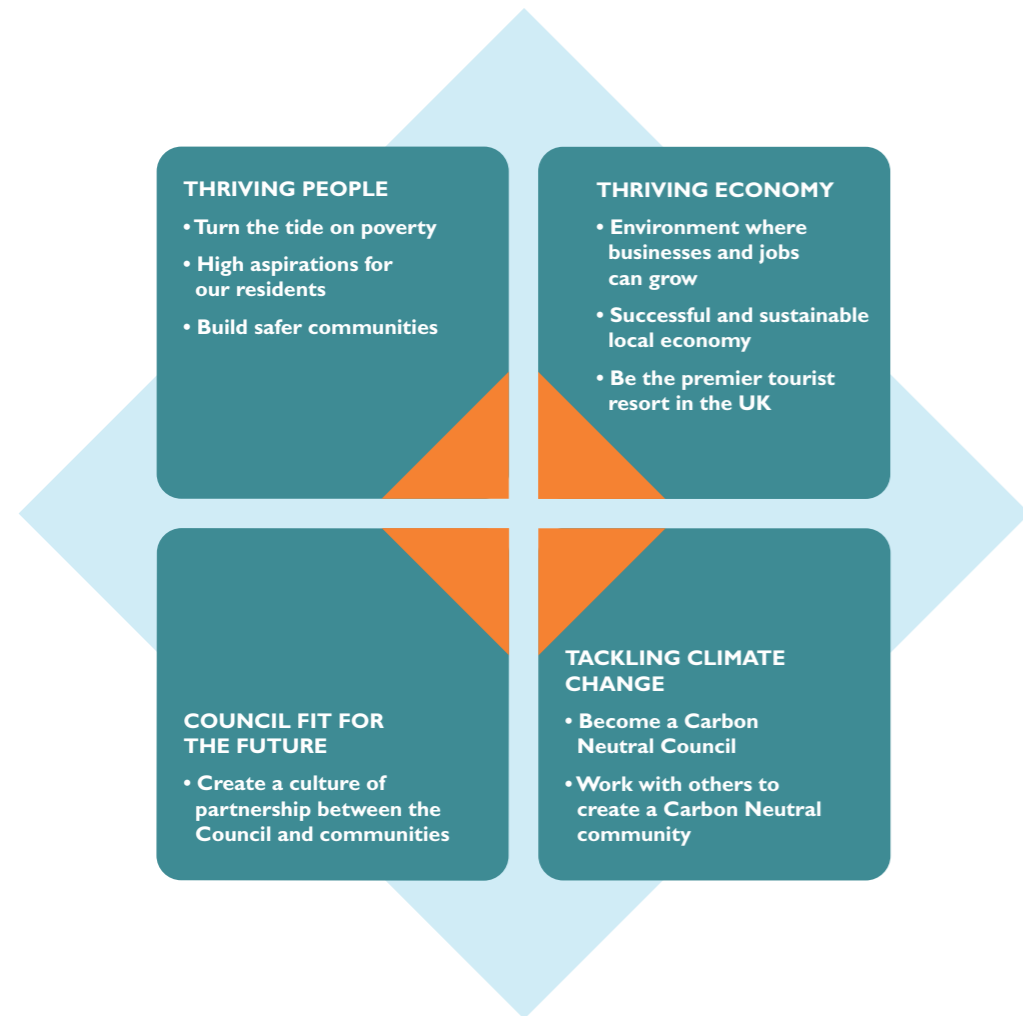
The ERUGGp ethos has always been aligned to support environmental practice, caring for our community alongside our green and blue spaces. This plan therefore naturally aligns with the 17 United Nations Sustainable Development Goals. A detailed explanation of the SDGs can be found on page 12 of Part 1 of this Management Plan.

## National Context

National Planning Policy Framework (NPPF) sets out the Government’s planning policies for England and how these should be applied. It states very clearly the importance of conserving and enhancing the historic environment and a wide range of heritage assets. Both the NPPF and the National Planning Practice Guidance are material considerations in relevant planning applications. Please note, at the time of writing this management plan a new NPPF is currently out for consultation.

## Local Context

As the ERUGGp interacts and links with so many aspects of life, this plan complements Torbay Councils Vision 2019-2023 (See Fig. 5), alongside the TDA and Torbay Culture’s approach covering a wide range of policy areas and functions within national and local context.



**Fig. 5** Torbay Council Strategic Core Visions as outlined in the Community and Corporate Plan (2019-2023)

Torbay Council’s Corporate Plan 2019 – 2023 articulates at a strategic level the ambitions of the Council and the principles within which the Council will operate. These include the ambition for Torbay to be the premier resort in the UK, with a vibrant arts and cultural offer for our residents and visitors to enjoy; a place where the built and natural environment is celebrated.

Torbay Local Plan 2012-2030 and the three adopted (made) Neighbourhood Plans for Torquay, Paignton and Brixham Peninsula together provide the basis for planning decisions within Torbay. The Local Plan has five overarching aspirations, including the protection and enhancement of a superb environment. It requires that new development sustains and enhances historic features that make an important contribution to Torbay’s built and natural setting and heritage.

Enjoy, talk, do, be: a cultural strategy for Torbay and its communities 2014-24 recognises that involvement in heritage activities provides a sense of connection that helps maintain social capital in a time of significant change. Its aims include maximising the distinctive natural and built cultural assets of Torbay. This was further supported by the next phase of the afore mentioned strategy within Priorities for Culture 2020-22 which had three aims:

- To increase engagement and participation in cultural opportunities in Torbay.
- To maximise the distinctive natural and built cultural assets of Torbay.
- To ensure cultural development is a key contributor to economic, social and environmental development

Both of the above sit within the remit of Torbay Culture whose mission is ‘To enable the cultural and creative development of Torbay through collaboration, making our home – the English Riviera UNESCO Global Geopark - a better place in which to live, work, learn and visit.’

Torbay Heritage Strategy The purpose of the strategy is to clarify Torbay Council’s approach to heritage, and to enable it to develop plans for specific locations. The documents set out statutory requirements (e.g. Listed Buildings, Conservation Area Appraisals, Scheduled Monuments, and non-designated heritage assets). It includes objectives for managing and protecting heritage assets; it is a tool to involve and inspire key partners and stakeholders, attract visitors, support our economy, and respond to climate change, whilst recognising Torbay’s wide ranging internationally recognised heritage. The strategy identifies 8 key themes for focused audience development across Torbay. The Geopark can act as a golden thread through all, the themes are as follows:

- Geology
- Ice age (early humans)
- Monastic and Medieval
- Agricultural Life
- Napoleonic Era
- Trawling
- Golden Age of the Resorts
- Agatha Christie and writers on the Riviera.

The Torbay Economic Growth Strategy 2022-30 is focused on our natural environment and capitalising on our key strengths and sectors including the visitor economy and as such the ERUGGp. The strategy is due for adoption by Torbay Council in December 2022.

The newly adopted English Riviera Destination Management Plan (DMP) 2022-30 embeds the ERUGGp as a DMP theme and as a golden thread for the destination. The plan acts as a policy framework document that sits under the Torbay Economic Growth Strategy 2022-2030 and sets out the interventions that can help propel the visitor destination forward. It includes proposals which will shift the destination into a higher gear, that build on the inherent strengths, reflecting market trends and opportunities and help to achieve a more sustainable and resilient destination.

### Objectives for the life of the DMP are:

- Recover - return to 2019 spend and visitor levels by 2024
- Grow - achieve an additional £75m of tourism spend and 1,500 new FTE jobs by 2030
- Re-balance - more sustainable visits, with 40% of visits from October - March (currently 35%)

Growth priorities within the plan are focused on four themes, Food and Drink, On and in the Water, UNESCO Global Geopark and Culture and Events. Fundamentally though, within the DMP the UNESCO Global Geopark designation is recognised as a golden thread through the entire visitor experience.

The Torbay Story, launched in January 2022, aims to put Torbay on the map, highlight the great things about the area and talk about the opportunities that the area can offer to attract investment, create jobs and attract funding from Government. The approach and supporting document was developed by Torbay Together partnership, which brings together a wide range of businesses and organisations from across the Geopark who want to work together to improve the area.

The [Urban Design Guide Supplementary Planning Document \(SPD\)](#) was adopted in 2007 to guide the general form and design of future development. A new SPD is likely to result from the Local Plan review process that will need to enhance consideration of Torbay's unique environment, townscape character and urban form and heritage. Brixham Neighbourhood Plan includes supporting bespoke design guides with historic references to the distinctive character areas.

The [Greenspace Strategy](#) (to 2026) is a SPD which outlines how Torbay Council and the community intend to deliver and maintain high quality green spaces which enable equal access and opportunity for all, as well as protecting and enhancing the local environment. A refresh of the Greenspace Strategy is likely to emerge as part of the Local Plan review process within the life of this management plan.

The [Torbay Local Cycling, Walking and Infrastructure Plan \(LCWIP\)](#). As part of the data gathering for this process, heritage assets will be included in the assessment of trip generators and attraction. In line with the commitment to promoting sustainable Active Travel and improving access to heritage for all, it also intends to explore ideas for more heritage-related trails across Torbay, building on Torbay Culture's successful 'Writers on the Riviera' cultural tourism product.

The [South Devon AONB Management Plan 2019-2024](#) commits to conserving and enhancing the AONB's historic features and distinctive vernacular buildings as part of a living and working landscape. Ten special qualities summarise the unique 'natural beauty' for which the South Devon AONB is designated as a nationally important protected landscape. These include, 'A landscape with a rich time depth and a wealth of historic features and cultural associations.'



Berry Head Hiking © ERBIDCo

The [Torquay, Paignton, Brixham Neighbourhood Plans 2019](#) all aim to protect and enhance local identity and the historic environment. Brixham Neighbourhood Plan includes supporting bespoke design guides with historic references to the distinctive character areas in the Peninsula.

Various strategies and evidence base documents such as [Conservation Area Appraisals](#).

Three other key documents, namely [The Nature of Torbay - Biodiversity and Geodiversity Action Plan](#), the [The Marine Biodiversity Action Plan](#) and the [Torbay Green Infrastructure Delivery Plan](#) have all been fundamental to the ERUGGp over the years to ensure a cohesive, bay wide partnership approach to the conservation, protection and enhancement of the biodiversity and geodiversity of Torbay. However, new requirements under the Environment Act have been introduced and these are now requiring responsible authorities to develop Local Nature Recovery Strategies (these, although called 'local' are of a county wide level). The emerging Devon LNRS that will be developed through a Devon wide partnership already set up, and Torbay Council is involved with this. The new partnership and LNRS when introduced, will provide a strategic approach across the country to ensure a network of nature-based initiatives prioritise recovery of our environment. When full Govt (Defra) guidance and funding has been released this will inform the necessary updates and amendments required to the various strategic documents and future approach.



English Riviera Walking Festival 2022 © ERBIDCo

## Operational Governance and Management

### UGGp Criteria

Above and beyond all else the retention of the UGGp Statutes is dependent upon meeting the following eight UGGp criteria as set out within the [UNESCO International Geoscience and Geoparks Programme Statutes and Guidelines](#):

**(i)** UNESCO Global Geoparks must be single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education, research, and sustainable development. A UNESCO Global Geopark must have a clearly defined border, be of adequate size to fulfil its functions and contain geological heritage of international significance as independently verified by scientific professionals.

**(ii)** UNESCO Global Geoparks should use that heritage, in connection with all other aspects of that area's natural and cultural heritage, to promote awareness of key issues facing society in the context of the dynamic planet we all live on, including but not limited to increasing knowledge and understanding of: geoprocesses; geohazards; climate change; the need for the sustainable use of Earth's natural resources; the evolution of life and the empowerment of indigenous peoples.

**(iii)** UNESCO Global Geoparks should be areas with a management body having legal existence recognized under national legislation. The management bodies should be appropriately equipped to adequately address the area of the UNESCO Global Geopark in its entirety.

**(iv)** In the case where an applying area overlaps with another UNESCO designated site, such as a World Heritage Site or Biosphere Reserve, the request must be clearly justified, and evidence must be provided for how UNESCO Global Geopark status will add value by being both independently branded and in synergy with the other designations.

**(v)** UNESCO Global Geoparks should actively involve local communities and indigenous peoples as key stakeholders in the Geopark. In partnership with local communities, a co-management plan needs to be drafted and implemented that provides for the social and economic needs of local populations, protects the landscape in which they live and conserves their cultural identity. It is recommended that all relevant local and regional actors and authorities be represented in the management

of a UNESCO Global Geopark. Local and indigenous knowledge, practice and management systems should be included, alongside science, in the planning and management of the area.

**(vi)** UNESCO Global Geoparks are encouraged to share their experience and advice and to undertake joint projects within the Global Geopark Network (GGN). Membership of GGN is obligatory.

**(vii)** A UNESCO Global Geopark must respect local and national laws relating to the protection of geological heritage. The defining geological heritage sites within a UNESCO Global Geopark must be legally protected in advance of any application. At the same time, a UNESCO Global Geopark should be used as leverage for promoting the protection of geological heritage locally and nationally. The management body must not participate directly in the sale of geological objects such as fossils, minerals, polished rocks, and ornamental rocks of the type normally found in so-called "rock-shops" within the UNESCO Global Geopark (regardless of their origin) and should actively discourage unsustainable trade in geological materials as a whole. Where clearly justified as a responsible activity and as part of delivering the most effective and sustainable means of site management, it may permit sustainable collecting of geological materials for scientific and educational purposes from naturally renewable sites within the UNESCO Global Geopark. Trade of geological materials based on such a system may be tolerated in exceptional circumstances, provided it is clearly and publicly explained, justified, and monitored as the best option for the Global Geopark in relation to local circumstances. Such circumstances will be subject to approval by the UNESCO Global Geoparks Council on a case-by-case basis.

**(viii)** These criteria are verified through checklists for evaluation and revalidation.

Compliance with the UGGp Statutes and Guidelines is assessed through the UGGp revalidation process (see ERUGGp Management Plan Part 1) and within the ERUGGp, all partners contribute collectively to ensure the full requirements, as outlined in the revalidation reports and self-assessment forms, are fulfilled. [The revalidation process and forms](#) can be found on the UNESCO website. Coordination, advice, and support for all Geopark related activities is the responsibility of the Geopark Coordinator (employed full time by Torbay Council, a core partner of the ERUGGp). The coordinators remit is managed by the Geopark Management Group.

## ERUGGp Legal Entity

In accordance with criteria (iii) of the UGGp Statutes and Guidelines, the registered legal entity the ERUGGp is the English Riviera Geopark Organisation Ltd (ERGO). ERGO is the over-arching legal and financial entity responsible for the management of the Geopark. It is a company limited by guarantee with no share capital, registered in England at Companies House as Company Number: 06601028 with four directors Dominic Acland, Nick Powe, Basil Greenwood and Damian Offer. ERGO has no direct employees.

## Core Activity Staff Resource

The Geopark staff are employed by Torbay Council as follows:

- **Geopark Coordinator** (fulltime) with sole responsibility of managing the Geopark and with a further remit to support the GGN Executive Board and UNESCO Global Geopark Council.
- **Senior Project Officer** (20% of a new full time position)
- **Marketing and Communications Officer** (20% of a full time position)
- **Project Officer** (20% of a full time position)

Finance support is provided through ERGO and the Torbay Council Finance Team. Admin support is provided through Torbay Council along with Government Scheme apprentice positions when possible.

## Geoscientist

ERUGGp has a full time geoscientist available on a daily basis. In addition to, and supporting this, the Geopark has daily access to a wide range of professionals, particularly in geosciences and we continue to operate as during our last revalidation period with each of our partners maintaining strong working relationships with those scientific advisors relevant to their field of geoscience or other scientific specialism. For example Kents Cavern, Torquay Museum and Brixham Heritage Museum deal regularly with the country's leading experts in Quaternary geology and the Palaeolithic.

Equally, to ensure strong local support, the ERUGGp continues to align its efforts more directly with the University of Plymouth Faculty of Science and Engineering, School of Geography, Earth and Environmental Sciences. Plymouth's Prof Iain Stewart, BBC presenter of geology TV programmes, has been patron since the creation of the Geopark and Prof Malcolm Hart, Chair of the ERUGGp Scientific Panel, a leading micropalaeontologist

and Emeritus Professor at Plymouth has been on the Geopark Management Group since 2007. A second seat on the GMG is filled by Dr Chris Smart, Associate Professor of Palaeontology from the same school at Plymouth University. This combined support ensures that the activity and outputs of the ERUGGp consistently remain high quality.

## Geopark Management Group (GMG)

The GMG is responsible for delivering the following aims:

- To coordinate and facilitate the management of the English Riviera UNESCO Global Geopark to ensure retention of the UNESCO Global Geopark status for Torbay.
- To promote, support and facilitate, encourage and enable local, national and international projects, initiatives and events that help protect and raise awareness of the ERUGGp and Torbay's interrelated geological, environmental, historical and cultural heritage.
- To strengthen existing partnerships and develop new networks to ensure that the geological, environmental, historical and cultural qualities of the ERUGGp are sustained and promoted for the current and future generations.

The local authority allocates resources annually, for a coordinator and the operations of the Geopark Management Group (GMG). These resources allow GMG to exert effective influence over the use and ethos of the Geopark, encouraging partners to allocate their own resources (people and cash) to projects embedded and aligned with the remit of the Geopark, particularly in generating economic and social benefit from the outstanding heritage of Torbay.

## GMG Membership

GMG membership is made up of Core Partners representing organisations that have a remit and/or a desire, to deliver the Geopark's ambitions in Torbay.

- Chairman
- Geopark Coordinator
- Geopark Senior Project Officer
- Geopark Marketing Officer
- Two Torbay Council Councillors determined by the current administration
- Torbay Council lead for Culture and Events
- Chair of the ERUGGp Scientific Panel
- Kents Cavern - private sector geosite operator
- Torbay Coast and Countryside Trust - charitable trust

delegated responsible for the management of 1750 acres of Torbay Council owned coastal, countryside and farming area which includes the majority of the sites of special scientific interest and a National Nature Reserve.

- English Riviera Tourism BID Company - responsible for destination marketing and in resort quality
- Torbay Development Agency - public sector economic regeneration of Torbay.
- Torbay Community Development Trust - charitable organisation with a remit to make Torbay a place where all people feel included and can become involved in growing a thriving local community.
- Torquay Museum - charitable museums services provider
- Brixham Heritage Museum - charitable museum service provider
- Torre Abbey - public sector historic house and gallery visitor centre
- Cockington Court - art and craft centre, innovation centre and retail experience

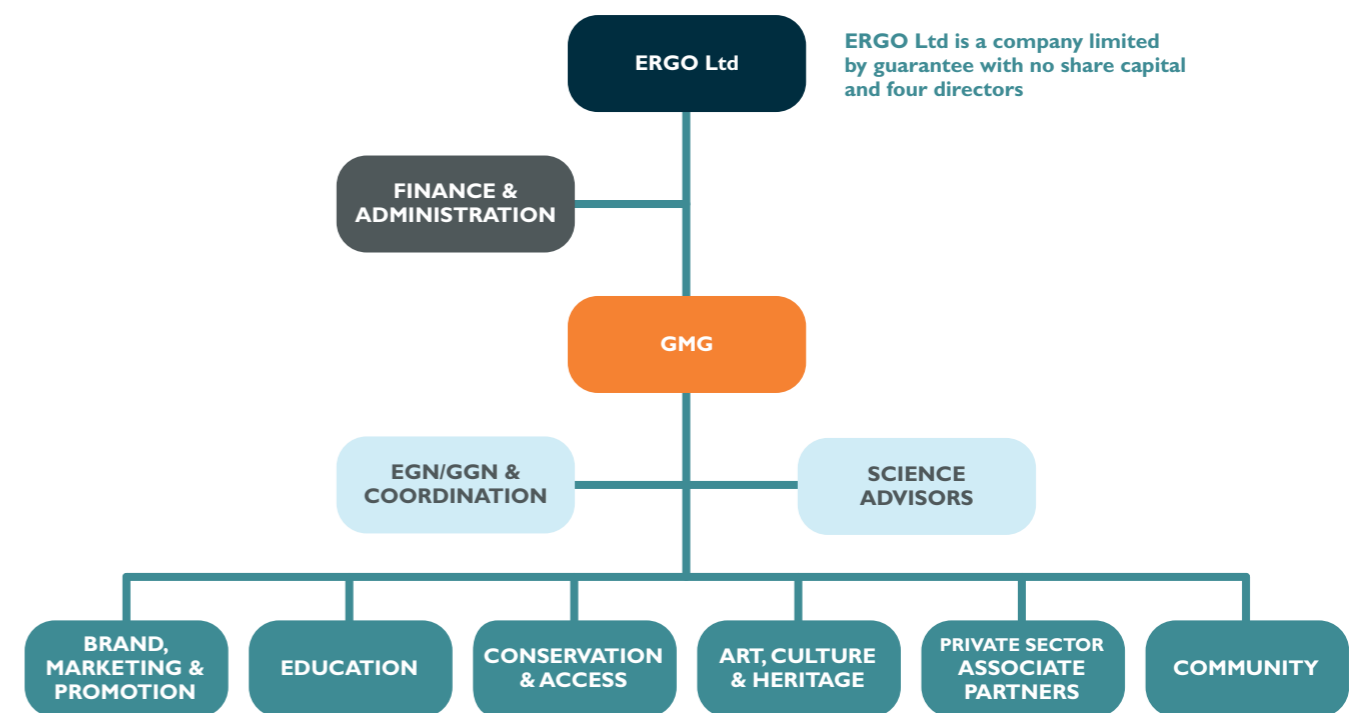
- Local Schools representative - primary and secondary education providers
- Local University representative - scientific and further education establishment with specialism in Geosciences

Additionally, the GMG may co-opt individuals or additional organisations as full voting members if that individual or organisation adds value and supports the aims of the ERUGGp.

The Terms of Reference and Code of Conduct for ERUGGp Core Partners and Geopark Management Group can be found in Appendix 1.

The membership of the GMG is broad to ensure that work to meet the requirements of the status are effectively managed outside the meetings. The core work of the Geopark is divided into strands as shown in the above organisation chart. Each strand has an appointed key partner with an assigned lead.

Fig. 6 Geopark Operational Organogram





## Partner Involvement and Activity

All partners commit to the goals and ethos of the Geopark through signed agreements and policy documents. The partners allocate their own resources (time, people, resources and funding) to projects embedded and aligned with the remit of a UNESCO Global Geopark, particularly in generating economic and social benefit from the outstanding geological heritage of Torbay. As such, each partner plays its own direct and fundamental part to ensure that the ERUGGp fulfils all the requirements of a successful, and well-regarded, UNESCO Global Geopark and directly contributes to the retention of UNESCO recognition of the area, as assessed at revalidation every four years.

The ERUGGp does not however have statutory powers over the partner organisations and partners.

All ERUGGp partners are under financial pressure to support their core priorities but the relatively low running cost of the ERUGGp combined with this proactive partnership has proved a stable method of operation, providing protection against the imposition of the austerity measures experienced over the last decade in the UK, exacerbated by the Covid Pandemic. As a result, the management structure and core operation of the ERUGGp have remained the same since 2011 when an operational review led to the coordinator role and core operations being moved from Torbay Coast and Countryside Trust into Torbay Council.

## Core Partners

In addition to their operational and delivery remit, the Core Partners all have a seat on the Geopark Management Group (GMG) as listed above, which is the decision-making body for the Geopark. The GMG act as 'brand guardians' for the community and organisations in the Geopark territory to use the Geopark to their benefit, in accordance with a code of conduct compliant with ERUGGp/UGGp rules and principles.

## Associate Partners

The ERUGGp Associate Partner Scheme launched with 12 partners in 2019 and has been growing organically ever since. As of January 2023 there are 26 members including cafes, activity providers, arts, and conservation organisations. The aims of the Associate partner scheme are as follows:

- Promote, support, facilitate, encourage and enable local organisations, projects, initiatives and events that help protect and raise awareness, understanding of and

engagement with the English Riviera UNESCO Global Geopark on a local, national or international level

- Strengthen existing partnerships and develop new networks to ensure the geological, environmental, historical, and cultural qualities of the English Riviera UNESCO Global Geopark are sustained and promoted for current and future generations.
- Support the retention of the UNESCO status for the benefit of the people of Torbay

Due to the increased interest in the ERUGGp partnership levels a light touch review and consultation in 2021 led to the development and adoption of a set of criteria and new application process for both Core and Associate Partners. Applications to become an Associate Partner are considered by the GMG.

The Core Partner Criteria and Application Form can be seen in Appendix 2 and 3 accordingly.

The Associate Partner Criteria, Application Form and Agreement can be seen in Appendix 4, 5 and 6 accordingly.

## Geopark Ambassador Artists

The Geopark Ambassador Artist Scheme is managed through Associate Partner Artizan Gallery and to date has twelve artists associated with it. The Ambassador Artists are a wonderful representation of Torbay's creative community who help to link the heritage and culture recognised by the Geopark designation directly back to the geological significance of the coastal region. The opportunity for these artists to gain recognition for their work through the UGGp whilst also acting as advocates and educating audiences on our Geopark home, is a great example of how ERUGGp and its partners work to celebrate this exciting status. The scheme has been operational since 2019 and an operational review of the scheme will take place during the lifetime of this Management Plan.

## Geopark Ambassadors (Volunteers)

The original ERUGGp volunteer Ambassadors Scheme was initially set up back in 2016 to provide a mechanism through which the local community could engage with the 7th International Conference on UNESCO Global Geoparks hosted in Torquay and the amazing memories of that event still resonate locally and across the UGGp network. That event's success was, in part, down to the incredible enthusiasm of the 100 or so volunteers. Following the conference, a core group continued to be Geopark Ambassadors and share their passion for our UNESCO recognition at a variety of events and activities.

However, at an operational level, Covid provided a fortuitous moment to pause and on reflection, it was recognised the scheme had not been operating smoothly for some time.

As outlined in the Action Plan section the aim now is to fully review, co-design and co-create a reinvigorated and most importantly self-sustaining scheme that will provide a wonderful opportunity for people to engage and help share how very special this area is for years to come.

## Management of Geopark Natural and Cultural Assets within the ERUGGp

### Conservation and Geoconservation Site Safeguarding and Management of Designated Sites

It must be noted that the UNESCO Global Geopark status imposes no additional legislation over and above that which already exists. As such the wealth of geodiversity, biodiversity and cultural heritage sites within the ERUGGp are managed by the relevant Core Partners, each with the expertise and experience to ensure appropriate conservation, protection and enhancement in accordance with relevant legislation. The vast majority of sites fall under the remit of either Torbay Coast and Countryside Trust or Torbay Council. All sites are detailed in Part I of this Management Plan.

### Geological Sites

All of the geological Sites of Special Scientific Interest (SSSI) are protected under Wildlife and Countryside Act 1981, as amended by the Countryside Rights of Way Act 2000 and the Natural Environment and Rural Communities Act 2006.

Responsibility for ensuring that these sites are appropriately conserved, including regular monitoring, lies with the state conservation agency for England, currently [Natural England](#) in liaison with local government authorities and site owner-occupiers. Although damage to SSSIs is rare, Defra/Natural England have the power to prosecute anyone found to be damaging a SSSI.

The majority of geological SSSI's in the ERUGGp are leased to Torbay Coast and Countryside Trust (TCCT) by Torbay Council. TCCT cares for and protects these sites in accordance with a Service Level Agreement (with Torbay Council) and a Stewardship agreement

(with Defra/Natural England/Historic England). A number of the Geosites are Scheduled Ancient Monuments, which are protected by national legislation. (Ancient Monuments and Archaeological Areas Act 1979). Prohibition of destroying and removing parts of the geological heritage forms part of the SSSI legislation and Scheduled Ancient Monument legislation.

The second group of designated sites are Regionally Important Geological Sites (RIGS). These are selected by Devon RIGS Group against more general criteria than SSSI, which whilst scientifically focused, also emphasises educational value. Devon RIGS Group is a voluntary organisation. The aims and objectives for RIGS designation and use are overseen by UK Geoconservation and recognised by Natural England. Protection of these sites is achieved through the adoption of them by Torbay Council Planning Authority within the spatial planning strategy required by Town and Country Planning legislation, which places duties on such authorities to identify and safeguard sites of regional and local importance for nature conservation. The monitoring and advice on the sites fall to the Devon RIGS Group.

### ERUGGp Geodiversity Review, Database, Site Conditions and Management Recommendations and the Geopark Planning Briefing Document

As the importance of the ERUGGp geology fulfils the critical underlying criteria for the UNESCO Global Geopark designation, its consideration, alongside appropriate conservation, management, and enhancement of the geosites is fundamental to the retention of the status.

The ERUGGp geodiversity database was established in 2015 and historically, SSSI designated site condition surveys were carried out on a rolling basis by Natural England (NE) with results reported and shared with relevant organisations whilst the RIGS were monitored by the Devon RIGS Group.

However, the reality over time with both suites of sites was that due to changes in governmental priorities for Natural England and the limitations of the voluntary RIGS group, including funding, it was felt that neither the nationally or regionally selected sites were being systematically monitored on a regular enough basis. Hence, their conservation condition and status was often unclear. In 2019, the ERUGGp established and introduced its own 5-yearly geodiversity audit regime which had ceased to be available through any other

process. Through the development of an appropriate methodology, changes can now be assessed and compared overtime. The first full review carried out in 2019, established a clear baseline to update the ERUGGp Geological database and inform future management.

To further support this, a Geopark Planning Briefing Document was created in 2022 to raise awareness and understanding of the UNESCO Global Geopark designation within Torbay Council Planning Department and ensure best outcomes of conservation, management, and enhancement for all sites, designated, of potential value and new exposures of geological importance in relation to planning decisions. The document is now being used as a working document by the department and will be reviewed and amended annually and on an ad-hoc basis should a specific need come to light.

## Legislation to Protect the Natural and Cultural Heritage

### Natural Sites - Terrestrial

The relevant Geopark partners are responsible for the management of designated sites within their remits. The South Hams Special Area of Conservation which includes Berry Head and Sharkham Point is protected in the UK under the Conservation of Habitats and Species Regulations 2017 (as amended).

All SSSI's are legally protected under the Wildlife and Countryside Act 1981, as amended by the Countryside and Rights of Way Act 2000 and the Natural Environment and Rural Communities Act 2006. Natural England has powers to ensure farmers and landowners protect and manage their land SSSI effectively.

The protection of County Wildlife Sites (CWS) and Local Nature Reserves (LNR) is achieved through the adoption of them by Torbay Council Planning Authority within the spatial planning strategy required by Town and Country Planning legislation, which places duties on such authorities to identify and safeguard sites of regional and local importance for nature conservation.

### Natural Sites - Marine

The Special Area of Conservation (SAC) is protected areas in the UK under the Conservation of Habitats and Species Regulations 2017 (as amended).

The Torbay Marine Conservation Zone (MCZ) is legally protected under the Marine and Coastal Access Act (2009) and is designated with the aim to protect nationally important, rare or threatened habitats and species. Following Brexit, legislation was introduced into Parliament in January 2020 which would give new powers to the Marine Management Organisation in English waters.

A full list of the relevant statutory marine related legislation can be found within the [Geopark Marine User Policy](#).

### Cultural Heritage Sites

All of the Scheduled Monuments in the ERUGGp are protected under the Ancient Monuments and Archaeological Areas Act of 1979. Responsibility for ensuring that these sites are appropriately conserved, including regularly monitored, lies with the state heritage agency for England, currently Heritage England in liaison with local government authorities and site owner-occupiers. Further information can be found on the [Historic England website](#).

For the [24 Conservation Areas](#) there are a suite of Character Appraisals which provide a sound basis for development control, and in the targeting of any improvement initiatives, such as heritage economic regenerations schemes (HERs), or townscape heritage initiatives (THI's). The appraisals do not seek to prevent change, but they do act as a tool for the local planning authority in managing it by providing a reference and benchmark of the special character. For example applications for buildings, extensions, replacements and the use of materials will be judged against the simple criterion 'Does it improve or enhance the special character of the interest of the conservation area?' Schemes which do not meet this test are unlikely to be approved. Wider management issues such as dereliction, the reversal of chronic economic decline of comprehensive redevelopment will be addressed in a separate Conservation Area Management Plan which is the second element of the dynamic process but will arise out of the appraisals assessments.

For Listed Buildings, what activity does and does not require permission or consent is a matter of considerable complexity and relevant decision-makers have the ultimate responsibility to decide whether an application for consent is required in particular circumstances. This requirement is covered under the primary legislation, called the Town and Country Planning Act 1990. In addition to the normal planning framework set out in this act, the historic environment is managed using:

- [The Planning \(Listed Buildings and Conservation Areas\) Act 1990](#) which provides specific protection for buildings and areas of special architectural or historic interest
- [The Ancient Monuments and Archaeological Areas Act 1979](#) which provides specific protection for scheduled monuments

- [The Protection of Wrecks Act 1973](#) which provides specific protection for protected wreck sites.

Any decisions relating to listed buildings and their settings and conservation areas must address the statutory considerations of the Planning (Listed Buildings and Conservation Areas) Act 1990 (see in particular sections 16, 66 and 72) as well as satisfying the relevant policies within the National Planning Policy Framework and the Local Plan.



Kents Cavern Guided Tour © Kents Cavern

## Environmental Sustainability and Climate Change

The climate is changing, and the world is now about 1.2°C warmer than it was in the 19th century. Evidence from the UK Climate Change Risk Assessment (CCRA) shows that there is increasing risks from extreme heat affecting health, infrastructure and the natural environment. There is also potential for water scarcity and subsidence as well as risks from flooding (coastal and inland), storms, lightning and high winds all as a result of climate change.

The UK CCRA has identified a number of specific risks that are relevant to the ERUGGp:

- The impacts of climate change on the natural environment, including terrestrial, freshwater, coastal and marine species.
- An increase in the range, quantities and consequences of pests, pathogens and invasive species, negatively affecting terrestrial, freshwater and marine priority habitats species.
- The risk of climate change impacts, especially more frequent flooding and coastal erosion, causing damage to our infrastructure services.
- A reduction in public water supplies due to increasing periods of water scarcity.
- The impact of extreme temperatures, high winds and lightning on the transport network.
- The impact of increasing high temperatures on people's health and wellbeing and changes in household energy demand due to seasonal temperature changes.
- Increased severity and frequency of flooding of homes, communities and businesses.
- The viability of coastal communities and the impact on coastal businesses due to sea level rise, coastal flooding and erosion.
- Disruption to the delivery of health and social care services due to a greater frequency of extreme weather.
- Damage to our cultural heritage assets as a result of temperature, precipitation, groundwater and landscape changes.

It has been predicted that due to the climate change sea level will rise in Torbay by more than one metre over the next 100 years and the frequency and impact of water coming over the top of the sea walls will increase, resulting in more infrastructure and properties being affected by flooding. On top of that, more intense rainfall will increase the risk of localised flooding and erosion.

The Intergovernmental Panel on Climate Change (IPCC) has agreed that carbon emissions must reduce globally by at least 45% by 2030 from 2010 levels and reach net-zero by 2050 if we are to avoid the worst effects of climate change by keeping warming below 1.5 degrees.

The ERUGGp ethos has always been aligned to support environmental practice and caring for our community and our incredible green and blue spaces. This approach ensures a natural fit and alignment to support the local authority Carbon Neutral Council Action Plan.

The primary focus of the [Carbon Neutral Council Action Plan](#) is on Torbay Council's operations, estate and fleet however it also confirms that the Council will work in partnership with others to create a carbon neutral Torbay by 2030. As a result, the [Torbay Climate Partnership](#), comprised of 22 organisations was formed in early 2022. The partnership Torbay Climate Emergency Action Plan, which covers how partners (including the Council), businesses and communities will act collectively to play their part in tackling the climate emergency locally, is now out for consultation. The Geopark Coordinator, represents the ERUGGp on both the internal Torbay Council Officers' group and has a seat on the Torbay Climate partnership.

Additionally, with the climate and ecological emergencies now so high on the agenda, the GMG acted to officially recognise the climate emergency within its mission statement (see Geopark Management Plan Part 1) and formally make an ERUGGp Climate Declaration (see Appendix 7). Furthermore, through close collaboration and consultation with a range of organisations an [ERUGGp Environmental Policy](#) and [ERUGGp Marine User Policy](#) were introduced for core activity and all partners. The ERUGGp Climate Declaration and relevant policies ensure that the Geopark can act as an example and inspiration to help support Torbay Councils ambitions.

The effects of Climate Change on Torbay will be seen more rapidly than in other non-coastal urban areas due to rising sea levels and increased severity of weather events. High levels of deprivation and health inequalities mean much of our population are less engaged with the Climate Change Agenda due to a need to focus on other priorities and immediate need. The ERUGGp wishes to make a far greater contribution to engage with these communities to help them understand the issues and that simple changes linked with community wide actions can make a global difference.

The ERUGGp Vision, Change Management Model and actions set within this Management Plan are all focused and mindful of the importance of ensuring specific actions in relation to environmental sustainability and climate change. Both are forefront in all decision making and activity and therefore align to the relevant SDGs.

## Education & Awareness

Rooted within local partnerships and communities the ERUGGp brings opportunity, knowledge, connections & trust to working with people locally.

Through the partners, the ERUGGp offers a diverse mix of both national curricula linked formal visits for schools and informal education and awareness activities. The provision is available to all schools, colleges and universities both in the area (36 primary schools and 16 secondary schools) and outside the area. Each organisation has a well-developed and successful programme which they deliver both at their centres and out on site around the Geopark. Programmes exist for all age groups and abilities plus bespoke events can be organised for specialist groups and for groups with special needs.

Additionally, the Geopark is featured in the National Curriculum Geography Enquiries textbook for Key stage 3 (ages 11 to 14). A 16-page geographical enquiry on ERUGGp within the textbook covers the concept of deep time, continental drift, the Permian period, extinction, climate change, and UGGps in general. It sets a range of activities for the students to engage with including investigating and presenting the ERUGGp and other UGGps to their classmates.

Further advances in formal education have developed more recently through core partner South Devon College who have integrated the Geopark within geography and adventure sports courses. Equally, the college has firmly embedded the UNESCO Sustainable Development Goals across the college and this integration is opening opportunities for further collaboration and developments. University South Devon is now also developing a new foundation degree titled 'Global Citizenship and Sustainability' in which the ERUGGp, UGGp's and UNESCO will be included.

An extensive range of natural and cultural education activities, public events, talks, guided and adventure activities etc. take place all year delivered by Core Partners Kents Cavern, Plymouth University, Torbay Coast and Countryside Trust, Torre Abbey, Torquay Museum and Brixham Heritage Museum and this is supported by the activities of Associate Partners such as Taleblazers, Doorstep, TIDE, 365 Sea Swim Challenge,

TCCI, Groundwork etc. Equally, for specific events a strong network of socially minded practitioners are engaged to work alongside community groups of all ages, enabling projects to develop and flourish through trusted networks.

The Geopark partners have both sites and facilities, education and events staff and a wide range of educational materials that support their activities. This in turn is supported by resources provided directly via the [Geopark website](#). Topics covered are broad but all interrelate and cover different aspects of the ERUGGp. Interrelated communication linking geodiversity, environment, heritage, and culture is through the Geopark leaflet, books, on site interpretation, through the press and magazines, website and social media. This is further supported by face-to-face interactions, be that arranged activities and talks, or more general day to day interactions.

Within the wider UGGp network, the ERUGGp has become known for its more creative engagement from [Earth Echoes](#) (the community led opening ceremony for the 7th International Conference on UNESCO Global Geoparks hosted in 2016) to the more recent to Eyeview programme (([extra](#))[Ordinary](#) and [Wavelength](#)). This is due to the strong support of Torbay Culture, and the ERUGGp having been embedded within the Enjoy, Talk, Do, Be strategy and more recent Priorities for Culture 2020-2022. Activity to date evidences that awe-inspiring creative moments can bring communities together, and, through on-the-ground, trusted networks, it is possible to engage with local people, embedding local relevance. These growing opportunities to learn, work, experience new things create a true legacy for change.

From a purely geological perspective, out of our 32 geological sites, the ERUGGp has 11 Sites of Special Scientific Interest and 15 Regionally Important Geological Sites. Many of these are used by the partners for organised educational activity but visiting school groups, academic institutions and university groups also use them independently. Fourteen of the sites can be accessed directly on foot for educational visits whilst the majority of the rest are best observed from the sea via accompanied boat trips. Access to particularly sensitive sites is by special arrangement only such as Lummaton Quarry. Only two sites Brixham Cave and Sharkham Iron Mine are not directly accessible for education.

A table to show the sites used for education is featured on page 21 of Part I of this Management Plan.

In addition, nine of the ERUGGp geosites are highlighted within the [Educational register of Geological sites in Devon](#). This resource provides notes for teachers, maps, photographs and safety considerations.

A table to summarize the educational value of the geology of the territory can be found on p.35 of an appendix document that supported the official application for Geopark status titled *Significance of the territory's geological heritage from the European/wider international perspective*.

A further table to summarize the Geopark education provision offered by the partners can be found in Appendix 8.

As mentioned previously, many of the sites are coastal and are most safely and best observed from the sea. Informative and educational coastal cruises are available for the public and educational groups. Kayaking and Coasteering opportunities are available through ERUGGp Associate Partner adventure companies Reach Outdoors and SeaKayak Torbay who provide coastal experiences on the water for the public and school groups.

Finally, the Paignton Geoplay Park, themed on the local geological stories, provides an additional site that is a free, fun facility which is open 365 days a year. It is not only used by local families on a day-to-day basis for general play but is available as an events space and for activities led by the Geopark and its partners. In addition, curriculum linked resources are available on the Geopark website for specific use by teachers in relation to the play park. These support teachers with pre and post visit learning activities for school led visits.

The existing ERUGGp education and awareness activity is already well established but there is great scope for further development and a full review, education strategy and enhancement of the offer will take place during the lifetime of this management plan.



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Photos: 1. Lions Club of Hong Kong at Berry Head © M Border / 2. Learning from other UGGp's © Seisa Val Grande UGGp / 3. Earth Hour 2022 © Kathy Coley Photography

## Marketing and Promotion

Key marketing and promotion of the ERUGGp is a collaborative responsibility between core partner ERBIDCo, the area's Destination Marketing Organisation (DMO) and the Geopark marketing officer employed by Torbay Council.

Since designation, the ERBIDCo has integrated the Geopark into its this work ensuring promotion in the key destination marketing initiatives such as [www.englishriviera.co.uk](http://www.englishriviera.co.uk), the main destination website and social media. The annual, online, destination guide and tour visitors guide, alongside additional campaigns, promotional films and digital displays in key cities in the UK add to this promotion. The ERBIDCo also runs the main English Riviera Visitor Information Centre which is open all year, dealing with visitor enquiries, displaying information and able to sell books, guide books and maps etc. This work is further supported by the Geopark Marketing Officer who runs the ERUGGp specific social media sites, press releases, ensures the ERUGGp website is current with events and latest news.

For many years this work has been managed via separate annual marketing plans however in 2022 a Geopark Marketing Strategy has been developed. As a working document the Marketing Strategy will be reviewed at least annually to ensure it is fulfilling its remit to increase the English Riviera UNESCO Global Geopark's audience reach and to raise awareness of the UNESCO Status. The aim of the Marketing Strategy is to:

- Bolster core audiences, to generate income and become more sustainable and resilient
- Represent and serve the communities in which we sit, demonstrating that we meet Local Authority priorities
- Share our Geopark with a broad audience, meeting our engagement and learning targets
- Extend the audience reach and raise awareness of the UNESCO status.

Objectives relevant to these aims are covered within the Action Plan.

## Geopark Tourism

The English Riviera has a strong history of being a premier coastal resort, with a tourism sector that supports local and regional businesses, creates local jobs and contributes to the sense of pride in place and quality of life. The ERUGGp brings the UNESCO brand of quality to the mix and acts to bring multiple partners and attractions dependant on tourism together with a collective goal of raising awareness, understanding and engagement of our remarkable landscape, heritage and culture.

Within the ERUGGp all Geo-tourism activity is delivered across the Core and Associate Partners. This collaborative approach enables a wide range of provision that caters for all and the development of the Associate Partner Scheme in 2019 enhanced the offer considerably.

However, the [Destination Management Plan 22-30](#) states that English Riviera has struggled to keep pace with changing market needs, with the impact of Covid-19, climate crisis and most recently the cost-of-living crisis recreating unprecedented challenges.

The destination recognises that the ERUGGp *'...is important, but often underused and misunderstood.'* The current DMP works to address this through making the Geopark one of the key growth priority themes and as the vision states a golden thread through the visitor experience. The specific theme related to the ERUGGp recognises that UNESCO Global Geopark designation is an international mark of quality and distinctiveness. As Geoparks are about the connection between a landscape and people, the UNESCO Global Geopark essentially tells the story of the English Riviera and the story of its landscape. The DMP recognises that key opportunities are to use existing and new experiences and locations to tell those stories in original and imaginative ways. Running the UNESCO Global Geopark 'story of the landscape' through themes such as Heritage, Culture, Food and Drink and Leisure will highlight and reinforce the designation. Sustainable tourism, Geo-tourism and 'Slow Tourism' initiatives are consistent with protecting and interpreting the landscape and will also act to reinforce the UNESCO Global Geopark designation.

The DMP also recognises that work should align with the Torbay Heritage Strategy [Part 1](#) and [Part 2](#) and the recent [Heritage Interpretation Framework](#), a tool providing thematic interpretation across heritage (natural and built), and which also encompasses the English Riviera UNESCO Global Geopark designation, as well as complementing the Torbay Story.

Within the DMP, the ERUGGp is a key theme in its own right but also, in line with the concept of the Geopark being a golden thread, the other key themes feature the geopark as follows; Food and Drink offering a 'flavour of the English Riviera and UNESCO Global Geopark'; On and In the Water developing 'the connection with the UNESCO Global Geopark designation, improving visitors' awareness of the environment and link to land-based active experiences .Ensure all existing and new developments are designed, developed, and operated sustainably and with a low-carbon impact, protecting the natural environment and aligning to the ambitions of Carbon Neutral Torbay and the English Riviera UNESCO Global Geopark Environmental Policy Framework and Marine User Policy'; and Culture and Events 'to complement and support delivery of Torbay's Cultural Development, the Torbay Heritage Strategy, Torbay Council Outdoor Events Strategy, and the recent Heritage Interpretation Framework—a useful tool for providing thematic interpretation across heritage(natural and built), and which also encompasses the English Riviera UNESCO Global Geopark designation, developed through National Lottery Heritage';

The vision of the DMP is as follows:

*'It is time to refresh and reposition the English Riviera as the UK's premier holiday resort of the future. With a unique heritage, encompassing three towns, each offering a different coastal experience, set within an exceptional natural environment, the English Riviera is so much more than the sum of its parts. Combining tradition and contemporary, we have a bright future. The English Riviera can offer the best of the seaside, outstanding seafood, exciting activities on and off the water, authentic cultural events, and experiences, and a globally significant UNESCO Global Geopark designation that runs like a golden thread through the entire visitor experience.'*

The relevant actions within the action plan of this management plan have been developed in order to work in parallel and support those within the DMP and the Torbay Heritage Strategy.

## Contribution to UNESCO and the work of the Global Geopark Network

Along with recognition as a UGGp there are some key obligations that all UGGp's are required to commit to in order to support the network. Two representatives must attend the regional coordination committee meetings and for the English Riviera, those are of the European Geopark Network. UGGp's should attend and contribute to the regional and international conferences. Additional support is also provided to UNESCO and the GGN through the two representatives being part of the roster of evaluators who carry out the evaluation and revalidation missions.

In a voluntary capacity, the ERUGGp Coordinator has further supported the work of the network in a number of key ways; as a member of a small international task force working directly with UNESCO national commissions, ambassadors and the UNESCO member states in the development of the UNESCO Global Geopark programme; through completing a four year term (2016 – 2020) as a member of the inaugural UNESCO Global Geopark, the key body that considers UGGp evaluation and revalidation results which are then ratified by the UNESCO Executive Board in Paris; finally as a member of the Global Geopark Network Executive Board since 2016 to date.

Additionally, in line with criteria (vi) of the UGGp Statutes, all UNESCO Global Geoparks are encouraged to share their experience and learning, and to undertake joint projects within the GGN and the ERUGGp actively follows all opportunities. It should be noted however that lack of staff resource and match funding has been restrictive since recognition, and this has prevented the ERUGGp from participating in any major international funded initiatives with other UGGp's to date. Open collaboration and communication does however take place with other UGGp's and the ERUGGp regularly contributes to articles and information to UNESCO, GGN and EGN for social media, campaigns, magazines, papers and articles.

Contribution to the network is recognised as an essential part of being a UGGp and therefore is reflected with specific actions within the action plan.



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**Photos:** 1. 7th International Conference on UNESCO Global Geoparks GeoFair © ERUGGp / 2. Meeting the Geopark Ambassador Artists © M Border / 3. Completing evaluation missions - Sunnhordland aUGGp © Sarah Gately / 4. UK Geoparks stand at 16th EGN Conference © Nick Powe / 5. Completion of revalidation missions - Batur UGGp © Batur UGGp / 6. Nick Powe presenting at the 16th EGN Conference © Kevin Page / 7. Collaboration with Hong Kong UGGp © Nick Powe / 8. Geopark Chair Nick Powe © ERUGGp / 9. 46th EGN CC meeting © Barnabas Korbely / 10. 7th International Conference on UNESCO Global Geoparks © ERUGGp / 11. UGGp members at Goodrington © ERUGGp / 12. UGGp members receiving their revalidation certificates © ERUGGp

## Financial Appraisal

The Geopark has an annual operating overhead of approximately £50,000. Torbay Council supports the organisation. It pays the English Riviera Geopark Organisation (ERGO) Ltd an annual grant of c.£9,000, supplemented by occasional project grant funding up to £5,000pa. The Council employs a dedicated Geopark Coordinator at c.£36,000 including on-costs giving a total budget of c.£50,000. In addition to this a number of staff are seconded on a part time or fixed term basis, from other Council services, to support the Geopark operations.

### The annual expenditure budget:

Travel to European and UK Geopark meetings for two delegates	£4,000
Website	£500
European and Global Geopark promotional fee	£2,000
Insurance for directors of ERGO Ltd	£1,000
Preparation and filling of accounts	£1,000
Other costs (Zoom subs, GMG expenses, support grants)	£500
Subtotal	£9,000
Special projects (eg revalidation every 4 years, or match funding)	£5,000
<b>Total</b>	<b>£14,000</b>

The Geopark is not a membership organisation. The role of ERGO Ltd is to coordinate policy and activities across the partner network, manage the use of the English Riviera Global Geopark and the UNESCO brands. It relies on core and associate partners to undertake Geopark related activities and initiatives within the framework of their own operations.

Since the Geopark was created in Torbay in 2007, it has been directly responsible for over £14m of infrastructure and social impact investment in the territory.

## Cashflow Forecasts

Cashflow forecasts for the next five years are set out below. This is based on Torbay continuing to make the grant payments or alternative funding being secured from partners and supporters to match expenditure of c.£12-18,000pa. The cashflow excludes the staff costs relating to.

A resilience project is being shaped. The cash flow reflects a £5,000 match but does not include any cashflow impacts from this project.

Best estimates have been included for one-off projects relating to visibility and education. These would only be undertaken once funding is secure.

ERGO Ltd has sufficient funds to meet at least the next 3 months overheads.

### Year ended 31 March - 2023 to 2028

£	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28
<b>INCOME</b>	<b>5,103</b>	<b>14,193</b>	<b>14,193</b>	<b>14,193</b>	<b>14,193</b>	<b>14,193</b>
<b>EXPENDITURE</b>						
Travel	2,500	5,000	5,000	5,000	5,000	5,000
Website	500	500	500	500	500	500
Network fees	2,000	2,000	2,000	2,000	2,000	2,000
Insurance	1,000	1,000	1,000	1,000	1,000	1,000
Accountancy	1,000	1,000	1,000	1,000	1,000	1,000
Other operating costs	560	560	560	560	560	560
<b>PROJECTS:</b>						
Resilience match	5,000	-	-	-	-	-
Geosite audit	2,000	-	-	-	-	-
Website	4,000	-	-	-	-	-
Education/Visibility	-	-	2,000	5,000	-	2,000
Revalidation	-	5,000	-	-	-	5,000
<b>Total Expenditure</b>	<b>18,560</b>	<b>15,060</b>	<b>12,060</b>	<b>15,060</b>	<b>10,060</b>	<b>17,060</b>
Net cashflow	(13,457)	(867)	2,133	(867)	4,133	(2,867)
Cash b/wd	16,550	3,093	2,226	4,359	3,492	7,625
Cash c/fwd	3,093	2,226	4,359	3,492	7,625	4,758

## Historical Accounts

ERGO Ltd produces statutory accounts and the tables below show the profit and loss and balance sheet filled at Companies House over the last year and a forecast for the current year's outturn (to 31st March 2022).

### Profit and Loss Account

YEAR ENDED F = Forecast / A = Actual	31 March 2022 (F)	31 March 2021(A)	31 March 2020(A)	31 March 2019(A)	31 March 2018(A)	31 March 2017(A)
Turnover	12,200	24,136	23,634	10,979	14,637	7,813
Cost of sales	(8,300)	(20,326)	(20,186)	(8,658)	(7,353)	(6,224)
Gross Profit	3,900	3,810	3,448	2,321	7,284	1,590
Admin	(3,900)	(3,810)	(3,448)	(2,321)	(7,284)	(1,590)
Operating Profit	-	-	-	-	-	-

### Balance Sheet

BALANCE AT	31 March 2022 (F)	31 March 2021(A)	31 March 2020(A)	31 March 2019(A)	31 March 2018(A)	31 March 2017(A)
Debtors	-	-	506	-	-	6,359
Cash at bank	12,758	6,173	505	11,670	6,912	1,788
Creditors	(12,758)	(6,062)	(900)	(11,559)	(6,801)	(8,036)
<b>Net assets</b>	<b>111</b>	<b>111</b>	<b>111</b>	<b>111</b>	<b>111</b>	<b>111</b>
Profit & Loss Account	111	111	111	111	111	111


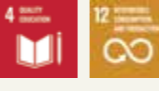

## SWOT Analysis of the current ERUGGp position

The above SWOT was developed as part of the ERUGGp future Resilience NLHF project enquiry form to support the forthcoming funding application.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• UNESCO brand</li> <li>• Passionate team</li> <li>• Wide variety of partners</li> <li>• Associate Partner scheme</li> <li>• Low core costs</li> <li>• Only international designation in the Bay</li> <li>• Promotes partnership working</li> <li>• Recognition in the DMP and heritage strategy</li> <li>• ERUGGp is well regarded by UNESCO and the GGN and EGN networks</li> <li>• Boundary is clearly defined within a single unitary authority</li> </ul>	<ul style="list-style-type: none"> <li>• Low budgets/funding</li> <li>• Lack of resources</li> <li>• Strong dependency on goodwill / time in kind</li> <li>• Low engagement from the GMG</li> <li>• Core partners are not proactive</li> <li>• No authority to enact change</li> <li>• Underuse of branding</li> <li>• Core funding comes for one single partner</li> <li>• Heavy reliance on a small number of significant partners to deliver core mandatory activities</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Growing local recognition – we have some momentum to build on</li> <li>• Could look into ways of generating income</li> <li>• Could look into different management structures</li> <li>• Alternative funding for projects can be considered though funding bids</li> <li>• A charitable arm could support</li> <li>• SW UNESCO trail</li> <li>• Lobbying for recognition of UGGP' nationally</li> <li>• Resilience bid</li> </ul>	<ul style="list-style-type: none"> <li>• Misunderstood / represented as purely geology or the Geoplay Park</li> <li>• Local businesses and partners can see work of the geopark as competition</li> <li>• Status is taken for granted</li> <li>• If Torbay Council was de-unified and joined with Devon the boundary would be harder to define and manage</li> <li>• If Torbay withdrew or cut the core funding</li> </ul>

# Future Resilience - Change Management Table

The following Change Management Model highlights the ultimate goal of the ERUGGp set through six themes with aligned actions and outcomes, the model both highlights areas of need and acts to guide future decision making and informs the direction of travel.

THEMES	ACTION		OUTCOMES	ORGANISATION GOAL
<p><b>1</b> Management operations and finance</p>	<p><b>1.1</b> The Governance and operational structure are reviewed and adapted to ensure it is clear, effective, and fit for purpose</p> <p><b>1.2</b> The remit of the Geopark is undertaken within a clearly defined management plan overseen by the Management Group.</p> <p><b>1.3</b> Staffing is enhanced to enable development</p> <p><b>1.4</b> Core funding is secured, and income generation opportunities explored and implemented to ensure long term sustainability with a structure to enable external funding to be sought for specific projects</p>	<p><b>1.5</b> Core partner commitment, activity and engagement is reviewed and enhanced to ensure the retention of the designation through integration of the status firmly within their own strategic documents and actions</p> <p><b>1.6</b> Opportunities are developed to involve the community and youth to ensure their voice informs decision making</p> <p><b>1.7</b> The profile of the Geopark is raised and relationships developed to gain places on the board of other core strategic groups across the region and at national and international level</p>	<p>The Geopark is operating successfully to ensure the retention of the status and maximising benefit</p> 	<p>The Geopark... one of Earth's Extraordinary places... operates, and is used, to its best advantage as a unique and invaluable asset which successfully supports social and economic development, alongside enriching the lives and wellbeing of the community, whilst generating collaborative partnership action for conservation, climate action, education and sustainable development.</p>
<p><b>2</b> Conservation and Site Management</p>	<p><b>2.1</b> Geopark partners work to ensure all sites are in positive management for species, habitats and access</p> <p><b>2.2</b> Relevant strategies, plans and working groups are developed and put in place to enable partners to work collaboratively</p>	<p><b>2.3</b> Active science and research are supported to increase understanding of the Geopark and enable this knowledge to be shared with the community</p>	<p>The naturally inspiring, marine and terrestrial, environment of Torbay is protected, conserved and enhanced for current and future generations whilst concurrently ensuring the fundamental assets upon which the designation is based are appropriately managed to retain the UNESCO status</p> 	
<p><b>3</b> Environmental sustainability and Climate Change</p>	<p><b>3.1</b> The Geopark and all partners are supported to understand and address their carbon footprint and resource use</p> <p><b>3.2</b> The Geopark is developed to become a key organisation supporting community and business climate change awareness, action and mitigation</p>	<p><b>3.3</b> The Geopark and all partners integrate the principles of the UNESCO Sustainable Development Goals across all areas of work</p>	<p>The Geopark is an exemplar, operating sustainably to support a carbon neutral Torbay by 2030. It inspires all to protect the environment and supports all to face current and future challenges</p> 	
<p><b>4</b> Education, Awareness and Engagement</p>	<p><b>4.1</b> A public facing Geopark hub/visitor centre is scoped and tested against the potential of greater visibility at current partner venue/s to develop a facility that will deliver benefits to visitors and the local community through enhanced information about the Geopark and to support its role in the community</p> <p><b>4.2</b> A comprehensive and holistic education and activity offer is developed to provide for all</p> <p><b>4.3</b> An all year offer of innovative and engaging events are created with additional special events and activities linked to relevant international days</p>	<p><b>4.4</b> The Geopark Festival is developed to become a significant event in the bays calendar for locals and attracts visitors</p> <p><b>4.5</b> Toolkits and training are introduced to provide teachers, stakeholders and businesses all they need to understand and integrate the geopark</p> <p><b>4.6</b> A self-sustaining volunteer Geopark Ambassadors scheme is initiated to support engagement, visibility, understanding and awareness</p> <p><b>4.7</b> A comprehensive suite of quality interpretation, both physical and digital, is created</p>	<p>The local community, stakeholders, businesses, and visitors are engaged with Geopark and understand the value of the area's heritage, culture and the recognition by UNESCO</p> 	
<p><b>5</b> Marketing and Promotion</p>	<p><b>5.1</b> Website is redesigned to become current, engaging and fit for purpose in order to meet the needs of the local community, stakeholders and fulfils the UNESCO requirements for retention of the designation.</p> <p><b>5.2</b> Social media is focused, active and effective</p> <p><b>5.3</b> Visibility of the UNESCO designation is enhanced across all three towns and at partner sites to show that</p>	<p>the designation is joined up and cohesive across the entire area of Torbay</p> <p><b>5.4</b> Initiate active and ongoing national and international promotional campaigns to attract new visitor markets</p> <p><b>5.5</b> Develop a range of Geopark branded products</p>	<p>The Geopark is visible and appeals to new audiences from the local community as well as regional, national and international visitors of all ages and interests</p> 	
<p><b>6</b> Tourism</p>	<p><b>6.1</b> Scope, test and develop a range of all year-round quality experiences, tours and activities</p> <p><b>6.2</b> Work in partnership to introduce a green-tourism scheme</p> <p><b>6.3</b> Develop the Geopark offer such that it draws visitors to the area in the shoulder months</p>	<p><b>6.4</b> Collaborate to develop the Geopark offer such that it becomes recognised as a site for Cultural tourists</p> <p><b>6.5</b> Explore and develop a South West UNESCO trail in collaboration with SW UNESCO sites and UNESCO UK</p>	<p>The Geopark tourism offer reflects the quality and sustainable nature of the UNESCO label as a quality brand to attract visitors through sustainable tourism</p> 	



## Spirit of Place

*“Spirit of place (or genius loci) refers to the unique, distinctive, and cherished aspects of a place. It is thus as much in the invisible weave of culture (stories, art, memories, beliefs, histories, etc.) as it is the tangible physical aspects of a place (monuments, rivers, woods, architectural style, pathways, views, and so on) or its interpersonal aspects (the presence of family, friends, and kindred spirits).”*

ICOMOS, Quebec Declaration on the preservation of the spirit of place, October 2008

Most recently, in Nov 2022, the ERUGGp partners worked collectively to create a Geopark Spirit of Place statement. This concept explores and connects relationships between the tangible and the intangible (both of which are intrinsically essential for all UGGp's around the world) in such a way that it can then be used to inform all aspects of work from interpretation and programming to conservation and land management. This is sometimes referred to as creating 'illustrative behaviours' or can be expressed simply as 'What our Spirit of Place means to us'. It's about bringing the statement to life by considering how it applies in practice.

*The English Riviera UNESCO Global Geopark has been created over the millennia; it is a place where earth and sea come together, a unification of many worlds and habitats. The 22 miles of coast have been shaped by natural processes to create the environment we know today, providing homes and holidays for people past and present. The diverse landscape encompasses hidden coves, beaches, green rolling hills, red sandy rocks, dramatic limestone headlands and sparkling blue seas.*

*The ever-changing light and weather patterns across Torbay work to create an evocative canvas and backdrop to this remarkable place which contains natural caves that were once home to some of Britain's first people. It continues to inspire explorers, scientists, writers and artists, alongside pioneering engineers, fishing, and farming communities. A variety of innovative local businesses provide unique opportunities to connect with this magical landscape.*

*The Geopark remains an intriguing place of discovery where past meets present to create a stunningly beautiful, intricate landscape providing wild experiences and tranquil walks. It is perfectly formed for adventure or for those who are culturally curious. There is no shortage of places or experiences for all to explore.*

*Around every cove the geology changes, and so do the worlds within them. The extraordinary landscape, thriving natural environment, and wildlife that lives here are the world's best teachers: allow yourself to listen to the stories they tell. Immerse yourself within this extraordinary terrain and let your body and spirit to reset and recharge.*

*The Geopark is a place where you can transport yourself back in time, a unique destination managed for future generations. All who tread here are curators of our cultural and natural history, and caretakers of the urban diversity and wilderness on our doorstep.*

*'Transmission is an essential condition for preserving spirit of place. It is through this process that heritage is passed on and thus survives. If spirit of place is not transmitted it can be forgotten, abandoned and finally disappear.'*

Laurier Turgeon, Ph.D. Holder - Canada Research Chair on Cultural Heritage,  
Director - The Cultural Heritage Institute, Université Laval,  
Scientific Committee Coordinator - Québec City, Canada








## Future Resilience

### Long-term Operational and Financial Sustainability










From the above financial appraisal and SWOT analysis it has been recognised that although the ERUGGp has operated successfully for 15 years, the area of financial and operational sustainability could be strengthened. Within the term of this management plan a full review and options appraisal of long-term sustainable income generation opportunities will be completed. This will ensure that the ERUGGp does not solely rely on one income source and in-kind support and will be operating in such a way as to ensure maximum benefit for the community of Torbay.

Thus, in parallel with ensuring UNESCO Global Geopark requirements are met, and the principals of the 17 UNESCO Sustainable Development Goal's integrated, the above Change Management Model and Spirit of Place statement have collectively acted to inform the development of the ERUGGp approach and actions set for the 10 year term of this Management Plan.





# Action Plan

AREA OF WORK	POINT	ACTION	WHO	ONGOING	ANNUAL	OTHER	SHORT (1-2 YEARS)	MEDIUM (2-5 YEARS)	LONG (6+ YEARS)	
<div style="text-align: center;">  <p><b>Conservation and Geoconservation Site Safeguarding and Management</b></p> </div>	<b>Strategy, Policy and Legislation - Designated Sites</b>									
	<p><b>CONTRIBUTING TO ACHIEVE THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS</b></p> <div style="display: flex; justify-content: center; gap: 10px;">    </div>									
	A1	Implement actions and management recommendations from Geodiversity Audit as funding allows	Core Partners with site responsibility							X
	A2	Implement relevant actions from Heritage Strategy as funding allows	Geopark Coordinator, Core Partners, Associate Partners						X	
	A3	Work to support the integration of the Geopark into the Devon Local Nature Recovery Strategy (LNRS)	Geopark Coordinator					X		
	A4	Work to support the adaption and update of the The Nature of Torbay Biodiversity and Geodiversity Action Plan and Marine Biodiversity Action Plan to feed into LNRS work	Geopark Coordinator					X		
	A5	Work to support the update of the Torbay Green Infrastructure Delivery Plan to support Local Plan	Geopark Coordinator					X		
	A6	Liaise with Natural England and site owners regarding protected site research and conservation management and access	Geopark Coordinator	X						
	A7	Annual review of Geopark Planning Briefing Document	Geopark Coordinator, Planning Department		X					
	<b>Advisory - Designated and Undesignated Sites</b>									
	<p><b>CONTRIBUTING TO ACHIEVE THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS</b></p> <div style="display: flex; justify-content: center; gap: 10px;">    </div>									
	A8	Review membership, operations and effectiveness of Advisory Scientific Panel	ERGO Directors, Chair of Geopark and Chair of Scientific Panel			X				
A9	Ensure ongoing integration of messages re safe and responsible use of sites via web, social media and literature	Marketing officer, All partners	X							
A10	Respond to Planning Application consultations as requested within the guidelines of Geopark Planning Policy	Geopark Coordinator, GMG, Planning Department	X							
A11	Advocate across all partners for the appropriate management of their sites	Geopark Coordinator	X							
A12	Monitor that designated sites, including, but not limited to, geological, cultural, heritage, ecological and environmental, are appropriately conserved and managed through the self assessment annual report from all partners with site responsibility	Geopark Coordinator, GMG	X							




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<b>A</b> Conservation and Geoconservation Site Safeguarding and Management continued..	<b>New Exposures / Undesignated Sites of Potential Value</b>									
	CONTRIBUTING TO ACHIEVE THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS   									
	A13	Source project funding and undertake review of undesignated sites of potential value to see if RIG designation is required	Geopark Coordinator, Consultant Geologist					X		
	A14	Ensure designation of any new sites of value found	Geopark Coordinator, Devon RIGs					X		
	A15	Liaise with site owners, managers and occupiers of potential new sites to develop constructive relationships to enable additional access and interpretation	Geopark Coordinator					X		
	<b>Research and Monitoring - Designated Sites</b>									
	CONTRIBUTING TO ACHIEVE THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS   									
	A16	Continue to encourage and document research into all aspects of the ERUGGp's geology, environment, built heritage, cultural and intangible heritage.	Geopark Coordinator, Core Partners	X						
	A17	Ensure audit, research and monitoring information is linked with site protection and management	Geopark Coordinator, Core Partners	X						
	A18	Complete condition surveys of all geosites in the ERUGGp every 5 years	Consultant Geologist				5 yearly		X	
A19	Review Geodatabase	Geopark Coordinator		X						
A20	Ensure results of condition surveys are added to Geodatabase and made available to relevant partners to link with protection and management	Geopark Coordinator, Core Partners	X							
<b>B</b> Environmental Sustainability and Climate Change	<b>Environmental Sustainability and Climate Change</b>									
	CONTRIBUTING TO ACHIEVE THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS   									
	B1	Embed environmental sustainability and the principals of the Sustainable Development Goals into all Geopark policies	Geopark Coordinator	X						
	B2	Support environmentally sustainable projects where feasible with financial or in kind support	Geopark Coordinator	X						
	B3	Work with Torbay Council and the Climate Emergency Officer to support the Carbon Neutral Council Action Plan	Geopark Coordinator	X						
B4	Work with the Torbay Climate Partnership to support the Torbay Climate Emergency Action Plan	Geopark Coordinator	X							

# Action Plan

AREA OF WORK	POINT	ACTION	WHO	ONGOING	ANNUAL	OTHER	SHORT (1-2 YEARS)	MEDIUM (2-5 YEARS)	LONG (6+ YEARS)
<b>B</b> <b>Environmental Sustainability and Climate Change continued..</b>	<b>Environmental Sustainability and Climate Change continued</b>								
	B5	Ensure any merchandise is environmentally sustainable	Geopark Coordinator & Senior Project Officer						X
	B6	Ensure ongoing integration of messaging around environmental sustainability and the Sustainable Development Goals	Marketing Officer	X					
	B7	Work with partners to ensure environmentally sustainable practices are used to manage sites on land and in sea.	Geopark Coordinator & Senior Project Officer	X					
	B8	Avoid all non essential travel and introduce ERUGGp (core activity) travel policy with offset measures for essential travel	Geopark Coordinator & Senior Project Officer				X		
<b>C</b> <b>Sustainable Economic Development</b>	<b>Sustainable Economic Development</b>								
	<b>CONTRIBUTING TO ACHIEVE THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS</b>  								
	C1	Ensure the ERUGGp remains high profile and embedded in key strategy framework documents for economic regeneration and neighbourhood plans	Chair, Geopark Coordinator and TDA	X					
<b>D</b> <b>Education &amp; Awareness</b>	<b>Education &amp; Awareness</b>								
	<b>CONTRIBUTING TO ACHIEVE THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS</b>  								
	D1	Source funding to review and develop education, activities, events and interpretative provision to ensure it is consistent, holistic, in line with UGGp principals and suitably targeted to address the needs of the range of different site visitors and users	Geopark Coordinator, Core Partners, Associate Partners	X					
	D2	Integrate and raise awareness of the sustainable development goals	Geopark Coordinator, Marketing Officer, Core Partners, Associate Partners	X					
	D3	Source funding for new Geopark website	Senior Project Officer				X		
	D4	Ensure the Geopark website provides appropriately layered levels of information to provide information for all users including academic as well as general public users	Geopark Coordinator, Marketing Officer, Senior Project Officer	X					
	D5	Source funding and work with marine based Associate Partners to create suitable educational materials for water based activities	Geopark Coordinator, relevant Core Partners, relevant Associate Partners					X	
	D6	Source funding and/or enable opportunities to develop digital trails and innovative remote access provision to the Geopark	Geopark Coordinator, relevant Core Partners, relevant Associate Partners, Destination Management Group					X	
	D7	Liaise with Geopark partner education providers to ensure the Geopark is integrated in their education development and programmes and continues to grow and improve	Core Partners, Associate Partners	X					
D8	Enhance online curriculum linked activities and resources with supporting education materials for a range of ages cover all aspects of the geopark including climate change and geohazards	Core Partners, Associate Partners	X						

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<b>D</b> <b>Education &amp; Awareness continued..</b>	<b>Education &amp; Awareness continued</b>									
	D9	Liase with site owners, managers and lease holders of existing designated sites to ensure the ongoing integatrion of the Geopark and it's holistic approach into replacement and new interpretation	Geopark Coordinator, Core Partners, Associate Partners	X						
	D10	Promote and support access for all across Geopark partner sites and activities	Geopark Coordinator, Core Partners, Associate Partners	X						
	D11	Explore funding opportunities to employ a Geopark Education and Awareness Support Officer to support and develop existing partner education offer and develop new opportunities	Senior Project Officer				X			
	D12	Review the existing partner wide education offer and develop a Geopark education strategy	Geopark Coordinator, Core Partners, Associate Partners					X		
	D13	Obtain funding for the completion of a feasibility study for Geopark visitor centre	Geopark Coordinator, Senior Project Officer				X			
	D14	Enhance and develop innovative opportunities for engagement with the Geopark through art and culture	Geopark Coordinator, Torbay Culture, Destination Management Group, appropriate Core Partners, appropriate Associate Partners	X						
	D15	Work with Torbay Culture and other partners to identify and celebrate cultural offer	Geopark Coordinator, Senior Project Officer, Torbay Culture, Core Partners, Associate Partners	X						
	D16	Run awareness events/workshops for tourism sector and local buisnesses	Geopark Coordinator, Senior Project Officer and Marketing Officer		X					
	D17	Hold annual (and if required ad-hoc) training/awareness session for Geopark partners	Geopark Coordinator, Senior Project Officer, Marketing Officer		X					
D18	Monitor through annual reporting that Geopark information is integrated into partner volunteer schemes and community participation projects	Geopark Coordinator		X						
D19	Monitor through annual reporting that Geopark information is integrated in staff inductions of all partners	Geopark Coordinator		X						
<b>E</b> <b>Management and Finance</b>	<b>Management</b>									
	<b>CONTRIBUTING TO ACHIEVE THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS</b>   									
	E1	Seek funding to complete full review of operational structure, financial sustainability and income generation options and implement change if needed to ensure effectiveness and stability	ERGO Directors, GMG, Geopark Coordinator, Senior Project Officer		X					
	E2	Review members of Management Group to ensure appropriate representation and community involvement	ERGO Directors, GMG		X					
E3	Review Terms of Reference, agreements and all policies	Geopark Coordinator				3 yearly				

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AREA OF WORK	POINT	ACTION	WHO	ONGOING	ANNUAL	OTHER	SHORT (1-2 YEARS)	MEDIUM (2-5 YEARS)	LONG (6+ YEARS)	
<div style="text-align: center; font-size: 2em; font-weight: bold; color: white; background-color: red; border-radius: 50%; width: 30px; height: 30px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">E</div> <p><b>Management and Finance continued..</b></p>	<b>Management continued</b>									
	E4	Undertake succession planning for key roles	Geopark Coordinator				X			
	E5	Ensure and commit staff resource to administer, deliver and develop ERUGGp	ERGO Directors, GMG		X					
	E6	Ensure ERUGGp is embedded within key strategic documents for the area and supports the outcomes of the Destination Management Plan, Cultural Strategy, Heritage Strategy, relevant Torbay Council strategies and plans plus all other relevant strategies/plans to the area.	Geopark Coordinator, GMG	X						
	E7	Hold GMG meetings every other month	Geopark Coordinator	X						
	E8	Hold an Annual General Meeting (AGM)	Geopark Coordinator		X					
	E9	Organise and hold annual partner briefing/consultation day	Geopark Coordinator		X					
	E10	Review Management Plan	Geopark Coordinator		X					
	<b>Revalidation</b>									
	E11	Submit annual and other requested reports to GGN and UNESCO	Geopark Coordinator		X					
	E12	Ensure adherence to UGGp Statutes and Operational Guidelines	Geopark Coordinator	X						
	E13	Prepare and submit revalidation reports and forms	Geopark Coordinator				4 yearly			
	E14	Prepare for and manage revalidation inspection	Geopark Coordinator, Senior Project Officer				4 yearly			
	E15	Manage and respond to communications with UNESCO and GGN	Geopark Coordinator	X						
	<b>Finance - Admin, Monitoring and Review</b>									
	E16	Prepare and file management and statutory accounts	Finance officer (currently fulfilled by Chair)		X					
	E17	Monitor and manage donations	Senior Project Officer	X						
	E18	Explore sponsorship packages and opportunities for specific events, activities or resources	Marketing Officer						X	

# Action Plan




AREA OF WORK	POINT	ACTION	WHO	ONGOING	ANNUAL	OTHER	SHORT (1-2 YEARS)	MEDIUM (2-5 YEARS)	LONG (6+ YEARS)	
<div style="text-align: center; font-size: 2em; font-weight: bold; color: white; background-color: red; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">E</div> <p><b>Management and Finance continued..</b></p>	<b>Finance - Admin, Monitoring and Review continued</b>									
	E19	Work with partners to seek external funding	Geopark Coordinator, Senior Project Officer, GMG	X						
	E20	Develop a range of profitable Geopark branded products for sale at partner outlets	Senior Project Officer		X			X		
	E21	Preparation of annual budget	Finance officer (currently fulfilled by Chair)							
	E22	Book keeping operations (processing sales invoices and payments)	Finance officer (currently fulfilled by Chair)	X						
	E23	Cashflow management	Finance officer (currently fulfilled by Chair)	X						
	<b>Brand Management</b>									
	E24	Obtain trademark protection for the new local ERUGGp logo	Geopark Coordinator				X			
	E25	Authorise, control, monitor and protect the use of the ERUGGp logo and UGGp logo through partnership agreements	Geopark Coordinator	X						
	E26	Review and update brand guidelines	Geopark Coordinator, Marketing Officer		X					
	<b>Associate Partners</b>									
	E27	Review the membership, operations and effectiveness of the associate partner scheme plus support existing members	ERGO Directors, GMG		X					
	E28	Liaise and support interested businesses and organisations who wish to consider becoming an Associate Partner	Geopark Coordinator	X						
	<b>Ambassador Artists</b>									
	E29	Review the membership, operations and effectiveness of the Ambassador Artist scheme	Geopark Coordinator, Artizan Gallery, Torbay Culture		X					
	E30	Liaise and support interested businesses and organisations who wish to consider becoming an Ambassador Artist	Geopark Coordinator, Artizan Gallery, Torbay Culture		X					

# Action Plan




AREA OF WORK	POINT	ACTION	WHO	ONGOING	ANNUAL	OTHER	SHORT (1-2 YEARS)	MEDIUM (2-5 YEARS)	LONG (6+ YEARS)	
 <b>Management &amp; Finance</b> <b>continued..</b>	<b>Community</b>									
	E31	Source funding, scope and develop the Geopark Ambassador Scheme to be more independent and increase community participation and opportunities for volunteering.	Geopark Coordinator, Senior Project Officer				X			
	E32	Implement updated Geopark Ambassador Scheme	Geopark Coordinator, Senior Project Officer					X		
	E33	Elect member of the Geopark Ambassador Scheme to sit on the GMG to enhance volunteer and community voice in decision making	GMG, Geopark Ambassadors					X		
	E34	Maintain Torbay Community Development Trust place on the GMG to ensure cocreation and community voice in decision making	GMG	X						
	E35	Promote social responsibility with all local community interest organisations	Geopark Coordinator	X						
	<b>Strategic Partnerships</b>									
	E36	Represent Geopark on local and regional strategic partnerships - Torbay Together, Place Leadership Board, Destination Management Group, The Heart of the South West Local Enterprise Partnership, Torbay Business Forum, Torbay Culture, Torbay Place Board	Geopark Coordinator, Chair	X						
	E37	Maintain positive and productive relationships with existing UGGp's	Geopark Coordinator	X						
	E38	Develop positive and productive relationships with aspiring and new UGGp's	Geopark Coordinator	X						
	E39	Maintain positive and productive relationships with UK National Commission for UNESCO, other UNESCO designated sites and other relevant national bodies	Geopark Coordinator	X						
	E40	Continue positive and productive relationships with national level organisations and bodies - Natural England, Geological Survey, Association of British and Irish Show Caves, Universities, Tourism agencies etc	Geopark Coordinator	X						
	E41	Seek and develop new partnership opportunities at local, national and international level	Chair, Geopark Coordinator	X						







# Action Plan

AREA OF WORK	POINT	ACTION	WHO	ONGOING	ANNUAL	OTHER	SHORT (1-2 YEARS)	MEDIUM (2-5 YEARS)	LONG (6+ YEARS)	
<div style="text-align: center;">  <p><b>Marketing and Promotion</b></p> </div>	<b>Marketing and Promotion</b>									
	<b>CONTRIBUTING TO ACHIEVE THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS</b>									
	 									
	F1	Review and update ERUGGp local and regional marketing strategy and plan	Marketing Officer, ERBIDCo		X					
	F2	Work with ERBIDCo to ensure the Geopark is fully integrated into national and international Marketing strategies, plan and policies for Torbay.	Marketing Officer, ERBIDCo		X					
	F3	Liaise with ERBIDCo and partners to ensure consistent messaging and correct use of the ERUGGp brand	Marketing Officer, Geopark Coordinator, ERBIDCo		X					
	F4	Complete interpretation audit	Geopark Coordinator				4 yearly			
	F5	Liaise with all partners for cross marketing and ensure correct use of logos	Marketing Officer	X						
	F6	Update and review geopark website	Marketing Officer	X						
	F7	Develop marketing campaign for diverse educational offer	Marketing Officer		X					
	F8	Develop marketing campaign for local, national and international visitors in liaison with ERBIDCo. and in line with Marketing Plan	Marketing Officer		X					
	F9	Promote and raise awareness and understanding of breadth of Geopark offer and wider UGGp's	Marketing Officer	X						
F10	Promote environmental/sustainable behaviour, initiatives and projects including green transport methods	Marketing Officer	X							
F11	Manage and report on social media channels (Twitter, Facebook, YouTube, Instagram, LinkedIn)	Marketing Officer	X							

# Action Plan

AREA OF WORK	POINT	ACTION	WHO	ONGOING	ANNUAL	OTHER	SHORT (1-2 YEARS)	MEDIUM (2-5 YEARS)	LONG (6+ YEARS)	
	<b>Geopark Tourism</b>									
	<b>CONTRIBUTING TO ACHIEVE THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS</b>		 							
	G1	Support the ERBIDCo, Torbay Culture and Destination Management Group to ensure the Geopark is fully integrated into Tourism strategies, policies and product development for Torbay	Geopark Coordinator, Marketing Officer, Senior Project Officer	X						
	G2	Regular update of activities and events on the Geopark Website	Marketing Officer	X						
	G3	Update interactive Geopark map	Marketing Officer	X						
	G4	Support the development of new Geopark tourism products	Geopark Coordinator, relevant Core Partners, relevant Associate Partners							X
	G5	Support the development of new Geopark merchandise lines	Marketing Officer, Geopark Coordinator							X
	G6	Ensure partners are running a range of Geopark linked activities and events	Geopark Coordinator, relevant Core Partners, relevant Associate Partners	X						
	G7	Ensure visitor evaluation is completed at sites where feasible	Geopark Coordinator, GMG partners	X						
	G8	Explore opportunities for joint South West UNESCO collaboration and product development	Geopark Coordinator, Senior Project Officer						X	
	G9	Explore opportunities for joint collaboration and product development with the Exeter UNESCO City of Literature	Geopark Coordinator, Senior Project Officer, relevant Core Partners						X	
G10	Work to support ERBidCo and Private Sector to develop Green Tourism Scheme	Geopark Coordinator, Senior Project Officer						X		

# Action Plan

AREA OF WORK	POINT	ACTION	WHO	ONGOING	ANNUAL	OTHER	SHORT (1-2 YEARS)	MEDIUM (2-5 YEARS)	LONG (6+ YEARS)	
 <p><b>Contribution to the work of the Network</b></p>	<b>Contribution to the work of the Network</b>									
	<b>CONTRIBUTING TO ACHIEVE THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS</b>									
	H1	Attend EGN meetings	Geopark Coordinator, Chair	X						
	H2	Attend regional EGN conferences	Geopark Coordinator, Chair	X						
	H3	Attend International UGGp conference	Geopark Coordinator, Chair	X						
	H4	Participate in common UGGp projects when resources allow	Geopark Coordinator, Senior Project Officer, appropriate Core Partners, appropriate Associate Partners	X						
	H5	Participate in common events, exchanges and knowledge transfer	Geopark Coordinator, appropriate Core Partners, appropriate Associate Partners	X						
	H6	Participate in common Communications e.g. web and magazines	Geopark Coordinator, Marketing Officer	X						
	H7	Participate in GGN Executive Board as voted by members	Geopark Coordinator	X						
	H8	Provide expert resources and support to UNESCO for evaluation and revalidation of the Global Geopark Network membership	ERUGGp Coordination Committee Representatives (Geopark Coordinator and Chair)	X						
	H9	Attend GGN digital forum events	Geopark Coordinator and Chair	X						
H10	Manage relationship, attend meetings and contribute to UKCUGG	Geopark Coordinator	X							
 <p><b>Sustainable Development Goals</b></p>	<b>Sustainable Development Goals</b>									
	<b>CONTRIBUTING TO ACHIEVE THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS</b>									
	I1	Work to support all Torbay Council strategies which align with the principals of the Sustainable Development Goals	Geopark Coordinator, GMG	X						
	I2	Ensure the principals of the SDGs are fully integrated into all possible policies, activities and programmes	Geopark Coordinator, Core Partners, Associate Partners	X						
I3	Continue to raise the profile of the SDGs to Core Partners, Associate Partners and the wider public	Geopark Coordinator, Senior Project Officer, Marketing Officer	X							

## Performance Management

The retention of the ERUGGp is dependent on meeting the criteria set out within the International Geoscience and Geoparks Programme Statutes and Guidelines as detailed above in the UGGP Criteria section. This is assessed every four years through the UNESCO UGGp revalidation process outlined in Part I of the Management Plan. In addition to this each partner provides an annual report on their activities related to the ERUGGp which feeds into the UGGp annual reporting process. Some of these activities are picked up in the KPI's below. The Geopark runs a risk register which is reviewed and updated on both an ad-hoc and annual basis.

KPI	2021 ACTUAL	2022 TARGET	2023 TARGET
<b>VISITORS</b>			
Number of Geopark events	3.4 million	4.5 million (aiming to return to post covid 2019 figures)	4.5 million (aiming to return to post covid 2019 figures)
Number of visitors to ticketed sites	71,323	71,000	72,000
<b>ENGAGEMENT</b>			
Number of Geopark events	53	70	100
Number of students participating in Geopark educational programmes	3,130	7,000	10,000
<b>WEBSITE HITS</b>			
ERUGGp	9,200	+15%	+15%
English Riviera	1,193,560	+ 15%	+ 15%
Geopark page on English	16,968	+ 15%	+ 15%
<b>SOCIAL MEDIA</b>			
Facebook	Posts/reposts - 497 Reach - 151.1K	Posts/reposts - + 5% Reach - + 5%	Posts/reposts - + 5% Reach - + 5%
Twitter	Posts/reposts - 401 Reach 4.8 million	Posts/reposts - + 5% Reach - + 5%	Posts/reposts - + 5% Reach - + 5%
Instagram	Posts/reposts - 267 Reach - 21.5K	Posts/reposts - + 5% Reach - + 5%	Posts/reposts - + 5% Reach - + 5%
<b>CONTRIBUTION TOWARDS GGN - NETWORKING AND PARTICIPATION</b>			
Meetings/conferences attended online and in person	4	4	4
Evaluation and Revalidation Missions	2	3	2

## Final Word and Acknowledgments

UNESCO Global Geoparks' bottom-up approach combines conservation with sustainable development, empowering local communities with opportunities to develop cohesive partnerships, express and celebrate local cultures, and create sustainable economies. This is about cooperation with local people, but also about cooperating with other UNESCO Global Geoparks – providing opportunities to learn about ourselves, to learn from each other, work together locally but also across borders and seas, support community and economy, increase understanding among different communities, help peace-building processes and help the planet.

The ERUGGp is grateful to all the Core and Associate partners who have contributed their time and efforts to support the development of this management plan.

## Document Review Process

This Management Plan will be published and reviewed annually. This policy has been approved by the Geopark Management Group in consultation with all ERUGGp partners.

DATE	VERSION	REASON	CHANGED BY	REVIEW DUE	DATE APPROVED
	1.1	New Management Plan needed as old plan out of date	Melanie Border	March 2023	
Nov 2024					
Nov 2025					

## Appendix I - GMG Terms of Reference and Code of Conduct

### Terms of Reference and Code of Conduct for ERUGGp Core Partners and Geopark Management Group

#### Guidance

The English Riviera Global UNESCO Global Geopark (ERUGGp), Geopark Management Group (GMG) Terms of Reference (TOR) and Code of Conduct (COC) defines the aims of the GMG and provides guidance on the proper behaviour of members of the group.

The information within this document applies to all individuals and Core Partner organisations represented on the GMG.

#### Aims

The GMG is responsible for delivering the following aims:

- To coordinate and facilitate the management of the ERUGGp to ensure retention of the UNESCO Global Geopark (UGGp) status for Torbay.
- To promote, support and facilitate, encourage and enable local, national and international projects, initiatives and events that help protect and raise awareness of the ERUGGp and Torbay's interrelated geological, environmental, historical and cultural heritage.
- To strengthen existing partnerships and develop new networks to ensure that the geological, environmental, historical and cultural qualities of the ERUGGp are sustained and promoted for the current and future generations

#### Membership of GMG

##### Core Representatives/Organisations:

- Geopark Coordinator
- Two Councillors - Torbay Council elected members
- Torbay Council lead officer for Culture and Environmental Services
- Scientific and Academic Representative
- Kents Cavern Prehistoric Caves
- Torbay Coast and Countryside Trust
- English Riviera BID (Business Improvement) Company
- TDA (ex Torbay Development Agency)

- Torbay Community Development Trust
- Torquay Museum
- Brixham Heritage Museum
- Torre Abbey
- Cockington Court
- South Devon College
- Local Schools representative
- Local Universities representatives

#### Additional members

The GMG may co-opt individuals or additional organisations as full voting members if that individual or organisation adds value and supports the aims of the ERUGGp

#### Business of Meetings

##### Frequency of meetings

The GMG shall meet every two months. The frequency of meetings will be reviewed on an annual basis and alternative timings agreed and trialed if needed.

##### Annual General Meeting (AGM)

The AGM of the GMG will be held each year in April

##### Election of Chair

The position of chair will be nominated and elected on an annual basis at the AGM

##### Treasurer

The position of Treasurer will be nominated and elected on an annual basis at the AGM

##### Secretarial Support

Secretarial support will be provided by Torbay Council Community and Customer Services

##### Voting and Decision Making

Decisions will be taken by consensus, by voting by show of hands, by secret ballot or by a digital vote as is deemed appropriate and inclusive. One member equals one vote. A consensus is achieved when 50% or more of attending members vote. A decision by any of the afore mentioned means can be taken when at least half of the members are present.

##### Reporting

The GMG acts under the delegated authority of ERGO Ltd.

### Attendance

Ideally members will attend all meetings, but it is understood that will not always be possible. If a member is unable to attend apologies should be sent to the Coordinator and the member should arrange a deputy to attend in their place.

### New and Additional members

New and additional members will be nominated by existing members and agreed by majority decision.

### Non-members

As and when appropriate non-members will be invited to attend individual or a series of meetings dependent on agenda items being discussed.

### Terms of Reference

As an individual member or representative member of my organisation on the English Riviera UNESCO Global Geopark (ERUGGp) Geopark Management Group (GMG), I agree:

- 1.1 to promote the conservation and enhancement of the natural environment, history, heritage and culture of the ERUGGp
- 1.2 to champion the organisations vision for the ERUGGp and its communities, as set out in the English Riviera Geopark Management Plan
- 1.3 to contribute knowledge, expertise and experience to the work of the GMG
- 1.4 to promote, support and play a full and active part in the work of the GMG in fulfilling its roles and responsibilities including climate awareness activities and or mitigation/adaption methods
- 1.5 to support and follow all relevant Geopark policies and procedures
- 1.6 to assist the GMG in achieving an independent and apolitical profile in the performance of its functions
- 1.7 where appropriate to ensure the ERUGGp is written into core internal operational strategies and policies within my organisation
- 1.8 to not retail original geological material in adherence with the Guidance on retailing original geological material (see Appendix 1) nor carry out any activity that is detrimental to the ERUGGp
- 1.9 to ensure that decisions, information and news discussed in GMG meetings is appropriately cascaded to other members of staff and volunteers within my organisation and ensure that appointed or necessary actions are taken
- 1.10 to ensure all members of staff have a strong understanding of the ERUGGp enabling them to fully understand how their individual role and their organisation as a whole contributes to the retention of the UNESCO Global Geopark status

- 1.11 to ensure front line members of staff are adequately trained to provide relevant and accurate interpretive information to visitors on the natural and cultural heritage of the ERUGGp and the wider UGGp network
- 1.12 to actively collaborate with other partners, stakeholders and wider partners for the benefit of the ERUGGp
- 1.13 to ensure my organisation promotes its partnership with the ERUGGp through correct use of the ERUGGp and UNESCO Global Geopark logos as outlined in the ERUGGp Visual Identity and Brand Guidelines document.
- 1.14 to attend GMG meetings whenever possible and, if not available to send a deputy who is fully briefed. Equally, if I am no longer able to attend meetings on a regular basis, to step down from the GMG and with the agreement of the chairperson, to seek another representative from within my organisation to take my seat on the GMG
- 1.15 to take part in debates and formulate decisions through consensus or voting if necessary
- 1.16 to respect the confidentiality of any matters discussed that are deemed as such

### Code of Conduct

As an individual member or representative member of my organisation on the English Riviera UNESCO Global Geopark (ERUGGp) Geopark Management Group (GMG), I agree

- 2.1 to express opinions without bias, without vested interest and in accordance with the established rules of behaviour appropriate for the circumstances (e.g., those that govern work as an expert witness)
- 2.1 to declare in advance all possible conflicts of interest
- 2.2 not to presume to be an expert in fields other than my own, or accept professional obligations that as an individual or my organisation are not competent to discharge
- 2.3 to provide reliable and objective opinions consonant with my knowledge and ability, and make clear to the recipient any possible dangers or serious consequences inherent in the neglect of advice
- 2.4 to take all reasonable precautions to avoid any act of commission or omission which might endanger life, adversely affect the health and safety of others, result in needless financial loss, or endanger or damage the natural and/or built environment or knowingly damage the reputation of the ERUGGp
- 2.5 to act in a professional, respectful and courteous manner

2.6 to act on the basis of knowledge and honest conviction and to never alter or deny the existence of evidence in order to strengthen an argument. As such advice proffered or requested must be based on the scientific or technical evidence with the limitations clearly explained

### Breaches

If evidence becomes available that a partner is in breach of the code, the GMG may take such action as it considers appropriate, which may include:

- Investigation and discussion at GMG
- If necessary, a formal written outline of the breach will be sent by the Chair of the GMG and a set time period provided for the breach to be rectified (as agreed appropriate by the GMG on a case-by-case basis)
- An individual representative may be requested to step down and an alternative representative nominated by the partner organisation
- Failure to rectify a breach or continuous breaches (whether that be repetition of the same breach or a variety of different breaches) will result in the removal of the partner from the GMG and the withdrawal of all rights to associate with the ERUGGp and Global Geopark Network (GGN)

Name : Position :

Organisation :

Signature..... Date :

### Appendix 1

#### Guidance on Retailing Geological Material

Under the charter of the European Geoparks Network, Geoparks are not permitted to sell geological material sourced from anywhere in the world. By geological material the charter is specifically referring to specimens of rock, minerals and fossils of a type that are commonly sold in so-called "rock-shops." It does not refer to material for normal industrial and household use which is sourced by quarrying and/or mining and which will be subject to regulation under national and/or international legislation.

This means that within the English Riviera UNESCO Global Geopark, any organisation that forms part of the management structure of the Geopark, or any organisation wishing to associate itself with the Geopark, is not permitted to sell fossils, minerals or rocks.

Furthermore, while a Geopark has no legislative powers and cannot stop anyone selling whatever they want, should a shop, accommodation provider, visitor center or other outlet wish to sell such material, they cannot be associated with the English Riviera Global UNESCO Geopark. They will not be permitted to use

the English Riviera UNESCO Global Geopark logo, and they will not be allowed to benefit directly from an association with the English Riviera UNESCO Global Geopark.

Consequently, any outlet in the English Riviera UNESCO Global Geopark currently selling rocks, minerals and/or fossils, and wishing to be associated with ERGO, will be asked to sell out of current stocks and exit from this type of retailing activity before the said association can be formalised.

In carrying out any retailing activity, members should have regard to the wider economic, social and environmental impact that activity has but as society is built from the use of earth resources, we are pragmatic enough to realise that such material is used in everyday life.

Businesses developing or sourcing products to be sold as souvenirs or gifts with a close association to the Geopark, (e.g., Geopark Rock Candy, replica fossils) should demonstrate that they have made efforts to source these products from suppliers with a proven environmental and fair-trade policy.

#### Definition; Geological Material within the English Riviera Geopark

The following are examples that constitute Geological material and are **NOT permitted**

- All original fossils
- All specimen geological rocks and minerals, specimen pieces whether natural, polished or mounted in original colour or dyed

## Appendix 2 - Criteria for ERUGGp Core Partners

### Criteria for ERUGGp Core Partners

Following the receipt of an application, the following provides the Geopark Management Group a baseline criterion against which to assess the suitability of aspirant Core Partners. For information aspirant Core Partners must also be nominated by an existing Core Partner.

#### Core partners must actively contribute to a minimum of one of the following:

- Conservation and management of terrestrial and marine biodiversity/geodiversity
- Conservation management of the heritage and culture of the Geopark
- Undertake engagement activities to promote the Geopark and increase knowledge and understanding
- Support the local community to engage with the geopark for improved health and wellbeing
- Support promotion of the Geopark at a national and international level
- Scientific and academic research related to the geopark
- Promote, support and facilitate, encourage and enable local, national and international projects, initiatives and events that help protect and raise awareness of the Geopark
- Engage in activities relevant to the Geopark

**Additionally, Core Partners must fulfil all the following:**

- Support the management of the ERUGGp to ensure retention of the UNESCO Global Geopark status for Torbay
- Commit to working collaboratively with other partners for the benefit of the Geopark
- Commit to attend GMG meetings as discussed with the Coordinator and send a deputy as needed
- Commit to staff time in-kind **and or** an agreed financial contribution annually to support and promote the Geopark
- Engage in climate awareness activities **and or** mitigation/adaption methods
- Actively promote the Geopark through activities, and or on and offline marketing activity.
- Report annually on contribution to the retention of the Geopark status including any actions which contribute to the UNESCO Sustainable Development Goals (SDG's)
- Agree to support and follow all relevant Geopark Policies and procedures
- Agree to not sell rocks, minerals and fossils
- Not carry out any activity that is detrimental to the Geopark

## Appendix 3 - Application Form for Core Partners

### Application Form Core Partner to English Riviera UNESCO Global Geopark

#### 1. Contact Details

Organisation Name: Click or tap here to enter text.

Applicant Name: Click or tap here to enter text.

Applicant Role: Click or tap here to enter text.

Phone Number: Click or tap here to enter text.

Email: Click or tap here to enter text.

Business Address: Click or tap here to enter text.

Website: Click or tap here to enter text.

Social media account links and regular hashtags used: Click or tap here to enter text.

#### 2. Who would represent your organisation on the Geopark Management Group and what qualities/experience would they bring to the group? Name: Click or tap here to enter text.

Position and experience: Click or tap here to enter text.

Contact (if different from above): Click or tap here to enter text.

#### 3. Brief description and primary purpose of your organisation (maximum 100 words)

Click or tap here to enter text.

#### 4. Why do you want to be an English Riviera UNESCO Global Geopark Core Partner? (maximum 250 words)

Click or tap here to enter text.

#### 5. What do you think your organisation can bring to the English Riviera UNESCO Global Geopark? (maximum 250 words)

Click or tap here to enter text.

#### 6. Which of the following can your organisation support?

- Conservation and management of terrestrial and marine biodiversity/geodiversity
- Conservation management of the heritage and culture of the Geopark
- Undertake engagement activities to promote the Geopark and increase knowledge and understanding
- Support the local community to engage with the Geopark for improved health and wellbeing
- Support promotion of the Geopark at a national and international level
- Scientific and academic research related to the Geopark
- Promote, support and facilitate, encourage and enable local, national and international projects, initiatives and events that help protect and raise awareness of the Geopark
- Engage in activities relevant to the Geopark

#### 7. Please tell us how your organisation will be able to fulfil the following:

Actively promote the Geopark through your activities, and or, on and offline marketing activity and information available on website. (maximum 250 words)

Click or tap here to enter text.

Engage in climate awareness activities **and or** adaption/mitigation methods (maximum 250 words)

Click or tap here to enter text.

#### 8. Please mark to confirm that your organisation will:

- Support the management of the ERUGGp to ensure retention of the UNESCO Global Geopark status for Torbay
- Commit to working collaboratively with other partners for the benefit of the Geopark
- Commit to attend a minimum of 4 GMG meetings annually
- Commit to staff time in-kind **and or** an agreed financial contribution annually to support and promote the Geopark
- Engage in climate awareness activities **and or** mitigation/adaption methods



- Actively promote the Geopark through on and offline marketing activity and information available on site.
- Report annually on contribution to the retention of the Geopark status including any actions which contribute to the UNESCO Sustainable Development Goals (SDG's)
- Agree to support and follow all relevant Geopark Policies and procedures
- Agree to not sell rocks, minerals and fossils
- Not carry out any activity that is detrimental to the Geopark

**9. United Nations 17 Sustainable Development Goals:**

In October 2015 the United Nations agreed on a total of 17 Sustainable Development Goals (SDGs) for 2030 that aim to end hunger and poverty, offer comprehensive protection for the planet and facilitate environmentally friendly progress. All UNESCO Global Geoparks are committed to support the Goals.

Which of the 17 SDG's do you feel your organisation is best aligned to and why? (maximum 250 words)

Click or tap here to enter text.

**10. Please mark to confirm your organisation has reviewed the criteria and Core Partner agreement and are able to meet these requirements**

**11. Please mark to confirm you have read the following policies and they do not conflict with any aspect of your organisation:**

- Management Plan      Yes
- Environmental Policy      Yes
- Marine Users Policy      Yes  N/A

**12. Training:** To ensure consistency and accuracy of information the ERUGGp is happy to provide an annual training session. This is aimed at empowering Core Partner staff to share information about the Geopark with locals and visitors.

Please indicate if you would be interested in your staff attending an annual Geopark Awareness training session      Yes       No

Would you be interested in any more specific workshops/training sessions for your staff that cover various aspects of the Geopark      Yes       No

Please let us know what topics would be of interest [Click or tap here to enter text.](#)

**13. Images:** Please attach to this application up to 5 high resolution images (with details of any required image credits) which can be used on the Geopark website and on social media. These will be used to show the partnership between the two organisations. Please note your images will only be stored and used if you are successful in your application. Should additional images be needed in relation to specific projects these will be requested separately.

**14. Logo:** Please attach to this application your logo which will be shown on the Geopark website and shared within UGGp revalidation documents to evidence the partnership. Should joint projects arise where it would be deemed suitable to include your logo, permission will be sought separately

Signed [Click or tap here to enter text.](#)

Date: [Click or tap to enter a date.](#)

**We welcome conversations with you prior to completing you application form. You contact us via [enquiries@englishrivierigeopark.org.uk](mailto:enquiries@englishrivierigeopark.org.uk) or by phoning 01803 207358**

## Appendix 4 - Associate Partner Criteria

### Criteria for ERUGGp Associate Partner

Following the receipt of an application, the following provides the Geopark Management Group a baseline criterion against which to assess the suitability of aspirant Associate Partners.

**Associate Partners must actively contribute to a minimum of one of the following:**

- Undertake engagement activities to promote the Geopark and increase knowledge and understanding across the local community, local organisations and businesses and visitors
- Support the local community to engage with the geopark for improved health and wellbeing
- Support promotion of the Geopark at a national and international level
- Scientific and academic research and support related to the geopark
- Provides facilities within the Geopark
- Promote, support and facilitate, encourage and enable local, national and international projects, initiatives and events that help protect and raise awareness of the Geopark
- Support the conservation management of terrestrial and marine biodiversity/ geodiversity heritage
- Support the conservation management of the heritage and culture of the Geopark
- Engage in activities relevant to the Geopark

**Additionally, all Associate Partners must:**

- Not carry out any activity that is detrimental to the Geopark
- Commit to working collaboratively with other partners for the benefit of the Geopark
- Report annually on contribution to the retention of the Geopark status including any actions which contribute to the UNESCO Sustainable Development Goals (SDG's)
- Actively promote the Geopark through activities, and or, on and offline marketing activity.
- Engage in climate awareness activities and or mitigation methods
- Agree to support and follow all relevant Geopark Policies and Procedures
- Agree to not sell rocks, minerals and fossils.

## Appendix 5 - Associate Partner Application Form

### Application Form Associate Partner to English Riviera UNESCO Global Geopark

#### 15. Contact Details

Organisation Name: Click or tap here to enter text.

Applicant Name: Click or tap here to enter text.

Applicant Role: Click or tap here to enter text.

Contact Phone Number: Click or tap here to enter text.

Contact Email: Click or tap here to enter text.

Business Address: Click or tap here to enter text.

Website: Click or tap here to enter text.

Social media account links and regular hashtags used: Click or tap here to enter text.

#### 16. Brief description and primary purpose of your organisation (maximum 100 words)

Click or tap here to enter text.

#### 17. Why do you want to be an English Riviera UNESCO Global Geopark Associate Partner? (maximum 250 words)

Click or tap here to enter text.

#### 18. What do you think your organisation can bring to the English Riviera UNESCO Global Geopark? (maximum 250 words)

Click or tap here to enter text.

#### 19. Which of the following can your organisation support?

- Undertake engagement activities to promote the Geopark and increase knowledge and understanding across the local community, local organisations and businesses and visitors
- Support the local community to engage with the Geopark for improved health and wellbeing
- Support promotion of the Geopark at a national and international level

- Scientific and academic research and support related to the geopark
- Provides facilities within the Geopark
- Promote, support and facilitate, encourage and enable local, national and international projects, initiatives and events that help protect and raise awareness of the Geopark
- Support the conservation management of terrestrial and marine biodiversity/ geodiversity
- Support the conservation management of the heritage and culture of the Geopark
- Engage in activities relevant to the Geopark

#### 20. Please tell us how your organisation will be able to fulfil the following:

- (i) Actively promote the Geopark through your activities, and or, on and offline marketing activity and information available on website. (maximum 250 words)

Click or tap here to enter text.

- (ii) Engage in climate awareness activities **and or** adaption/mitigation methods (maximum 250 words)

Click or tap here to enter text.

#### 21. Please mark to confirm that your organisation will:

- Commit to working collaboratively with other partners for the benefit of the Geopark
- Report annually on contribution to the retention of the Geopark status including any actions which contribute to the UNESCO Sustainable Development Goals (SDG's)
- Agree to support and follow all relevant Geopark Policies and Procedures
- Agree to not sell rocks, minerals and fossils.
- Agree to not carry out any activity that is detrimental to the Geopark

#### 22. United Nations 17 Sustainable Development Goals:

In October 2015 the United Nations agreed on a total of 17 Sustainable Development Goals (SDGs) for 2030 that aim to end hunger and poverty, offer comprehensive protection for the planet and facilitate environmentally friendly progress. All UNESCO Global Geoparks are committed to support the Goals.

Which of the 17 SDG's do you feel your organisation is best aligned to and why? (maximum 250 words)

Click or tap here to enter text.

#### 23. Please mark to confirm your organisation has reviewed the criteria and Associate Partner agreement and are able to meet these requirements

#### 24. Please mark to confirm you have read the following policies and they do not conflict with any aspect of your organisation:

Marine Users Policy Yes  N/A

Environmental Policy

Management Plan

**25. Training:** To ensure consistency and accuracy of information the ERUGGp is happy to provide an annual training session. This is aimed at empowering Associate Partner staff to share information about the Geopark with locals and visitors.

(i) Please indicate if you would be interested in your staff attending an annual Geopark Awareness training session Yes  No

(ii) Would you be interested in any more specific workshops/training sessions for your staff that cover various aspects of the Geopark Yes  No

Please let us know what topics would be of interest [Click or tap here to enter text.](#)

**26. Images:** Please attach to this application up to 5 high resolution images (with details of any required image credits) which can be used on the Geopark website and on social media. These will be used to show the partnership between the two organisations. Please note your images will only be stored and used if you are successful in your application. Should additional images be needed in relation to specific projects these will be requested separately.

**27. Logo:** Please attach to this application your logo which will be shown on the Geopark website and shared within UGGp revalidation documents to evidence the partnership. Should joint projects arise where it would be deemed suitable to include your logo, permission will be sought separately.

Signed [Click or tap here to enter text.](#)

Date: [Click or tap to enter a date.](#)

**We welcome conversations with you prior to completing you application form. You contact us via [enquiries@englishrivierageopark.org.uk](mailto:enquiries@englishrivierageopark.org.uk) or by phoning 01803 207358**

## Appendix 6 - Associate Scheme and Partner Agreement

### ERUGGp Associate Partner Scheme and Agreement

#### Aims

- Promote, support, facilitate, encourage and enable local organisations, projects, initiatives and events that help protect and raise awareness, understanding of and engagement with the English Riviera UNESCO Global Geopark on a local, national or international level
- Strengthen existing partnerships and develop new networks to ensure the geological, environmental, historical and cultural qualities of the English Riviera UNESCO Global Geopark are sustained and promoted for current and future generations.
- Support the retention of the UNESCO status for the benefit of the people of Torbay

#### Benefits of becoming an Associate Partner

Associate Partners will:

- Gain greater profile through the association of their organisation/brand with the internationally recognised brand of English Riviera UNESCO Global Geopark (ERUGGp)
- Receive approval to use of the official local ERUGGp Associate Partner logo on marketing materials, own website and social media channels in line with the ERUGGp Visual Identity and Brand Guidelines document
- Be provided with the opportunity to apply to use the international UNESCO ERUGGp logo for specific non-commercial activities or projects in line with the UNESCO Global Geopark Guidelines on the use of the UNESCO Global Geopark logo.
- Where appropriate ERUGGp will include Associate partners Brand/logo in all relevant marketing collateral, website and social media channels
- ERUGGp will include mention and include quotes from Associate Partners where applicable in all media materials
- Associate Partners will be featured on a dedicated the ERUGGp webpage
- Events and activities listings included on the ERUGGp website
- Innovative projects and activities will be shared with the network of UGGP's through articles, listings and presentations at meetings and conferences

This Associate Partner Agreement is made between [INSERT NAME] of [INSERT NAME OF BUSINESS] and the English Riviera Geopark Organisation (ERGO).

As an Associate Partner of the English Riviera Geopark Organisation (ERGO)

1. I agree to promote the conservation and enhancement of the natural beauty, heritage and culture of the English Riviera UNESCO Global Geopark (ERUGGp).
2. I agree to champion the organisation's vision for the ERUGGp and its communities, as set out in the ERUGGp Management Plan including climate awareness activities and or mitigation/adaption methods.
3. I agree to support and follow all relevant ERUGG policies and procedures
4. I agree to promote the concept of the ERUGGp and through the work I undertake raise awareness of the status and the importance of the local environment
5. I understand the ERUGGp logo is a registered trademark and can only be used by Associate Partners under license as issued by the English Riviera Geopark Organisation (refer to Appendix 1 for guidance).
6. I will not distribute the logo, electronically or otherwise, to any third party without the express permission of the English Riviera Geopark Organisation.
7. I will comply with the Guidance on the retailing of original geological material (refer to Appendix 2 for guidance) and will not retail any original geological material nor carry out any activity that is detrimental to the ERUGGp.
8. I will ensure that the marketing and promotion of any projects and activities that are linked to the Geopark is appropriate and proportionate to the activity being undertaken. Advice and support can be sought from the Geopark team.
9. I will ensure all staff and volunteers of my organisation have a strong understanding of the ERUGGp and the wider UGGp network.
10. I will provide my logo, a short description and one representative photograph of my organisation and give agreement for the information to be added to the partners section of [www.englishrivierageopark.org.uk](http://www.englishrivierageopark.org.uk)
11. I understand this memorandum may be cancelled by either party by giving 30-days written notice which details residual concerns.
12. I confirm I have the authority to sign this agreement on behalf of [INSERT NAME OF BUSINESS]

On behalf of [INSERT NAME OF BUSINESS] on [INSERT DATE]

Signed: \_\_\_\_\_ Print Name: \_\_\_\_\_

On behalf of the English Riviera Geopark Organisation on \_\_\_\_\_

Signed:

Print Name: Melanie Border

Copy (to be retained by the English Riviera Geopark Organisation)

### Appendix 1 of Associate Partner Scheme and Agreement - Associate Partner Guidance

#### Terms:

When referring to the Geopark please use the term **English Riviera UNESCO Global Geopark**. The Geopark Coordinator will be happy to provide advice and review copy related to the Geopark.

#### Use of the logo:

The Associate Partner agreement entitles use of the English Riviera UNESCO Global Geopark 'Associate Partner' logo in association with elements of your work that are relevant to the Geopark. The Geopark Coordinator will be happy to review proofs. Please do not distribute the logo, electronically or otherwise, to any third party without the express permission of ERGO



Please note the agreement **does not** entitle use of the UNESCO version of the Geopark logo which is strictly administered by UNESCO



**General Enquiries:** Please contact [m.border@englishrivierageopark.org.uk](mailto:m.border@englishrivierageopark.org.uk) 01803 207358

**Geopark Leaflets:**

The Geopark is happy to provide copies of the main Geopark leaflet for display and distribution. Please contact the Geopark Coordinator for copies and re-stocks.

**Website and Social Media:**

Employees, volunteers and customers of your organization can be referred to the following websites for further information

- [www.englishrivierageopark.org.uk](http://www.englishrivierageopark.org.uk)
- [www.globalgeopark.org](http://www.globalgeopark.org)
- [www.unesco.org/new/en/natural-sciences/environment/earth-sciences/unesco-global-geoparks](http://www.unesco.org/new/en/natural-sciences/environment/earth-sciences/unesco-global-geoparks)

The Geopark is also active on Facebook and Twitter @rivierageopark so please 'like', 'share' and 'tweet'

Please supply info about events and activities to Matt Newbury

Email: [Matthew.Newbury@torbay.gov.uk](mailto:Matthew.Newbury@torbay.gov.uk)

**Geopark Books:**

Both *The Official Guide to the English Riviera Geopark* (ISBN: 978-0-9544845-8-3) and *Walks along the South West Coast Path featuring the English Riviera Global Geopark* (ISBN: 978-1-907701-6) are available to buy at various Geopark partner sites in the bay.

Should you wish to order copies for sale in your venue please contact Vicky Weller

Email: [Vicky.weller@torbay.gov.uk](mailto:Vicky.weller@torbay.gov.uk)

**Appendix 2 of Associate Partner Scheme and Agreement - Associate Partner Guidance**

**Guidance on Retailing Geological Material**

Under the charter of the European Geoparks Network, Geoparks are not permitted to sell geological material sourced from anywhere in the world. By geological material the charter is specifically referring to specimens of rock, minerals and fossils of a type that are commonly sold in so-called "rock-shops." It does not refer to material for normal industrial and household use which is sourced by quarrying and/or mining and which will be subject to regulation under national and/or international legislation.

This means that within the English Riviera UNESCO Global Geopark, any organisation that forms part of the management structure of the Geopark, or any organisation wishing to associate itself with the Geopark, is not permitted to sell fossils, minerals or rocks.

Furthermore, while a Geopark has no legislative powers and cannot stop anyone selling whatever they want, should a shop, accommodation provider, visitor centre or other outlet wish to sell such material, they cannot be associated with the English Riviera Global Geopark. They will not be permitted to use the English Riviera UNESCO Global Geopark logo and they will not be allowed to benefit directly from an association with the English Riviera UNESCO Global Geopark.

Consequently, any outlet in the English Riviera UNESCO Global Geopark currently selling rocks, minerals and/or fossils, and wishing to be associated with ERGO, will be asked to sell out of current stocks and exit from this type of retailing activity before the said association can be formalised.

In carrying out any retailing activity, members should have regard to the wider economic, social and environmental impact that activity has but as society is built from the use of earth resources we are pragmatic enough to realise that such material is used in everyday life.

Businesses developing or sourcing products to be sold as souvenirs or gifts with a close association to the Geopark, (eg Geopark Rock Candy, replica fossils) should demonstrate that they have made efforts to source these products from suppliers with a proven environmental and fair trade policy.

**Definition; Geological Material within the English Riviera UNESCO Global Geopark**

The following are examples constitute Geological material and are **NOT permitted**

- All original fossils
- All specimen geological rocks and minerals, specimen pieces whether natural, polished or mounted in original colour or dyed

## Appendix 7

### ERUGGp Climate Declaration



English Riviera UNESCO Global Geopark

# Climate Declaration

22 April 2022

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## Mission Statement



The English Riviera UNESCO Global Geopark is one of Earth's extraordinary places covering the whole of the unitary authority of Torbay. The Geopark, incorporating the three towns of Torquay, Paignton and Brixham, celebrates, conserves, enhances, and protects the unique and diverse natural and cultural heritage of this naturally inspiring area of South Devon. Working with multiple partners it is a driver for education, expansion of the tourism offer, and sympathetic regeneration through sustainable social and

economic development. The Geopark aims to reconnect human society at all levels to the local area, to the wider environment and to celebrate how Torbay's 400-million-year long history has shaped every aspect of our lives and our societies and informs the future. Mindful of the climate and ecological emergencies it raises awareness, enriches the lives and supports the development and well-being of the local community whilst leading by example and encouraging all to protect the environment.

## ERUGGp Climate Declaration

1. This Declaration has been prepared by the Geopark Management Group which is a consortium of public, private and voluntary organisations collaborating to support and ensure the retention of the UNESCO Global Geopark designation for Torbay. It sets out an ambition to tackle climate change and help Torbay to meet its ambitions to become carbon neutral by 2030. It covers all the ERUGGp as an organisation and its partners, and aims to influence all those people who live, work in, and visit Torbay, and those businesses who are based or operate here.
2. ERUGGp is aware of the significant implications of climate change for the community of the Geopark; it is already affecting our environment, infrastructure, economy, and health & wellbeing. If not addressed, the impact on future generations will be profound and the ability to meet the United Nation's Sustainable Development Goals will be severely compromised.
3. The Intergovernmental Panel on Climate Change (IPCC) has advised that carbon emissions must reduce globally by at least 45% by 2030 from 2010 levels and reach net-zero by 2050 if we are to avoid the worst effects of climate change by keeping warming below 1.5 degrees.

4. ERUGGp will set an example in the global response to climate change through collective action, innovation, and influence.

5. The ERUGGp Environmental Policy and Marine User Policy have been developed to enable the partners to support this declaration and work towards future sustainability and environmental practice

6. ERGO and all Geopark Partners, will review their plans to reduce their organisation’s carbon emissions to meet or exceed these targets, including ensuring the people we do business with are doing the same. Partners are encouraged to report annually to the Geopark Management Group.

Examples of potential transformational changes could be:

- Deploying more renewable, decentralised, and smart energy systems.
- Retro-fitting energy-efficiency measures into our existing buildings
- Constructing zero-carbon new buildings
- Travelling less and using improved walking, cycling and public transport infrastructure more often, and using electric and hydrogen vehicles
- Changing our consumption to use less, re-use more and choose low-carbon options
- Challenging all economic sectors to review their practices and the values of those with whom they do business
- Reducing reliance on fossil fuels with the ultimate aim of reducing that consumption to a minimum
- Reducing food waste and progressively seeking to change dietary patterns Changing agricultural practices to reduce emissions associated with farming operations, manage soils sustainably and replenish soil carbon
- Encouraging carbon storage such as through tree planting, the use of wood in construction and positive management of the marine and terrestrial environment
- Working to support the empowerment of the community of Torbay with the knowledge and skills to act collectively.

7. ERUGGp commits to work collaboratively to support Torbay Council to explore how our infrastructure, public services and communities will have to adapt for a 1.5-degree warmer world.

8. Local organisations and communities cannot do this alone as national government plays a key role in many of the policy areas that are vital to reducing emissions and adapting to climate change. We call on government to prioritise decarbonisation and adaptation within decision making and work with us by using its powers to provide the resources and funding necessary to accelerate the transition to a low-carbon and resilient economy and society.

9. We challenge every organisation, business, community and individual to do the same.

## Appendix 8

### Summary Table of ERUGGp Core Partner Education Provision for Schools

Partner	Suitable for	Themes
Brixham Heritage Museum	Key Stage 1 and 2	<p>Brixham – prehistory to modern times</p> <p>Ice Age animals in Brixham</p> <p>Brixham maritime heritage – the fishing industry, including the role played by women, ship building, sail and rope making, the harbour and the fish quay</p> <p>Exploration and discovery, the building of The Mayflower 2</p> <p>Tudor explorers</p> <p>William of Orange and the Stuart inheritance</p> <p>Berry Head Fort in the Napoleonic War</p> <p>The Victorian era through the story of a local girl Priscilla Shrives, the daughter of Rev Frances Lyte’s coachman who lived in the cottage on Berry Head.</p> <p>Brixham’s role in the two world wars</p>
Kents Cavern	Early years and Key Stage 1	<p>Stone Age People</p> <p>Stone Age Animals</p>
	Key Stage 2	<p>The Stone Age</p> <p>Rocks and Fossils</p>
	Key Stage 3 and 4	<p>Rocks and Fossils</p> <p>Human and Physical Geography</p> <p>History</p>
	Further Education	<p>Aspects of Tourism</p> <p>History as Heritage</p>

		Geology Archaeology
	Foreign Schools Trips	Daytime Heritage Tour, Cave and Food - Regional Specialities
Torbay Coast and Countryside Trust	Tailored for different Key stages at the different TCCT sites	Occombe Farm – farmland, woodland, cooking school, vegetable garden Cockington Country Park – Parkland, Woodland, Stream, Historical Berry Head NNR – Headland, Napoleonic Fort Goodrington Sands – Sandy and Rocky Shore
	Residential – adaptable for different key stages	Self-exploration Activity packages tailored to requirement
Torre Abbey	Tailored Learning Packages based on the heritage of the abbey	Art, History, Culture, Creative workshops, Storytelling – Siege of Torre Abbey, The Spanish Armada
Torquay Museum	Early years and Key Stage 1	Activities and storytelling based around the collections Meet the Ancestors Rocks and Fossils Discovery Traditional tales from around the world
	Key Stage 2	Rocks and Fossils Discovery Romans in Devon Meet the Ancestors
	Self-Guided	Time Ark Fossil Trail Amazing Explorers The Stone Age

	Language Schools	Agatha Christie The Victorians Natural History and Prehistory

## Appendix 9

### English Riviera UNESCO Global Geopark Marketing Strategy 2022 - 2027



## English Riviera UNESCO Global Geopark

## Marketing Strategy

2022 - 2027



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## Mission Statement



## Purpose

The Marketing Strategy is a working document, aligned closely to the marketing initiatives of the English Riviera BID Co, the area's Destination Marketing Organisation (DMO). The Geopark's Marketing Strategy is reviewed at least annually to extend to ensure it is

fulfilling its remit to increase the English Riviera UNESCO Global Geopark's audience reach and to raise awareness of the UNESCO Status. The aims of the Geopark are to:

- Bolster core audiences, to generate income and become more sustainable and resilient
- Represent and serve the communities in which we sit, demonstrating that we meet Local Authority priorities
- Share our Geopark with a broad audience, meeting our engagement and learning targets
- Extend the audience reach and raise awareness of the UNESCO status.

The Marketing Strategy has had the input of strategic, managerial and marketing staff to ensure that audience development work ties into all areas of work within the Geopark.

## Scope

This strategy covers the core marketing and awareness activity undertaken directly by the Geopark Team. It also applies to partner activity where behaviour can be influenced through the membership schemes.

All Geopark Partners and Associate Partners are asked to follow and support this policy in order to retain their status as a partner.

This plan is a working document and will be updated and amended based on a continued analysis of what is working well and what isn't.

This strategy is aligned to wider strategies across Torbay including:

- English Riviera UNESCO Global Geopark Management Plan
- Heritage Strategy 2021-2026
- Torbay Events Strategy 2021-2027
- Enjoy, Talk, Do, Be a Cultural Strategy for Torbay
- Community and Corporate Plan 2019-2023
- Destination Management Plan (currently under review)
- Torbay Local Cycling and Walking Infrastructure Plan adopted April 2021

## Background

This is the first Marketing Strategy written for the Geopark having previously operated under a series of annual marketing plans. This strategy will enable the Geopark team to take a longer term more strategic view of marketing and awareness raising.

In December 2018 the findings were published for the Cultural Tourism Motivating Tourists with Re-imagined Experiences, Itineraries and Guides report (as found [here](#)), Key figures from this report show:

- Total of 4.6million tourism visits per annum – this includes 3.5million day visits and 1.1million staying visitors – these visitors generate a visitor spend of around £430million

- 60% of visitors are over 55 and 87% are repeat visitors
- Average length of stay is 3.8 nights – there is a trend for breaks to be getting shorter, therefore meaning less time to fully explore the Geopark.

Four types of visitor were identified and these four pillars compliment what the Geopark can offer.

1. Speed Up – Adventure and activity-based holidays are on the up.
2. Slow Down – Mental and Physical wellbeing, a place to slow down, relax, indulge and refresh
3. Well Read – Torbay is and was the home to many famous writers, not least Agatha Christie – Torbay made it to number 2 in the Telegraph’s British Cultural and Heritage guide
4. Artisans & Makers – Step inside the life of an artisan and maker – for example Open Studios, behind the scenes tours and talks

Torbay’s Heritage Strategy 2021-2026 (found [here](#)) identified 8 key themes for focused audience development across Torbay. The Geopark can act as a golden thread through all of these themes:

- Geology
- Ice age (early humans)
- Monastic and Medieval
- Agricultural Life
- Napoleonic Era
- Trawling
- Golden Age of the Resorts
- Agatha Christie and writers on the Riviera.

The Torbay Heritage Survey 2020 showed an enormous interest in heritage among local residents. 99% of respondents said that experiencing the heritage around them was important to their quality of life, with 77% saying it was very important. Our residents are eager to engage with local history and heritage and there is great potential to involve more people in collective efforts to care for and promote our heritage.

## Current Market

People who visit and enjoy the English Riviera UNESCO Global Geopark can be broadly divided into residents and visitors. These markets can then be further divided depending on their awareness of the Geopark, their interest in what the Geopark is about and their general engagement with the designation itself.

### Visitors (both engaged and non-engaged):

- Those who have specifically travelled to the area because of its UNESCO designation and want to explore the area using the Geopark as a focus. This includes academics, students, interested groups, geologists, and other specialists.

- Those who are aware of the UNESCO designation and will include some activities associated with the Geopark as part of a wider tourism schedule.
- Those who were unaware of the designation until they arrived in the resort and learn more after seeing signage, visiting Geopark partner sites, or finding information on the English Riviera Tourism website or the Geopark’s website. They might attend events organised by our partners and then be encouraged to find out more.
- Those who are completely unaware that they are visiting a UNESCO Global Geopark, but who still enjoy the natural history, heritage, and geology.

### Residents (both engaged and non-engaged):

- Those who are fully aware of the UNESCO designation and share this knowledge with their family and friends. They engage in Geopark activities including the annual Geopark festival and other events put on by our partners and associate partners.
- Those who are fully aware of our designation, but don’t engage in specific events and activities. They do still enjoy the Geopark when they are out and about walking, cycling, or enjoying water-based activities and embrace our natural heritage.
- School groups who learn about the Geopark as part of the curriculum and take part in activities that let them explore the local area, learning about the natural environment and their relationship to it.
- Those who have some awareness of the Geopark, but choose not to engage with it in an active way.
- Those who are unaware of the designation but that by visiting our parks, beaches, paths, attractions, and marine environment they are actually enjoying the Geopark.
- Those who think the Geopark is only the Geoplay Park in Paignton.

## Challenges and opportunities

The [English Riviera Destination Management Plan 2017-21 evidence base](#) revealed that among tourists who had considered Torbay as a destination and decided to go elsewhere, 64% cited ‘history, heritage and culture’ as being very important to their choice. In contrast, just 14% of visitors to Torbay said that they intended to visit a historic site. This indicates that there is a very large, untapped and younger market of holidaymakers that could be attracted by Torbay’s outstanding heritage.

The effects of the pandemic and subsequent lockdowns, saw a staycation boom which means more people travelling to resorts like Torbay. Walking, cycling and water-based activities also saw a large increase in participation, which in turn led to more people

exploring and enjoying the English Riviera UNESCO Global Geopark.

The current cost of living crisis is likely to mean that people have a lot less to spend on travel and activities. However, much of the Geopark can be enjoyed for free, including our beaches, coast paths, parks and marine environment. There is a real opportunity to encourage people to enjoy the great outdoors more, whilst simultaneously learning about the Geopark.

## Audience Development Strategies

The management of UNESCO Geoparks has been divided into 4 Pillars: Geological Heritage, Management, Networking and Visibility. The following aims are mainly directed towards successfully increasing the latter.

**Aim: To extend marketing reach to increase engagement with the Geopark locally, regionally, nationally and internationally, including tourism.**

Objectives:

1. Work in partnership with ERBIDco to ensure the Geopark is fully integrated into national and international marketing strategies, plans and policies for Torbay.
2. Creation of a new website to bring it in line with customer expectations for UNESCO designations.
3. Increase engagement through digital marketing (Twitter, FB, YouTube, Instagram, LinkedIn).
4. Develop marketing campaign for local, national and international visitors in liaison with ERBIDco. and in line with Marketing Plan
5. Liaise with all partners for cross marketing and to ensure consistent messaging.

**Aim: Reach New Audiences**

Objectives:

1. Work in partnership with ERBIDco to reach new national and international audiences.
2. Annual programming including events and activities to appeal to new audiences. To include the expansion of existing events including the Geopark festival, Geo Diversity Day and Earth Hour and Earth Day.
3. Use of the relevant Heritage Strategy key Themes to support development of the annual programming and marketing
4. Marketing plans to support programming and new audiences
5. Renew relationships with Geopark Partners, Associate Partners and Geopark Ambassador Artists so they can help spread the Geopark message.
6. Sustained partnerships across sectors, including tourism and cultural/heritage offer

**Aim: Promote and raise awareness and understanding of breadth of Geopark offer and wider UGGp's**

Objectives:

1. Complete interpretation audit to ensure that clear messaging is included on all signs, digital and printed materials.

2. Ensure that mention of the 17 UNESCO Sustainable Development Goals is included in our marketing wherever relevant.
3. Promote environmental/sustainable behaviour, initiatives and projects, including green transport methods
4. Share news from across the wider Global Geopark network on our social channels.
5. Engage with any wider UGGp initiatives, from events to films and articles to campaigns.

**Aim: Reach younger people and encourage them to engage in the Geopark.**

Objectives:

1. Update the education offer on our website to provide useful information, materials and lesson plans for teachers and parents.
2. Develop marketing campaign for a diverse educational offer.
3. Encourage our partners to share Geopark story with young people and students they are working with.
4. Create dynamic ways for young people to engage in the Geopark from trails to challenges and activities to competitions.

## Review

Overall performance data will be collected to provide an annual picture of visitors to the Geopark through the ERBID company. Information collected will include through visitor count/mapping & surveys/qualitative methods. For individual offers such as Geopark specific events and activities (either run in house by the Geopark or via partners) data including participation numbers, mapping of travel to attend, surveys and qualitative data will be collected and analysed to understand the success of each activity or event. Evaluation of Return on Investment/Social Return on Investment on a number of the activities will help to establish the financial and social benefits of specific strategies.

## Document Management

This policy will be published and reviewed annually with a full review happening at least once every five years. This policy has been approved by the Geopark Management Group.

Partners will be notified of any changes to the policy, and the implications of any such changes.

Date	Version	Reason	Changed by	Review due
October 2022	1.1	New document created		October 2023

# Appendix: List of supporting URLs

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[UNESCO International Geoscience and Geoparks Programme Statutes and Guidelines](https://unesdoc.unesco.org/ark:/48223/pf0000260675)

<https://unesdoc.unesco.org/ark:/48223/pf0000260675>

[Global Geopark Network International Association Strategic Plan 2022-23](https://globalgeoparksnetwork.org/wp-content/uploads/2021/11/Strategic-Plan-2022-2023_29_11_2021_1.pdf)

[https://globalgeoparksnetwork.org/wp-content/uploads/2021/11/Strategic-Plan-2022-2023\\_29\\_11\\_2021\\_1.pdf](https://globalgeoparksnetwork.org/wp-content/uploads/2021/11/Strategic-Plan-2022-2023_29_11_2021_1.pdf)

[17 UNESCO Sustainable Development Goals](https://sdgs.un.org/goals)

<https://sdgs.un.org/goals>

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[National Planning Policy Framework \(NPPF\)](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/11005759/NPPF_July_2021.pdf)

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/11005759/NPPF\\_July\\_2021.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/11005759/NPPF_July_2021.pdf)

[National Planning Practice Guidance](https://www.gov.uk/guidance/conserving-and-enhancing-the-historic-environment)

<https://www.gov.uk/guidance/conserving-and-enhancing-the-historic-environment>

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[Torbay Council's Corporate Plan 2019 – 2023](https://www.torbay.gov.uk/council/policies/corporate/corporate-plan/)

<https://www.torbay.gov.uk/council/policies/corporate/corporate-plan/>

[Torbay Local Plan 2012-2030](https://www.torbay.gov.uk/council/policies/planning-policies/local-plan/local-plan/)

<https://www.torbay.gov.uk/council/policies/planning-policies/local-plan/local-plan/>

[Enjoy, talk, do, be: a cultural strategy for Torbay and its communities 2014-24](https://static1.squarespace.com/static/5a1c04d08fd4d2029e74206e/t/5a5e9bcbec212dc22c1e8afa/1516149720478/Enjoy-talk-do-be-Strategy-document.pdf)

<https://static1.squarespace.com/static/5a1c04d08fd4d2029e74206e/t/5a5e9bcbec212dc22c1e8afa/1516149720478/Enjoy-talk-do-be-Strategy-document.pdf>

[Torbay Heritage Strategy](https://www.torbay.gov.uk/council/policies/planning-policies/local-plan/torbay-heritage-strategy/)

<https://www.torbay.gov.uk/council/policies/planning-policies/local-plan/torbay-heritage-strategy/>

[Torbay Economic Growth Strategy 2022-30](https://www.torbay.gov.uk/democraticservices/documents/s134872/Torbay%20Economic%20Growth%20Strategy%202022-2030.pdf)

<https://www.torbay.gov.uk/democraticservices/documents/s134872/Torbay%20Economic%20Growth%20Strategy%202022-2030.pdf>

[English Riviera Destination Management Plan \(DMP\) 2022-30](https://www.torbay.gov.uk/council/policies/economic-regeneration/dmp)

<https://www.torbay.gov.uk/council/policies/economic-regeneration/dmp>

[The Torbay Story](https://investintorbay.com/invest/torbays-story/)

<https://investintorbay.com/invest/torbays-story/>

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[The Urban Design Guide Supplementary Planning Document \(SPD\)](https://www.torbay.gov.uk/council/policies/planning-policies/local-plan/spd/)

<https://www.torbay.gov.uk/council/policies/planning-policies/local-plan/spd/>

[The Greenspace Strategy \(to 2026\)](https://www.torbay.gov.uk/council/policies/planning-policies/local-plan/spd/)

<https://www.torbay.gov.uk/council/policies/planning-policies/local-plan/spd/>

[The Torbay Local Cycling, Walking and Infrastructure Plan \(LCWIP\)](https://www.torbay.gov.uk/media/16384/torbay-local-cycling-and-walking-infrastructure-plan-adopted.pdf)

<https://www.torbay.gov.uk/media/16384/torbay-local-cycling-and-walking-infrastructure-plan-adopted.pdf>

[The South Devon AONB Management Plan 2019-2024](https://www.southdevonaonb.org.uk/management-plan/)

<https://www.southdevonaonb.org.uk/management-plan/>

[The Torquay, Paignton, Brixham Neighbourhood Plans 2019](https://www.torbay.gov.uk/council/policies/planning-policies/neighbourhood-plans/)

<https://www.torbay.gov.uk/council/policies/planning-policies/neighbourhood-plans/>

[Conservation Area Appraisals](https://www.torbay.gov.uk/planning-and-building/caal)

<https://www.torbay.gov.uk/planning-and-building/caal>

[The Nature of Torbay - Biodiversity and Geodiversity Action Plan](http://www.englishrivierageopark.org.uk/documents/NatureofTorbay.pdf)

<http://www.englishrivierageopark.org.uk/documents/NatureofTorbay.pdf>

[The Marine Biodiversity Action Plan](http://www.englishrivierageopark.org.uk/documents/marinebapplan.pdf)

<http://www.englishrivierageopark.org.uk/documents/marinebapplan.pdf>

[Green Infrastructure Delivery Plan](https://www.torbay.gov.uk/media/8185/sd83.pdf)

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