



CROSS-CHANNEL
GEO PARK

A large, high-resolution photograph of a coastal landscape. In the foreground, a wide, reddish-brown sandy beach stretches across the bottom. The middle ground is dominated by a massive, steep, light-colored (likely chalk or limestone) cliff face that rises sharply from the water's edge. The cliff has some dark, scrubby vegetation on its upper slopes. The sea is a pale blue-grey color with white foam from waves breaking onto the shore. The sky is a clear, pale blue with a few wispy clouds. The overall scene is a dramatic coastal vista.

UNESCO Global Geopark **Application**



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EXECUTIVE SUMMARY

The Cross-Channel Geopark Management Plan reflects the collective ambition of the **Kent Downs National Landscape** (KDNL) in the United Kingdom and the **Parc Naturel Régional des Caps et Marais d'Opale** (PNRCMO) in France to establish a unified, transnational UNESCO Global Geopark. This initiative builds on over two decades of collaboration and is rooted in shared geological heritage, historical connections, and a commitment to sustainable development.



Vision, Mission, and Ambition

The Geopark seeks to honour UNESCO's mission by celebrating the internationally significant geological, cultural, and natural heritage of the region. Spanning both sides of the Strait of Dover, it aspires to become the world's first Transnational Geopark connected by the sea. The Geopark's identity is uniquely tied to the rare chalk landscapes and cliffs that define its terrain, serving as symbols of connection and shared history. With a unified management framework, the Geopark aims to promote conservation, education, geotourism, and sustainable development while fostering international collaboration.

Strategic Objectives

The management plan outlines key objectives aligned with UNESCO's goals for Global Geoparks and the UN Sustainable Development Goals (SDGs):

- 1 Conservation and Heritage:** Protect and enhance geological, cultural, and natural heritage, including rare chalk landscapes, biodiversity, and marine environments.
- 2 Education and Knowledge Sharing:** Promote learning and research opportunities, emphasizing geology, landscape, climate, and cultural heritage.
- 3 Sustainable Tourism:** Develop nature-based tourism that respects the environment, supports local economies, and enriches visitor experiences.
- 4 Community Engagement:** Empower communities through active involvement in Geopark activities and fostering a sense of joint ownership.
- 5 Climate Action:** Address climate and biodiversity crises through adaptation and mitigation strategies.
- 6 Cross-Border Collaboration:** Strengthen partnerships between UK and French entities, ensuring cohesive governance and shared cultural initiatives.

Governance and Collaboration

A robust governance framework ensures unified management of the Geopark. The Cross-Channel Geopark Executive Board oversees operations, supported by the Geoscience Committee and Advisory Board. This structure balances technical expertise, community representation, and cross-border collaboration, fostering inclusivity and accountability.

Key Themes and Initiatives

- 1 Geosites:** The Geopark features diverse geosites – natural reserves, historical landmarks, and marine areas – each narrating a unique aspect of the region's heritage. Efforts are underway to enhance site accessibility, visibility, and educational value.
- 2 Sustainable Business Network:** Partnerships with local businesses align commercial activities with Geopark values, promoting sustainability and geoheritage.
- 3 Ambassador Network:** Local ambassadors champion the Geopark's mission, fostering public engagement and awareness through training and community activities.
- 4 UNESCO Alignment:** The Geopark actively participates in UNESCO and Geoparks networks, contributing to global initiatives and leveraging shared best practices.

Challenges and Opportunities

The Geopark faces the unique challenge of navigating differing legal, cultural, and administrative systems across the UK and France. However, this transnational context also provides opportunities for innovation in cross-border governance, marine conservation, and cultural exchange.

Conclusion

The Cross-Channel Geopark represents a groundbreaking initiative to celebrate and protect shared heritage across borders. By uniting communities, fostering sustainable practices, and embracing the UNESCO mission, the Geopark stands as a testament to the power of collaboration and shared identity. This management plan lays the foundation for a resilient and vibrant Geopark, ensuring its legacy for future generations.

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CONTEXT

Introduction

The **Kent Downs National Landscape** (KDNL) and the **Parc Naturel Régional des Caps et Marais d'Opale** (PNRCMO) have worked closely for over twenty years on a variety of common landscape, community, rural tourism and natural heritage projects.

Our regions are connected not only through years of successful collaboration but also through the very land itself. The internationally significant geodiversity we share has shaped our common ecology and natural heritage, which in turn has influenced our interconnected historic, community, and cultural heritage across both sides of the Strait of Dover.

This longstanding connection has long inspired a joint ambition to secure UNESCO recognition for these remarkable landscapes and seascape. Our most recent collaboration, the UNESCO Sites Across the Channel (USAC) project, funded by the EU Interreg Programme, has been instrumental in laying the groundwork for this aspiration. It allowed both organisations to explore the feasibility of establishing a UNESCO Global Geopark that would bring together our two Protected Landscapes under a single banner, realizing a key policy goal.

A major outcome of the USAC project was the creation of a broad partnership and a shared vision for a unified Transnational UNESCO Global Geopark. This collaboration resulted in the establishment of the Cross-Channel Geopark, a unique model of international cooperation and landscape conservation that celebrates our shared geological, ecological, and cultural heritage as one.



Our Approach to Management Planning

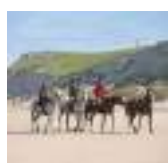
In preparing this Management Plan the PNRCMO and KDNL have referred to the appropriate UNESCO guidance and other recently-designated UNESCO Global Geoparks, including Transnational Geoparks. Both landscapes have their own Protected Landscape Management Plan. The Cross-Channel Geopark Management Plan is coherent with and strongly supported by each Protected Landscape Management Plan but is singular and unified – like the Geopark, it is a plan for the whole Geopark.

This plan has been completed collaboratively across the Channel led by the Cross-Channel Geopark Executive Board.

The Cross-Channel Geopark is plainly an attempt to bridge a divide, in physical, historical, and cultural terms. There is no denying such a gap exists - the United Kingdom and France are two separate countries and there are thirty kilometres of sea between them. However, the whole premise of the Geopark is to celebrate that which connects us, starting with our shared, international significant geological heritage. This is the essence of the UNESCO Global Geoparks mission, and in particular the mission of Transnational Geoparks, which overcome historic, man-made, 'artificial' boundaries in the spirit of celebrating our shared Earth heritage. The Cross-Channel Geopark embodies this spirit. The reality of operating in two distinct legal, democratic, and cultural contexts means that often there is a necessity to distinguish between one part of the Geopark or another for practical purposes, but at its core the Geopark is a single entity.

In light of the above, this management plan sets the course for ever-greater collaborative working, building on the fantastic work of the KDNL & PNRCMO teams over the previous four years, alongside many partners. As the Cross-Channel Geopark continues to develop, more partners will join, Cross-Channel working and relationship-building will develop further, and visitors and residents alike will recognise and understand the incredible Cross-Channel connection that we share.

Our Vision, Mission and Ambition



Our vision is to deliver the UNESCO mission in the context of one of the world's most recognisable land and seascapes. The Geopark will celebrate our internationally significant geological heritage and all other aspects of heritage, which includes places and stories relating to some of the most significant events in the more recent history of the world. The ambition is to gain UNESCO status as the world's first Transnational Geopark united by the sea; The Cross-Channel Geopark Transmanche.

Born of over 20 years of collaboration between two neighbouring International Union for the Conservation of Nature (IUCN) Protected Landscape organisations, the aspiring UNESCO Cross-Channel Global Geopark Transmanche will be unique - a world first. There are over 200 UNESCO Global Geoparks, of these five are Transnational Geoparks, but none are connected by the sea, until now.

The Aspiring UNESCO Cross-Channel Global Geopark Transmanche would also be the first Geopark based substantively on globally-rare Chalk geological outcrops, most famously the white cliffs that face each other across the Channel.

Geoparks combine internationally significant geology with the story of the place to create a focus for sustainable development and Geotourism; this ambition amplifies but does not duplicate the mission of IUCN Protected Landscapes.

The UNESCO Mission

The United Nations Educational, Scientific and Cultural Organisation (UNESCO) was founded in the immediate aftermath of the Second World War on the basis that *'Since wars begin in the minds of men and women, it is in the minds of men and women that peace must be built'*. UNESCO uses education, science, culture, communication and information to foster mutual understanding and respect for our planet. UNESCO works to strengthen the intellectual and moral solidarity of humankind and bring out the best in our shared humanity. As an Aspiring UNESCO Global Geopark, the UNESCO Mission is also the mission of the Cross-Channel Geopark.

UNESCO's involvement in Geoscience

Earth Sciences provide us with invaluable knowledge about our planet, its systems, and its 4.6 billion year history. This knowledge is essential for responding to the present-day challenges of human society, such as preserving our Earth's resources for future generations, mitigating the impact of global warming, and mitigating the risks of geological hazards. UNESCO is the only United Nations organisation with a mandate to support research and capacity in Earth Sciences and the International Geoscience and Geoparks Programme (IGGP) - of which Geoparks are a fundamental part - is its flagship.

UNESCO Global Geoparks - What and why?

The Cross-Channel Geopark is an Aspiring UNESCO Global Geopark.

Geoparks represent some of Earth's most extraordinary places. They are places where landscapes and seascapes with outstanding geological heritage are used to support sustainable development; this is achieved through conservation, education, interpretation and nature-based 'Geotourism'.

The UNESCO Global Geoparks status is the international standard recognising the combination of sustainable development with outstanding geological heritage and land- and seascapes. There are 218 around the globe; eight in the UK and nine in France. UNESCO Global Geoparks enjoy the same level of recognition as UNESCO World Heritage Sites.

The geopark is named the 'Cross-Channel Geopark Transmanche', when referring to the Geopark in text this can be shortened to 'Cross-Channel Geopark' or 'Geopark Transmanche'. In all communications and digital and physical branding the 'Cross-Channel Geopark Transmanche' bilingual name and logo is used.

The story of the Cross-Channel Geopark is complex and can be contested, the cliffs and associated landscapes are symbols of nationhood, home, refuge, escape, war and peace, they have inspired scientific discovery, art and innovation. Few places in the world are so well recognised, so layered with a history of exchange, conflict, collaboration, and shared cultural, natural and geological heritage.

The purpose of establishing the Cross-Channel Geopark is simple: it is to promote, conserve, enhance and secure this place and its geo-heritage through sustainable development, education, enjoyment, nature, culture, science and international collaboration. There are no politics and no agenda other than supporting the UN Sustainable Development Goals and the UNESCO mission.

In taking forward our shared ambition to secure UNESCO Global Geopark status we request and require that all partners hold close and honour the UNESCO and United Nations mission which underpins this work and are true to the purposes for establishing the Geopark – there may be other agendas, these are for other arenas – ours is the IUCN, UNESCO and UN agenda only.

THE CROSS-CHANNEL GEOPARK TRANSMANCHE

An Overview

The Cross-Channel Geopark is named after the marine area that connects Britain with France, the English 'Channel' (or La Manche in French). This stretch of water is a defining aspect of the shared natural and geological heritage and cultural life of the Geopark - the closest points between the terrestrial areas of Britain and France are the coastlines at the centre of the Geopark.

In the United Kingdom, the Cross-Channel Geopark boundary extends to Sevenoaks and the Darent Valley at its most north-westerly point, including a small area of Greater London. The Geopark boundary then follows the ridge of Cretaceous Chalk hills known as the Kent Downs across the River Medway and then south-easterly all the way to the coast at Folkestone and Dover, where the Chalk hills form the world-famous White Cliffs

as they meet the English Channel. The Geopark includes the portion of the Channel known as the 'Strait of Dover', where once the Chalk hills of the Downs would have continued across to France. On the other side of the Channel, chalk reappears at Cap Blanc-Nez and continues into the Audomarois Marsh to the east of the territory. The "Boulonnais" area reveals older geological layers, those of the Jurassic period. These layers testify to the major geological transformations of the area at that time, including the deposits of marl, limestone, and sandstone that characterise this period. Here, you can also find the Marquise Quarry Basin, the largest quarry area in France which tells a story dating back 400 million years (to the Devonian and Carboniferous), serving as an open-air showcase of the geological heritage of the Geopark.

From Bronze Age trading to Roman conquests, the Hundred Years War and the final line of defence in World War Two, the Channel has borne witness to countless crucial events not just in the histories of our two countries, but in world history. The Channel also shapes the cultural life and heritage of our territory, aspects of which include: a shared fishing heritage which was the basis for the formation of our coastal communities; the international trade which now flows through the Ports of Dover, Calais & Boulogne; and the rich tradition of crossings - from the famous Bronze Age Boat (the world's oldest known seagoing boat), to channel swimming, Marconi's radio waves, early flight and even pedal flight across the Channel.

The most iconic realisations of this Cross-Channel phenomenon are: the chalk cliffs that face each other across the water; and one of the modern engineering wonders of the world, the Channel Tunnel. These world-renowned features are the most important emblems of the long history of separation and connection between modern-day Britain and France, of which the Cross-Channel Geopark is the most recent development.

The Cross-Channel Geopark tells the story of how the rich natural and historic heritage and cultural life of the area have ultimately been shaped by processes stretching back much further than the comparatively recent times of the last several thousand years. The formation of Chalk beginning more than one hundred million years ago and the separation of modern-day Britain and France by the Channel Megaflood around 450,000 years ago are two internationally significant geological processes that have had enormous significance in more recent history, not just for the region but for Europe and the wider world.

To tell this story, the Cross-Channel Geopark works with a well-established network of partners, businesses, local authorities and communities throughout the region and across a varied network of Geosites. Together with this network, we are harnessing the extraordinary heritage of our Geopark to achieve sustainable development, framed by the UN Sustainable Development Goals.

Key Facts

- 1 Name** – Cross-Channel Geopark Transmanche
- 2 Location** – Transnational between Kent in the United Kingdom and Pas-de-Calais in France, and across the Channel between Folkestone and Dover and Calais and Camiers
- 3 Surface area** – 2,200 km² terrestrial / 4,104km² including marine
- 4** 295 municipalities

GEOGRAPHY, NATURAL AND HISTORIC CULTURAL HERITAGE - SUMMARY

Geography

The Cross-Channel Geopark is defined first and foremost by two key geographical elements.

Firstly, the 'Channel' from which the Geopark takes its name, which stretches thirty kilometres between England and France at its narrowest point. The Channel represents a border and connection not just between two countries in human terms, but also for all forms of natural life. Likewise, the Channel itself is full of natural life whilst simultaneously being the busiest shipping lane in the world.

The second key geographical feature is the Chalk hills and cliffs that characterise the landscape of the Geopark. An internationally scarce landscape of Cretaceous Chalk hills with a dramatic scarp slope, dry valleys and Chalk streams can be found on both sides of the Channel. Where the landscape meets the Channel the Chalk has been eroded into the famous white cliffs of both coastlines.

The Geopark is home to approximately 500,00 residents, with a further 3,000,000 living within 5km of the boundary. As such, there is a very high level of population density in the region that the Geopark sits within. The terrestrial area of the Geopark is primarily a farmed landscape, with a mix of arable and pastoral farming, woodland is common. There are six significant urban centres (>10,000 population) in the Geopark – Sevenoaks, Folkestone & Dover in the UK, and Calais, Boulogne-sur-mer and St. Omer in France.



Natural Heritage



The most significant and rare aspects of the natural heritage of the Geopark are focused around our Cretaceous Chalk landscapes. These landscapes have a particular and globally rare ecology, exemplified by chalk grasslands, chalk streams, ancient woodlands on chalk and rare farmland plants. Chalk grasslands are one of the richest habitats found in northern Europe and are typically home to rare plants, butterflies and moths, as well as uncommon reptiles. The species assemblages are generally common across the Geopark, it is unified by species which are at the northern edge of their range in France, and which only occur in Kent in the UK. Some species had not migrated across the channel before the megaflood and so reside only in France (the movement of rare species across the Channel is an area of research that the Geopark is involved in).

There are several very rare and charismatic species which are characteristic of the Geopark and rare elsewhere. This is true of several beautiful rarities, such as the lady, monkey and late spider orchids, black veined and straw belle moths as well as rare arable field wildflowers. Other rare and threatened species occur in good numbers; for example, the dormouse, the edible or Roman snail, the adder along with several butterflies associated with downland such as the small blue and chalkhill blue.

Chalk streams number less than 200 in the world. The Geopark contains at least four Chalk streams, including the Aa on the French side and the Darent on the English side. These streams are internationally rare habitats, and support similarly rare species such as brown trout and water crowfoot.

The Geopark contains large areas of woodland, some of which has its origins in the ancient wild wood. The Geopark is home to assemblages of ancient trees and their associated species, which are of international importance.

The influence of the Chalk is felt in the coastal and marine environments as much as inland. The Chalk cliffs of the Geopark are recognised not only for their international geological interest but for their rare and special natural heritage. The rare species of chalk grassland are found on cliff faces and cliff top grasslands and are combined with coastal specialities; the halophytes of the Chalk cliffs are often of international importance and the micro-climates of cliff faces provide special niches for plant groups, butterflies and moths, reptiles and amphibians and nesting birds such as fulmars, rock pipits, and peregrine falcons, to name a few.

Outside of the context of habitats specifically based upon Chalk, the marshes, peat bogs, and wetlands within the Geopark are essential ecosystems for a wide variety of aquatic plants and hygrophilous vegetation. Plants such as sedges, rushes, and reeds are commonly found, as well as rarer species like sphagnum, a moss typical of peatland habitats. These wetland areas are also crucial for water management and the hydrology of the region. The most significant of these wetland areas is the Marais Audomarois, near Saint-Omer.

These rare habitats are deeply threatened by agricultural change, population growth and climate

change. Some species are likely set to expand their ranges in the context of a warmer climate, and for these species the Geopark will become an essential conduit for species migration. Yet other species are suffering extreme losses already, species such as the adder and our ancient tree assemblage are threatened. The Geopark continues to develop climate change adaptation plans to respond to these issues on a habitat or landscape scale.

Across the Geopark, sites of particular interest for their nature conservation value are protected by respective national law and policy, there are also more local designations for sites of local importance.

Historic and Cultural Heritage

There is a strong historical and cultural connection unifying the Geopark; throughout history exchange and conflict have shaped the landscape. Prehistoric farming first came to the UK from the Pas-de-Calais, with settled farming then spreading across Britain from Kent. Bronze age trade was active across the Strait of Dover, the Roman invasions of Britain crossed the Channel, and for a time parts of the Pas-de-Calais region of modern-day France were British, not French. Families have mixed, fishers have sold their catch in either Boulogne or Folkestone depending on what they caught. The traces of travel etch the grain of the landscape - ancient routeways, Roman roads, pilgrimage routes (including the Via Francigena) and even the connecting high-speed international railway follow routes shaped by the geology and landform of the Geopark.

Our ancient settlements follow the same routes and spring-lines, and common architectural features appear, including the use of chalk and flint in buildings. For example, the quarried rocks of the Boulonnais appear in any number of the magnificent churches to be found throughout the Geopark (and extensively in Canterbury Cathedral, just outside the Geopark boundary). Traditional building methods are still used, for example making use of flint and dry-stone walling. Along the ancient routeways there are traditional 'pubs' (in England) and 'estaminet' (in France) which have served travellers for centuries and continue to do so today, often with traditional games such as bar billiards to be found inside.



The magnificent Chalk cliffs between Folkestone and Kingsdown form one of Britain's most evocative and best-known landmarks. For many they are the first sight of Britain while views to France hold a special appeal, where chalk and clay cliffs, also held in great national regard, mirror the landscape drama. The Strait of Dover is one of the world's most important, recognised and busy seascapes. Globally, coastal Chalk is scarce, making the extensive Chalk cliffs of the Geopark very significant in both a geological and cultural context. The county of Kent alone contains 20% of Europe's Chalk cliffs.

Defence and invasion is one of the best-known themes of the heritage of the Geopark and forms an important reference in the landscape. Features found in the landscape include: magnificent castles such as Dover Castle ('the key to England') and Chateau d'Hardelot; Napoleonic defences in Kent - Martello towers and the Royal Military Canal; the 'listening ears' - WW1-era sound mirrors superseded by radar installations. Perhaps the most significant and well-recognised features in this category are from World War Two. Frontline fortifications, defences, gun emplacements and anti-tank devices are peppered along the coast as well as inland. Some of the most important sites are the tunnels built into the Chalk cliffs underneath Dover Castle, German 'blockhaus' and British 'pillbox' structures, and major German V2 and V3 bunkers such as Forteresse de Mimoyecques and La Coupole.

Communication and cultural exchange are important themes. In 1899 the first international wireless transmission was sent from Wimereux to the South Foreland lighthouse. Cross-Channel trade and cultural exchange continues apace – the Strait of Dover being one of the world's busiest shipping lanes. The proximity of the ports of Calais and Dover and views of the Strait's central shipping channel means ferries and large cargo vessels are frequent features. Arising both from conflict and seagoing exchange and transport there is an extraordinary and outstanding collection of wrecks comprising both air and water-craft, including the Dover Bronze Age Boat, the oldest sea-going boat in the world, evidence of early cross-channel trade. Navigation marks are often conspicuous in the landscape, for example the National Trust-managed South Foreland lighthouse, which stands 21 metres high on the headland, and the twin Dover Patrol memorials at Cap Blanc-Nez and St. Margaret's, which stand at 23m high at the top of the Chalk cliffs.

Intangible Cultural Heritage in the Cross-Channel Geopark

The Cross-Channel Experience and Channel Crossings

The most distinctive aspect of the intangible cultural heritage (ICH) of the Cross-Channel Geopark is the shared cultural experience of the 'cross-Channel' region. The concept of

'Cross-Channel' as ICH can be seen as an umbrella for an array of specific intangible heritage elements found in the region that, whilst not necessarily unique or specific to the region alone, combine to form a unique and specific cultural experience for the people living here. Key aspects of this cultural experience include:

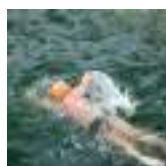
- 1 **Crossing the Channel** – the act of crossing the Channel is the clearest manifestation of ICH in the Geopark. The Channel has been seen by humans as something to be traversed, to be overcome, for thousands of years, and the means of crossing have ranged from the expected (boats) to the most unexpected (a giant gin bottle), as well as simply walking across in the much more distant past.

The remains of a Bronze Age Boat (housed in the Geosite – Dover Museum) is the earliest evidence of this activity, proving that humans have endeavoured to cross the modern-day Strait of Dover for over 4000 years. Other notable examples in the realm of Channel Crossings are:

Matthew Webb becoming the first person to swim across in 1875 and the subsequent 1,880 solo swimmers

- Louis Bleriot becoming the first person to fly across the Channel in 1909
- Refugees crossing to Britain, beginning with (arguably) the Huguenots in the 1600s, to Belgian and Jewish refugees in WW1 and WW2, respectively, through to the present and those fleeing conflict and persecution today
- Various military crossings (and non-crossings) including the Romans, French and English during the Hundred Years War, and the non-invasion by Nazi Germany and decoy invasion prior to D-Day
- The everyday crossings of more recent history and the present day, by ferry, train, sailboat, and even hovercraft.

- 2 **Fishing** – whilst clearly a global activity, fishing in the Cross-Channel Geopark brings the fleets operating out of these corners of France and Britain (as well as boats from further afield) into close contact, with competition flaring up at times throughout history as well as exchange of practices (and fish!). Local traditions include the 'Blessing of the Fisheries' in Folkestone (first records circa. 1880) and 'tossing the herring' in Boulogne-sur-mer (the Herring is the prized catch of Boulogne's fleet)



The Channel represents many things in the cultural imagination - a protective barrier, a connection to Europe or to Britain, a challenge to be overcome, a source of inspiration – and these manifestations are captured in the idea of ‘Cross-Channel’ as intangible cultural heritage. This experience also extends to everyday features of life in the Geopark, for example being able to see Britain and France from each country; working or knowing people who work in cross-Channel industries such as ferries, Eurotunnel and fishing; visiting places on each side of the Geopark and receiving visitors from the other side (school trips, official visits of Mayors and the like); remnants and references of French and English in place names, street names, building names and types.



THE CROSS-CHANNEL GEOPARK BOUNDARY



In many cases, geological boundaries, shaped by rivers, mountain ranges, oceans and deserts, do not follow the boundaries drawn by people. UNESCO Global Geoparks, too, do not always follow human-made borders.

(UNESCO Website; how to become a UNESCO Global Geopark)

Background

The boundary for the Cross-Channel Aspiring UNESCO Global Geopark has been defined in accordance with established UNESCO guidance and with support from the UNESCO Global Geopark Secretariat (Kristof Vandenberghe), elected administrations, scientific committees, our communities and other key stakeholders.

The advice from the UNESCO Secretariat is that the competent authorities for confirming the boundary are the UK and French UNESCO Global Geopark Committees and the boundary should be taken as previously agreed and approved by assessors and decision-makers.

The Cross-Channel Aspiring UNESCO Global Geopark is unique in that it would be the first and only Transnational Global Geopark to incorporate a connecting marine element. Equal care has been taken to define the marine as well as terrestrial boundary to ensure we present a single, coherent and unified area.

The UNESCO Guidance says:

*'An aUGGp territory must reflect both its geographical and local cultural identity, providing a clear territorial view of the area... **The combination of different kinds of pre-existing limits (i.e., administrative and protected area) is acceptable.***

*It goes on to say that: An aUGGp boundary cannot be arbitrarily connected with a geological or a geographical context (Fig. 3.1). UGGps are sustainable development areas and must consider their existing local territorial identity (Fig. 3.2). The definition of an aUGGp territory needs **to take into account** pre-existing boundaries **such as:***

- 1 Administrative limits (region, province, communes, etc.)
- 2 Existing legal protection area boundaries (National Park, National Reserve, etc.)
- 3 Other official territorial boundaries

It is important to note that the guidance refers to administrative limits being 'taken into account', rather than necessarily defining the boundary; the guidance does also not specifically refer to municipalities; administrative limits are just one of several pre-existing boundaries that might be taken into account.

The Cross-Channel aspiring UGGP includes a marine element.

UNESCO guidance states that: UGGps that include maritime areas and Islands: *To be a unified territory (criteria i), an aUGGp must integrate maritime parts where applicable (Fig. 3.3 and 3.4). This integration is an important asset for a terrestrial-maritime aUGGp to consider its marine environment including elements like biodiversity, submarine geology, cultural relations to the sea (sailing, sea related mythology, cosmology etc.) and marine protected areas.*

It is important to recognise that both the marine and terrestrial areas will, we hope, become a UNESCO Global Geopark – there is no intention to create any new protective designations.

Cross-Channel Geopark Boundary - Definition

The Cross-Channel Geopark boundary constitutes a single, coherent cross-border area, with very strong geological, historical, natural, and cultural coherence. The Cross-Channel Geopark is connected by the sea. This approach recognises and accords with UNESCO guidance that *'Because nature is shaped by geological, ecological and landscape boundaries, rivers, mountain ranges, oceans and deserts, the borders of transnational UNESCO Global Geoparks do not follow the ones artificially drawn by people. Our proposal for a transnational UNESCO Global Geoparks naturally crosses those national borders, connecting people of different countries, and open up multiple possibilities for promoting connections between the partner countries through strong cross-border cooperation encouraging connections and activities.'*

Our approach is common across the Geopark; as required by the guidance we combine *'different kinds of pre-existing limits (i.e., administrative and protected area)'* which underpin the definition of the single, unified area.

PRE-EXISTING LIMITS IDENTIFIED IN THE DEFINITION OF THE UNIFIED AREA

Kent Downs National Landscape

A National Landscape (a designated Area of Outstanding Natural Beauty) like a Parc Naturel Régional is an International Union for the Conservation of Nature (IUCN) Category V Protected Landscape, originally designated alongside National Parks in British law by the National Parks and Access to the Countryside Act 1949, a status re-enforced by the Countryside and Rights of Way (CROW) Act 2000 and Levelling Up and Regeneration Act (2023).

The UK Government has reiterated their support for National Landscapes in the [UK Environment Improvement Plan](#), which specifically committed to ‘support existing and new UNESCO Global Geoparks, Biosphere Reserves and World Heritage Sites.’ It also states a commitment to ‘Conserve our Geoheritage’.

In common with National Landscapes across England and Wales, and in a similar way to the PNR, the Kent Downs National Landscape is governed by a Joint Advisory Committee (JAC) of the twelve Local Authorities which contain the area, the Committee also includes many relevant Civil Society representatives including from parish councils, farming and land-owning sectors, national nature, environment and heritage organisations, local communities and the visitor economy.

Both the National Landscape and PNR boundaries are defined by national administrations; they are administrative boundaries with regards to the administration of the Protected Area and, of course are protected area boundaries in their own right, they

are therefore eminently suitable as UNESCO Global Geopark boundaries.

The management of the National Landscape is directed by a statutory, strategic management plan which is formally adopted by the relevant local authorities. By law the Plan formulates the policy for the management of the National Landscape and for carrying out local authority functions in relation to it. Securing UNESCO status has been a long-term strategic priority of the Kent Downs National Landscape Management Plan.

The Kent Downs Unit is the official organisation responsible for preparing and coordinating the implementation of the Management Plan. In the case of the Kent Downs, the AONB Unit is legally hosted for purposes of payroll, insurance, contracts and the like by the Regional Authority, Kent County Council. The current edition of the Kent Downs AONB Management Plan can be found [here](#). The JAC provides democratic legitimacy to the AONB Unit as it is made up of relevant elected representatives, government agencies, civil society and other relevant organisations who all advise and act as a Policy Board for the AONB. The JAC has formally approved the Cross-Channel Geopark proposal and is regularly updated on its progress.

The National Landscape designation encompasses all relevant administrative boundaries, the governance of the area includes relevant representatives from the administrative authorities for the area including County, District and Parish levels.



Beyond its legal duty to conserve and enhance, the Kent Downs Unit has worked for many years to secure the sustainable development of the area. National Landscapes, like PNRs, strongly support sustainable development. Indeed, the Management Plan directly drives sustainable development, and the UN Sustainable Development Goals are cross-cutting in our landscape plan. The Unit leads and supports the partnership in biodiversity protection, landscape conservation, support for farmers and land managers, energy transition, and public awareness and engagement.

Through projects such as [EXPERIENCE](#) and the [Darent Valley Landscape Partnership Scheme](#), the Unit works in partnership with a wide variety of organisations, including public and private landowners, natural and cultural heritage as well as environmental management organisations. Together, the Unit and these partner organisations secure the long-term sustainable development as well as the conservation and enhancement of the Kent Downs.

The Kent Downs National Landscape is a clearly defined and legally recognised area for sustainable development. The boundary, like that of the PNR boundary, is an important part of the pre-existing evidence supporting the establishment of the Geopark boundary. For the area to become a UNESCO Global Geopark, it is recognised that important urban populations that are currently excluded from the AONB designation should be incorporated into the Cross-Channel Geopark. As such, the municipalities of Sevenoaks, Folkestone & Dover are included in the boundary to most effectively develop

grass roots, sustainable development for the benefit of local communities. The proposed Cross-Channel Geopark area deliberately encompasses urban areas and some related rural elements which are currently excluded from the PNR/AONB, this inclusion is strongly supported by the evidence, UNESCO guidance and the relevant authorities.

The urban areas have also been included because of their close connection the character, quality, geological, natural, historical and cultural features of the geopark and may have a specific architecture (built using local stones), Calais and Folkestone are also gateways to the Channel Tunnel which is an important Geosite and Eurotunnel a key partner.

Similarly to the inclusion of the municipality of Camiers in the French part of the Geopark, areas of the Medway Valley have been included in the boundary on the UK side owing to the very strong connection with the cement industry and former cement industry communities and their relationship to the underlying geology and wider landscape.

Parc Naturel Régional (PNR) Des Caps et Marais d'Opale

It is our understanding that UNESCO are generally content that the boundaries of Parcs Naturel Régional (PNRs) are suitable as Global Geopark boundaries, as evidenced by the fact that several existing PNRs are also already UNESCO Global Geoparks.

The French terrestrial area of the Cross-Channel Geopark is comprised primarily of the Parc Naturel Régional (PNR) des Caps et Marais d'Opale (CMO). A PNR is a very similar designation to that of a National Landscape, essentially the direct comparator with a UK National Landscape, with the same IUCN Category V status. Also, very similarly to the National Landscape, the PNRCMO designation does not include some major urban areas, and so the towns of Calais and Boulogne-sur-mer have been included in the boundary of the Geopark for the same reasons as Sevenoaks, Folkestone and Dover.

The municipalities not included in the Régional Natural Park, namely Camiers, Outreau, Saint Leonard, Saint Martin Boulogne, Coquelles, and Frethun, have been integrated into the Geopark for the following reasons:

- Either because they are located at the entrance to the Channel Tunnel, our main business partner and one of our major geosites,
- Or because these municipalities are located on the boundary of a geosite, straddling a commune within the natural park and one outside of it,
- Or to account for an urban area that aligns with the idea of a unified territory.

Like the Kent Downs, the management of the PNRCMO is based on a strategic landscape plan, a charter that establishes objectives for the territory to achieve over 15 years. The Charter includes support for the establishment of UNESCO status.

The PNR charter expires in 2028. Its revision for the 2029-2044 period will provide an opportunity to incorporate the municipalities that are part of the Geopark but not currently within the PNR perimeter. The municipalities of Calais, Coquelles, and Frethun will be granted the status of municipalities associated with the PNR. This provision will strengthen and consolidate the governance of the Geopark by ensuring greater coherence with the PNR.

To facilitate the implementation of this Charter in the region, a joint association was created: the Joint Association of the Parc Naturel Régional. Similarly to the Joint Advisory Committee of the National Landscape, this provides technical support to stakeholders in the territory for the implementation of the Charter. A joint association is a territorial authority. Its staff (like the Kent Downs Unit) are responsible for providing technical support to municipalities, intermunicipal entities, residents, economic stakeholders, and farmers in the implementation of the Charter (Management Plan). The Joint Association of the Park, like the Joint Advisory Committee of the National Landscape, provides all stakeholders in the region with advice and support covering areas such as biodiversity protection, landscape conservation, support for farmers and land managers, energy transition, and public awareness and engagement.

Like the National Landscape, the PNR has a local democratic input to the management of the landscape. Overall, the two designations are very similarly governed, with a committee of local elected representatives coming together periodically to guide the work of the PNR or National Landscape. Further detail on the governance of the PNRCMO can be found [here](#).

The Governance of the Cross-Channel Geopark (set out in detail below) is drawn from the governance of the National Landscape and PNR along with relevant representatives from marine management organisations, communities, civil society and business.

The Marine Area

The Cross-Channel Geopark would, if we have the honour to be successful in our application, be the first transnational UNESCO Global Geopark to incorporate a connecting marine element, which happens also to be an international boundary (all current transnational Geoparks traverse terrestrial state boundaries). As such, it is recognised that the definition of the marine area boundary requires a careful and considered approach.

Following an extensive process of engagement with individuals and organisations relevant to the marine area of the Cross-Channel Geopark, considering the historical, natural, geological and cultural elements of the marine component. We have held a series of cross-border committee meetings in France and the UK, as well as two meetings including both French and UK partners to finalise the marine element of the boundary.

We have also drawn on key information sources when establishing the proposed marine boundary, these include:

- sea-floor geological features, including those identified in relation to the megaflood that opened the Strait of Dover [see Gupta et. al 2017, Two-stage opening of the Dover Strait and the origin of island Britain, [available here](#)]
- the [Seascape Character Assessment for the Strait of Dover](#);
- legally protected marine areas (such as Marine Conservation Zones in UK waters and a Marine Nature Park in French waters);
- specific historical and cultural features such as protected shipwrecks.

The combination of these components, like the terrestrial elements of the boundary, combine administrative limits, existing legal protected area boundaries and other official marine boundaries. Taken in combination, these form the marine element of the single coherent area. There is a strong legal, historic, cultural and scientific basis for the marine boundary.

Detailed mapping of the marine boundary and underpinning elements is appended along with details of those involved in advising on the limits of the marine boundary.

Local administrative and community support for the boundary and Geosites

We recognise the importance of local administrative, community, civil society, scientific and cultural support for the definition of a UNESCO Global Geopark boundary.

In the preparation of the boundary the governing bodies and constituent local authorities of each Protected Landscape, as well as relevant marine management authorities, have been involved in the boundary definition. On the UK side this includes the county council, as well as all of the district and borough councils and a representative of the local parish councils. On the French side, the region, the department, the communities of communes and the communes are closely involved. The differences between France and England simply reflect differences in local administrative arrangements. A list of those organisations supporting the definition of the Geopark boundary is appended.

The inclusion of the urban areas identified earlier in this section has been specifically requested by and/or discussed with and supported by elected members of the appropriate local authorities, indeed Folkestone & Hythe District Council and the municipalities of Boulogne-sur-mer and Calais have passed resolutions in support of the Geopark, Dover District Council is preparing its resolution.

Relationship to other UNESCO designations

The Criteria for UNESCO Global Geoparks states that *'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.'*

The Cross-Channel Geopark includes or is close to several other UNESCO sites; there is a strong, positive, synergistic relationship in all cases.

Belfries of Belgium and France World Heritage Sites

A symbolic element of the landscape in the former Netherlands and northern France, the belfry represents the emergence of municipal power in the Middle Ages within the heart of urban spaces. Over the centuries, the belfry has come to symbolize the power and prosperity of the communes.

The variety in types, locations, periods of construction, architectural styles, and materials used for the belfries reflects the diversity of this heritage. The belfries of Calais and Boulogne-sur-Mer are located within the Geopark's boundary.

The inclusion of these two municipalities in the Geopark, along with ongoing work under the "City of Art and History" label, enables the development of public interpretation and educational initiatives focused on the landscape, architecture, and materials used in building construction. The Belfry of Boulogne, for example, highlights the use of local building materials and the unique geology of the Boulonnais. These two municipalities are part of the Geopark's Geosites.

French and Belgian First World War Memorial World Heritage Sites

The military cemeteries of the First World War are integral to the history and landscapes of northern France, profoundly shaped by the region's relentless conflicts. Their locations are themselves testimonies to the landscape's strategic importance, particularly the valleys, ridges, and hills that became focal points of fierce battles.

Within the Geopark, the military cemeteries of Étaples and Wimereux, both designated as World Heritage Sites, symbolize the 'bridgeheads' between the United Kingdom and France during the war.

The war-related structures and memorials underscore the relationship between these constructions and the underlying geology. Work is already underway to incorporate sites such as the Helfaut Dome, the Mimoyecques Fortress, and the Column of the Grande Armée in Wimille into the Geopark framework. These efforts are now being extended to include the two military cemeteries, further enhancing their connection to the geological and cultural heritage of the territory.

Canterbury World Heritage Site

Consideration was given to including the Canterbury World Heritage Site (WHS) within the Geopark Boundary. The Cross-Channel Geopark Executive in consultation with the Canterbury WHS Chair have looked at this suggestion and have discussed it with other partners. The decision was made not to include Canterbury and the UNESCO World Heritage Site in the Geopark because the stories told by each are, whilst not completely exclusive, quite different from one another (Canterbury WHS tells the story of the emergence of Christianity in Britain and the Cathedral remains as the spiritual head of the Church of England). However, as was suggested by the UNESCO Secretariat, we will retain a close working relationship, and the possibility remains that this decision could be reconsidered in the future.

Canterbury City Council (which contains the WHS) are already a member of the Kent Downs National Landscape Joint Advisory Committee; there is an established, structural relationship. The Kent Downs Unit has had strong and positive working relationships with Canterbury sites, local authority and tourism, and key stakeholders, including through the Green Pilgrimage Interreg project (the Kent Downs Unit was the lead partner of a large, multinational project focusing on sustainable tourism based around pilgrimage).

We will have a positive working relationship with the Canterbury WHS Chair. We will collaborate and share stories, and if appropriate continue to run joint projects (for example we plan to build on pilgrimage tourism in the context of the Geopark), but we have agreed that the WHS will not be included in the Geopark.



Marais Audomarois Biosphere Reserve

The Cross-Channel Geopark works in harmony with the Marais Audomarois Biosphere Reserve, which was designated by UNESCO in 2013. Co-managed by the Parc naturel régional des Caps et Marais d'Opale, this reserve highlights the Geopark's commitment to preserving its natural and cultural heritage.

Since the extension of the Marais Audomarois Biosphere Reserve to encompass 111 municipalities, a comprehensive strategy has been implemented to integrate and enhance the coexistence of these two UNESCO designations (one existing and one aspiring). This strategy focuses on ensuring coherence in the visibility and interpretation of sites within the Geopark and the Biosphere Reserve.

An internal study conducted over six months by a specialised consultancy laid the groundwork for a unified approach to signage and interpretation across the sites. This initiative included the development of a shared graphic charter and tailored communication tools to clearly identify both designations, making them more accessible and understandable to the public. The goal is to ensure these two UNESCO recognitions are seamlessly integrated into the regional landscape, emphasizing their complementarity and shared role in promoting the area's unique heritage.

Additionally, efforts are underway to strengthen the connections between eco-actors and geopartners. These networks are vital for promoting and implementing territorial strategies, and they benefit from joint training sessions. These sessions aim to enhance participants' knowledge of the area's natural, geological, and cultural heritage, enabling them to share this information with their clients and collaborators more effectively. This collaborative approach fosters stronger links between local stakeholders, the Geopark, and the Biosphere Reserve, while also raising awareness among businesses about the importance of preserving and showcasing the region's resources.



Through these combined efforts, the Cross-Channel Geopark and the Marais Audomarois Biosphere Reserve create a robust territorial dynamic, where each designation contributes to the common goal of valuing and safeguarding an extraordinary heritage in harmony with local aspirations.

The Geopark Boundary Map based on all of the information provided above can be found below.



Further detail regarding organisations and individuals involved in defining the boundary

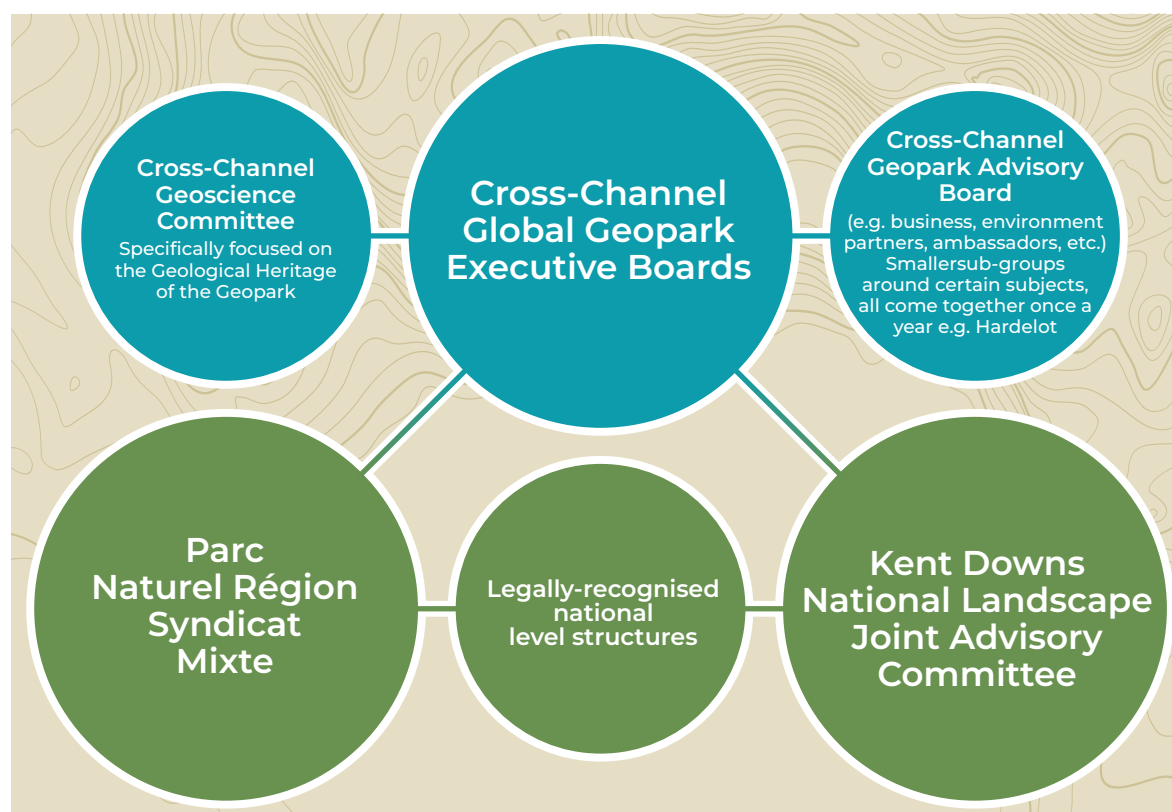
The geological features found on the seafloor of the Strait of Dover were identified by Professors Jenny Collier and Sanjeev Gupta (Imperial College London), and Alain Trentesaux (University of Lille), and these include the features relating to the megaflood event that originally created the Strait of Dover (this event is one of the most important geological stories of our Geopark).

Biological features of significance were identified by partners including the Marine Natural Park and Wimereux Marine Station in France and the Inshore Fisheries and Conservation Authority in the UK. Finally, cultural heritage features have been identified by partners including Dover Museum and the Calais department of Fédération Française d'Études et de Sports Sous-Marins. These cultural heritage features are primarily shipwrecks.

GEOGRAPHY, NATURAL AND HISTORIC CULTURAL HERITAGE - SUMMARY

The Cross-Channel Geopark is a partnership between the Kent Downs National Landscape (KDNL) and Parc Naturel Régional des Caps et Marais d'Opale (PNRCMO), each having legal recognition and significant responsibility over their respective terrestrial areas. The two organisations are legally recognised and democratically accountable within their own national government structures. The KDNL and PNRCMO have formed the Cross-Channel Geopark Executive Committee to manage the Geopark, made up of the Directors of the two organisations, relevant officers drawn from each, and elected representatives from both countries. The Executive Committee is directly accountable to the democratic bodies which govern the activities of the KDNL and PNRCMO. The Executive Committee draws on the advice and support of the Cross-Channel Geopark Scientific Committee and the Cross-Channel Geopark Advisory Group in all of its activity.

The Cross-Channel Global Geopark Executive Group has agreed a Governance Structure which is drawn from our experience of developing the concept and preparing for submission of an application to UNESCO in November 2025.



The structure provides a clear way to demonstrate that the Cross-Channel Global Geopark is a single, unified entity both in geography and governance, but recognises that it is drawn from two nations. It is simple, practical and efficient as well as representative and inclusive.

The governance structure is based on UNESCO guidance.

The structure consists of:

Legally recognised national level structures:

- The founding partners of the Cross-Channel Global Geopark are the Parc Natural Régional des Caps et Marais d'Opale and the Kent Downs National Landscape. Both are recognised at an international level as IUCN Cat V Protected Landscapes – their purposes are very closely aligned as is their national status, landscape quality, cultural and natural heritage.
- Each Protected Landscape has a statutory management framework which establishes objectives for the territory in the long term. Both the Kent Downs National Landscape Management Plan and the PNR Charter includes support for the establishment of UNESCO status for the Protected Landscapes.
- Each Protected Landscape has a Joint Association (of the Régional Natural Park), Joint Advisory Committee (of the National Landscape). The Joint Association (or Joint Advisory Committee) is the legally recognised national level structure. Both committees have democratic political representatives, representatives of local communities, farmers and land managers as well as technical advisors and national level landscape and land management organisations.
- Each Protected Landscape has a staff team who are responsible for the preparation and review of the landscape strategy and its implementation, including the preparation and implementation of the Cross-Channel Geopark management plan and programme.
- Both protected landscapes have landscape management plans; this plan creates a single, unified plan for the Cross-Channel Global Geopark.

Cross-Channel Global Geopark Executive Board:

- At the centre of the Structure is the Cross-Channel Global Geopark Executive Board.
- The Executive Board is a single entity for the Geopark made up of representatives from each Protected Landscape and which can co-opt or invite additional members as is required for the proper management of the Geopark.
- The Executive Board has shared UK and French Chairs.

The purpose of the Executive Board is:

- In support of the shared intent of the National Level structures, develop, deliver and when successful, implement the unified management programme of the Cross-Channel Geopark which directly delivers UNESCO's stated intentions for Global Geoparks.

This includes:

- Preparation and review of the Cross-Channel Geopark Management Plan.
- Community empowerment, engagement and involvement
- Wider involvement of relevant stakeholders including partnership development
- Communication, interpretation, engagement and visibility of geological heritage, awareness of key issues affecting societies, and other aspects of the areas natural, cultural and intangible heritages
- Promoting sustainable tourism to the area
- Delivering sustainable land management including the mitigation of climate change and reducing natural hazard related risks
- Supporting Geoscience, learning and research
- Developing and supporting Geopark Business Partnerships
- Securing and managing a budget and other resources for the management of the Geopark
- Seek advice, support from and report to National Level Structures
- Support the Geoscience Committee and Cross-Channel Advisory Board

To ensure the unified management of the area the membership of the Executive Board includes a balance of technical staff from both partners
Protected Landscapes – the core members of the Board are:

- Directors of each Protected Landscape
- Geopark delivery leads for each Protected Landscape
- Communications leads for each Protected Landscape
- Community engagement and involvement officers from each Protected Landscape
- One relevant elected representative each from the UK & France

The Executive Board will invite or coopt other members as it sees fit; these may include:

- Political representatives
- Representatives from the Geoscience Committee and Advisory Board
- Specialist advisors from research institutions, national organisations, UNESCO Executive and Geopark Committees
- Members of national level structures
- Other advisors and experts
- Community representatives.

The Executive Board meets regularly both online and in person to oversee the Geopark Management Plan and its delivery. There will be a minimum of 2 in-person whole Executive Board meetings each year.

Cross-Channel Geoscience Committee

An active and expert cross-border Geoscience Committee was established very early in the journey to securing Geopark status. Internationally-recognised scientists have enthusiastically embraced the opportunities presented by creating the Cross-Channel Geopark.

Like the Executive Board the Cross-Channel Geoscience Committee is truly unified with French and UK scientists and institutions contributing in equal measure.

In the early stages the work of the Geoscience Committee was to help identify and describe the Geoscience justification for the Geopark and help define the boundary within the UNESCO guidelines.

The Committee is central to the development of the Geopark application dossier, and the supporting evidence base for this work is ongoing.

Looking to the future the purpose of the Cross-Channel Geoscience Committee is:

- to pursue and promote interpretation, engagement and visibility of geological heritage
- support the delivery of the Geopark Management Plan
- lead on new Geoscience research collaborations and cooperation, securing research grants, promoting more taught courses and other routes to learning, involving new academics and institutions, as well as students at every academic level. The Committee will have a responsibility to link Geoscience with other disciplines such as biodiversity, historic and cultural heritage and intangible heritage.

The scientific committee is co-chaired by British and French academics and works alongside the Conservatoire d'Espaces Naturels des Hauts-de-France, notably through a geologist employee who leads the regional geological heritage committee of the Hauts-de-France. She has been providing her expertise from the outset, particularly for the scientific component, and a portion of her working hours are specifically dedicated to the Geopark.

In the future, the committee will increasingly define its own role within the framework of the Geopark Management Plan and UNESCO's objectives for Geoparks. The list of members of this committee can be found in Appendix 2.

Cross-Channel Geopark Advisory Board

As a key part of the bottom-up approach of the Cross-Channel Global Geopark we have established a Cross-Channel Advisory Board – this is very widely framed and inclusive with members including the Geopark Ambassadors, Businesses, members from the National Level Structures, Executive and Geoscience Committee, communities, education establishments, businesses, artists, farmers, land managers tourism professionals, other UNESCO designated sites, historians, leaders in intangible heritage, etc. The Advisory Board will come together once a year at a Partners' Conference but otherwise support the Geopark on an ad hoc basis as and when their advice, support, expertise or other help is required.

The first Partners' Conference took place on October 11th at Chateau d'Hardelot in France. The event was marked by exceptional inclusion, engagement, and participation, with a notable balance between French and British representatives, highlighting the deep and shared interest in the Geopark project on both sides of the Channel. This gathering showcased the transnational mobilisation around this initiative, with strong support from all stakeholders, as evidenced by the Cross-Channel Geopark Transmanche Festival video, reflecting the collective commitment to promoting and developing this ambitious project.

Within the framework of the Advisory Board **Communities of Practice and Special Interest Groups** will develop. These are distinct – Communities of Practice being more long term and iterative where Special Interest Groups more likely to be 'task and finish' groups. Both will be supported where appropriate by the Geopark Team where a need has been identified by the Management Plan, Advisory Board, Executive, UNESCO or others.

Community of Practice groups are already emerging including, cross-channel artists, the Ambassadors, GIS and mapping, education resources.

Special Interest Groups are likely to emerge around Farming and Land Management including Viticulture; Geopark branding and Business Partnerships; Green Finance; Tourism; Influencers (digital and political); Geosite management, etc.

Community and Stakeholder Engagement

The Cross-Channel Global Geopark ambition has been led by the Kent Downs National Landscape and Parc Naturel Régional des Caps et Marais d'Opale. Both organisations are long-established in their localities and are underpinned by national legislation for Protected Landscapes; they operate in the context of the European Landscape Convention and are IUCN Category V Protected Landscapes.

Both protected landscapes have landscape management plans; these plans are prepared according to national guidance and include very substantial amounts of stakeholder engagement – ranging from national government to interested individuals. The achievement of UNESCO recognition for our landscapes has been a long run strategic aim of both plans and so the plans already represent stakeholder and strategic partnerships' wish and ambition to secure a UNESCO Global Geopark status for the Cross-Channel Geopark

The individual Protected Landscape Management Plans provide a firm footing for the single, unified plan but we recognise that there is a critical need for bottom-up engagement in the development of this plan.

The Governance and Management Structure that has been established for the Geopark reflects the strong commitment to stakeholder engagement across the Geopark, creating the Geopark has widened our partnership and strengthened our existing relationships. Appendix 2 lists the individuals and organisations involved in the Geopark and their roles.



CROSS-CHANNEL GEOPARK CHARTER

The Cross-Channel Geopark Charter concisely communicates the values, vision and ethos of the geopark and is used to ensure widespread understanding of the role and function of the geopark.

Geopark supporters and partners are asked to sign up to the Charter as an expression of their commitment to uphold these principles. It is a means to declare the shared principles and vision of everyone involved in the Cross-Channel Geopark, from organisations to individuals.

The Cross-Channel Geopark Charter

Cross-Channel Connections

We will operate as one unified Geopark, connected by the channel. We will actively seek opportunities to develop new cross-channel initiatives, strengthen links, and share knowledge and best practices throughout the region.

Heritage

We will protect, communicate and celebrate the geological, natural and cultural heritage of the Geopark in all that we do. Together, we will tell the story of the Cross-Channel Geopark, and how both past and present connections—geological and social—have shaped the Geopark we know today.

Geology and Landscape

We will conserve, enhance and celebrate our shared geodiversity and landscape.

Sustainable Destination

We will work together to champion sustainability across the Cross-Channel Geopark, supporting local economies, and encouraging responsible tourism and sustainable development.

People and Planet

We will act against the climate and biodiversity crises. From individual actions to large-scale initiatives, we will prioritise adaptation and mitigation across the Geopark.

Accessibility & Inclusion

We will be proactive to ensure that the Geopark is a safe, inclusive and accessible destination where all are welcome.

Knowledge and Learning

We will provide and promote learning and research opportunities for all ages with links to geology, landscape, climate and culture.

Communities

We will actively engage in the development of the Geopark with a sense of joint ownership. We will work within and across our communities to realise the Geopark Charter.

SUSTAINABLE BUSINESS NETWORK

The Cross-Channel Geopark Sustainable Business Network is a membership of sustainable businesses which are operating within the Geopark and have signed up to our Business Charter to declare their companies' commitment to upholding the objectives of the Charter.

Our partnerships are largely focused around the tourism sector and include accommodation providers, restaurateurs, and producers, to create a sustainable tourism model that aligns with the objectives of the Geopark.

Cross-Channel Geopark Business Partners contribute an annual fee to the Geopark which is aligned with and integrates with the Valeur Parc (MVP) brand of French PNRs.

This strategic alignment ensures that our actions are coherent across the Geopark and build upon existing work done over many years, thus meeting UNESCO's expectations while preserving local identity.

Partnered businesses benefit from personalised training to better communicate about geoheritage and promotional activities that highlight their role within the Geopark.



Cross-Channel Geopark Business Charter

We confirm, agree and undertake that:

Cross-Channel Connections

We are proud to be a part of the Cross-Channel Geopark, connected by the channel. We will actively seek opportunities to develop new cross-channel initiatives, strengthen links, and share knowledge and best practices throughout the region.

Heritage

We will conserve, enhance, communicate and celebrate the geological, natural and cultural heritage of the Cross-Channel Geopark in all we do. We will recognise the natural and cultural environment of the Geopark as an asset to be preserved and valued and will communicate our links to the landscape and geology of the Cross-Channel Geopark to our partners, residents and visitors.

Geology and Landscape

We will actively participate in conserving, enhancing and celebrating our shared geodiversity and landscape. We will not engage in the sale of minerals, fossils or similar original geological material, in accordance with the UNESCO Global Geoparks Charter.

Sustainable Destination

We will support the local economy and operate sustainably. We will strive to buy goods and services from local and sustainable sources. We recognise using local products can increase the distinctiveness of our business and will have a positive environmental and economic impact. Our commitment

to local development will be reflected in our products/services and/or working methods.

People and Planet

We will raise awareness among our suppliers, customers, and employees about environmental and social issues. Our company has an environmental policy which aligns with the values of this Charter, and which commits us to demonstrable improvements for climate adaptation and mitigation.

Accessibility and Inclusion

We will be proactive to ensure the Cross-Channel Geopark is a safe, inclusive and accessible destination where all are welcome. Our company has an Equality, Diversity and Inclusion policy and we value each employee, partner and customer as an individual.

Knowledge and Learning

We will work with the Cross-Channel Geopark to support and promote learning and research opportunities for all ages with links to geology, landscape, climate and culture.

Communities

We will actively engage in the development of the Cross-Channel Geopark with a sense of joint ownership. We will work to ensure that our business makes a positive social contribution to benefit our community as well as our customers, promoting solidarity, collaboration and cooperation.

The Geopark Ambassador Network

The Cross-Channel Geopark Ambassadors are one homogenous group of passionate and knowledgeable people who live or work in the Geopark, often local guides, nature activity leaders, geologists or individuals working in tourist offices. They receive joint training at least twice a year on the Geopark's geology and geoheritage, playing a key role in promoting and relaying UNESCO values on the ground, particularly in terms of geodiversity conservation and public awareness.

This group of around 30 members forms a unified Cross-Channel network. Joint training sessions are held on both sides of the Channel, along with networking events to encourage the exchange of experiences and ideas. As local representatives, the GeoAmbassadors benefit from Geopark educational kits to enrich their activities, and in return, they share information about the Geopark with their clients and communities. They communicate about their events and outings, while helping to spread a consistent message about the Geopark and its goals.

This collaboration operates on a 'win-win' basis, where the GeoAmbassadors are both ambassadors and recipients of increased visibility through the Geopark's communication efforts. Their engagement helps to enhance the Geopark's visibility while fostering a better understanding and ownership of UNESCO values among the public.

All GeoAmbassadors sign up to the Cross-Channel Geopark Charter. You can see all current GeoAmbassadors [here](#).



INVOLVEMENT IN UNESCO NETWORK AND THE APPLICATION AND REVIEW PROCESS

The officers of the Cross-Channel Geopark have participated in:

- The 2021 Global Geoparks Network (GGN) digital meeting,
- The 2022 European Geoparks Network (EGN) Conference in Verbania, Italy,
- The 2023 Global Geoparks Network (GGN) Conference in Marrakech, Morocco,
- The 2024 European Geoparks Network (EGN) Conference in Reykjanesbaer, Iceland

Each time, the Geopark has been presented through several themes: geoeducation, geotourism, and as an Aspiring Geopark.

The officers have also attended the United Kingdom UNESCO Global Geoparks Committee (UKUGGC) meetings in 2021, 2022, 2023, and 2024, where the Geopark project was presented.

They also participated in the French Geoparks Committee meeting in Ardèche on November 18, 19, and 20, 2024.

The officers maintain strong relationships with both the French and UK committees, and exchanges continue actively throughout the year.

As part of the UNESCO Sites Across the Channel (USAC) project, funded by the EU Interreg France (Channel) England Programme, the Cross-Channel Geopark has developed strong relationships with other Geoparks, notably the Armorique UNESCO Global Geopark and the Aspiring Jersey Geopark.

The officers of the Geopark are also integrated into the network of transboundary Global Geoparks, and participated in the meeting of this group at the 2024 GGN Conference.

The officers of the Geopark will also participate in the 2025 International Course on UNESCO Global Geoparks in Greece.

The Geopark has recognized the importance of joining the network and establishing partnerships with other Geoparks. Therefore, participation in the European and Global Geoparks conferences will be guaranteed for the Cross-Channel Geopark every year.

APPLICATION TO UNESCO

The UNESCO Global Geopark (UGGp) application process requires that, after consultation with their relevant national Geoparks committee(/s), a Geopark submits a letter of intent to apply by 1st July in any given year. The Geopark would then have to submit a complete application dossier between 1st October and 30th November of the same year. This application is reviewed the following spring, before an in-person evaluation visit takes place, with two UGGp evaluators visiting the Geopark in the summer. The evaluators submit their report to the UGGp Council, which meets in September or October. If the Council approves the Geopark application, the Executive Board of UNESCO makes the final decision on the application in March the next year. This means the minimum length of time between submission of application and approval is 22 months. If the UGGp Council makes recommendations for improvements and thus delays the approval of the application, the Geopark must implement the recommendations before re-consideration of their application, this can be the following year, or longer.

Timeline for the submission and evaluation of UNESCO Global Geoparks proposals

Year 1

1 July: deadline to send a letter of intent

1 October - 30 November: submission of applications

1 December: beginning of the verification and checks of the application documents

Year 2

30 April: end of desktop evaluations

1 May: field evaluation missions begin

September: assessment and recommendations by the UNESCO Global Geoparks Council

Year 3

Final decision by the Executive Board of UNESCO during its spring session

A complicating factor for the Cross-Channel Geopark is the requirement to submit an application in both the UK and France. As only two applications can be ongoing (or 'live') from any individual country at any time. This means there must be 'space' to apply in both countries at the same time for the Cross-Channel Geopark application to be submitted.

The Cross-Channel Geopark hopes to submit its application in 2025, dependent on approval of both the UK & France UGGp Committees.

The Cross-Channel Geopark team is working to complete the application on the basis that it will be submitted in 2025, working particularly closely with the Scientific Committee to do so.

KEY THEMES AND STRATEGIC OBJECTIVES

The key themes of this management plan draw from UNESCO's intent for geoparks, namely conservation, education, interpretation and nature-based tourism. They are reflected in our Charter.

Additionally, this plan reflects the specific opportunities and challenges presented by the ambition to create a transnational geopark connected by the sea, which is a world first. Key additional themes for the Cross-Channel Geopark are: community, visibility and homogeneity.

The UN Sustainable Development Goals

All UNESCO Global Geoparks should be at the forefront of delivering progress towards achieving the UN Sustainable Development Goals. For each of the themes below, relevant UN SDGs have been identified so that the contribution of the Cross-Channel Geopark towards the SDGs can be clearly identified and measured.

SUSTAINABLE DEVELOPMENT GOALS



GEOSITES

Context

The Geosites of the Cross-Channel Geopark are the key visitor sites in the area. Together, they tell the story of the Geopark. Our Geosites include nature reserves, castles, quarries (disused and active), country parks, and much more. Some of our most unusual Geosites are below the sea, telling the story of this area before, during and after the opening of the Strait.

By visiting a Geosite, a visitor to the Cross-Channel Geopark will be able to learn about the Geopark generally (even simply becoming aware of it for the first time) whilst also understanding the specific aspect of the story of the Geopark that the Geosite tells. In the case of marine sites (which cannot be visited), visitors can find information online and at relevant other sites such as museums.

Ambition

Our ambition is to ensure that all Geosites are appropriately equipped to raise awareness of the Geopark and tell their part of the story, including innovative solutions relating to the marine geosites. When someone visits a Geosite they will know they are in the Cross-Channel Geopark, they will know what the Cross-Channel Geopark is, they will know that it is part of a wider global network, and they will learn about all aspects of the heritage of the Geosite and how it relates to the heritage of the wider Geopark.

Strategic Objectives

- A** Geosites are suitably equipped to ensure visitors are made aware the site is a Geosite in the Cross-Channel Geopark.
- B** Marine geosites have a high profile and are promoted by facilities on both sides of the Strait.
- C** Geosite staff and volunteers are knowledgeable about the Cross-Channel Geopark. They can effectively communicate the story of their Geosite to visitors and connect it to the wider story of the Geopark.
- D** Visitors to the Cross-Channel Geopark can visit key sites to find detailed information and resources relating to the Geopark, UNESCO and the Global Geoparks Network.



PARTNERSHIP

Context

The Kent Downs National Landscape and the PNR Caps et Marais d'Opale operate within distinct regulatory and legal frameworks, as well as in their own partnership dimensions. However, our two structures have, through our statutes and our history, a fundamental and primary principle of establishing partnerships and integrating them into our organization and governance. The years of joint work and the presence of many players involved in the Cross Channel have made it possible to seal many common partnerships specific to each entity from the start of our project.

Ambition

We are not alone! A Management Plan collectively approved –
A shared project with all the stakeholders.

The Cross-Channel Geopark is seen and experienced as a project shared with the territory it covers and with its various public and private stakeholders. From the outset, we have solicited their support and contributions through action and in the committees that have defined the content and orientations of the Geopark project. Each one, within its own statutory and regulatory framework, was also able to formalize the commitment and support of the partners. Thus, letters of support from public and private partners, but also deliberations of support have reached us, from councils at the local and regional level. The partnership finds its place directly in the governance structure, within the Cross-Channel Advisory Board, but it is also woven throughout the Management Plan, whether with the scientists (Geoscience Committee) or with the ambassadors through a common reference system.

Strategic Objectives

- A** Continuing to develop partnerships
- B** Bringing partners together according to the governance structure (Cross-Channel Geoscience Committee and Geopark Advisory Board)
- C** Train partners in Geosciences and provide them with tools to help them get to know and recognize the Geopark in their capacity as ambassadors of the project
- D** Formalise partnerships (agreements, integration into our common repository) and build a common Action Plan for the implementation of the Geopark.



GEOSCIENCE

Context

The Cross-Channel Geoscience Committee is made up of leading experts in fields of relevance to our area (see Annex 2). The Geopark has also established working relationships with universities including Canterbury Christ Church (CCCU), Greenwich, L'université de Lille and Université du Littoral Côte d'Opale, which has seen the development of a specific 'Chalk' module at CCCU and research undertaken in the Geopark by PhD candidates. This all builds on a rich history of Earth science research in the Geopark dating back over 200 years, most famously exemplified by Charles Darwin, whose former home, Down House, is one of our Geosites.

Ambition

More people are engaged in Geoscience in the Geopark, from the youngest citizen scientists to experienced postgraduate researchers. The Geopark is a place where ongoing Earth Science research takes place. Residents and visitors become interested in Earth Science through the Geopark, and some go on to pursue this interest as a career.

Strategic Objectives

- A** Develop the membership of the Scientific Committee to include relevant leading experts
- B** Work with the Scientific Committee and university partners to encourage research in the Geopark
- C** Establish a special interest group for the development of a Geoscience careers pathway in the Geopark
- D** Establish a Geopark citizen science programme



CLIMATE CHANGE & NATURAL HAZARDS

Context

The Cross-Channel Geopark is affected by climate change and there are many natural hazards that threaten the area. Whether it is biodiversity loss, coastal erosion, flooding, the Geopark should be involved in efforts to mitigate and take action against climate change and natural hazards as they threaten all aspects of life in the area, including the geological heritage.

Ambition

The Geopark promotes and supports climate change mitigation and adaptation work throughout the area (both on land and in the marine area) by being a source of knowledge and a focal point for partners. Impactful responses to the climate crisis will be developed in the Geopark through partnership working under the umbrella of the Geopark. Natural hazards that threaten specific areas of the Geopark will be better understood and their negative impact will be mitigated.

Strategic Objectives

- A** Develop a catalogue of the impact of climate change and natural hazards for the Geopark and publicise this catalogue to raise awareness of the challenges we face in the Geopark
- B** Bring Geopark partners together to increase the impact of climate mitigation activities already being undertaken
- C** Work with partners to develop new climate mitigation and natural hazard response actions



CONSERVATION OF HERITAGE

Context

The Cross-Channel Geopark faces challenges related to the conservation and enhancement of its geological, ecological, landscape, cultural, and intangible heritage, including its marine heritage. This area, rich in exceptional geological sites, is unified by shared management efforts aimed at preserving and promoting its heritage while improving public accessibility and awareness. Within the framework of the Cross-Channel Geopark, we work closely together to protect our heritage while addressing issues such as erosion, climate change, and biodiversity loss, which directly affect these protected natural areas.

Ambition

The ambition of the Cross-Channel Geopark is to preserve and celebrate the geological, ecological, landscape and cultural heritage of both territories while creating a model for sustainable and participatory management. This is achieved through strengthened cooperation between the Kent Downs and the Parc Naturel Régional des Caps et Marais d'Opale, aiming to balance protection, enhancement, accessibility, and education. The Geopark is committed to being a catalyst for the preservation of geosites, the development of awareness programs, community initiatives, and an example of sustainable and integrated heritage management in a cross-border context.



CONSERVATION OF HERITAGE

Strategic Objectives

- A** Strengthen shared heritage management: Integrate the management of the Kent Downs and the Parc Naturel Régional des Caps et Marais d'Opale within the Cross-Channel Geopark. Integrate actions taken on the territory by the geopark partners regarding geoconservation and geotourism (e.g., the Hauts-de-France action plan for geodiversity and geological heritage - pAGEO). Focus on collaborative efforts for geosites and protected areas.
- B** Develop joint awareness and education projects: Launch shared programs to raise awareness of geodiversity, biodiversity, and geological history, including guided tours, educational tools, and traveling exhibitions.
- C** Establish a joint biodiversity preservation strategy: Integrate biodiversity restoration efforts on both sides, addressing the impacts of climate change and protecting endangered species.
- D** Improve accessibility while preserving sites: Develop sustainable infrastructure to improve access to geosites, ensuring compliance with sustainability and protection principles.
- E** Strengthen the geopark's links with research to enhance knowledge of the sites, the territory, and its dynamics, particularly in relation to issues such as risks, climate change, and more.



EDUCATION

Context

All UNESCO Global Geoparks are required to develop and operate educational activities for all ages to raise awareness of our geological heritage and its links to other aspects of our natural, cultural and intangible heritages. Education is the one of the [10 Focus Areas of UNESCO Global Geoparks](#) and is also one of the Global Sustainable Development Goals.

The Cross-Channel Geopark has two 'Geoanimators' - outreach and engagement officers operating on either side of the channel to deliver our Education Strategy, supported by a network of ambassadors, geosite managers and others. This is a strand of work in which the geopark excels and innovates. The Education Strategy is a key mechanism for strengthening cross-channel links and developing new Franco-British initiatives.

Ambition

Everyone participating in a Cross-Channel Geopark education/ outreach session will experience the same level of engagement and geopark-wide reference no matter where they take part. Education provision within the Cross-Channel Geopark will focus on geodiversity and its links with landscape, heritage and culture; natural and geological hazards; climate change; and sustainable resource management.

Education in the Cross-Channel Geopark will:

- let people know what a Geopark is and why this area is a Geopark
- increase knowledge and awareness of our unique geology and its relationship to wider landscape, heritage and culture
- grow pride in the Geopark and build capacity for ownership and sustainable custodianship of the landscape
- inspire geo-conservation and commitment to geodiversity within the territory
- raise awareness of climate change, its impacts and how to mitigate and adapt to its effects.

EDUCATION

Strategic Objectives

- A** Develop cross-channel links and initiatives - pursue opportunities to strengthen cross-channel relationships through school exchanges (both online and in person), shared activities and challenges.
- B** Develop shared tools - develop and produce shared, dual-language educational tools such as films, animations and activities that help to tell our geological story and which reference the entire territory.
- C** Develop links with academia through a Community of Practice - collaborate with a range of academic partners, supporting theses and research projects across science and other disciplines. Develop and formalise an Academic Community of Practice for the Cross-Channel Geopark.
- D** Events Programme - provide a geopark-wide programme of events and activities that provide opportunities for more people to learn about and enjoy the geosites and wider geopark.
- E** Ensure education provision encourages social inclusion - the education provision will innovate to ensure as wide an audience as possible is reached.
- F** Empower partners to deliver the Geopark Education Strategy - provide information, training and support which allows partners to deliver the Education Strategy through their own educational activities.



INTERPRETATION & VISIBILITY

Context

Interpretation and visibility are essential elements for strengthening the understanding and recognition of the Cross-Channel Geopark. Beyond explanatory panels and totems that help visitors better understand the geological history of the area, our holistic approach includes the development of various innovative interpretation and communication tools. These tools are developed and delivered in partnership with a wide range of partners including artists, GeoAmbassadors, universities, businesses and many more. Our GeoAdventures events programme and standalone large-scale events such as the Cross-Channel Geopark Festival further develop interpretation and visibility. All of this work is guided by the existing Cross-Channel Geopark Interpretation Strategy.

Ambition

Our ambition is to make the Cross-Channel Geopark a model for innovative interpretation at the global level, where every visitor, whether a resident or a tourist, can discover, understand, and appreciate the rich geological and natural heritage of the territory. Through an integrated approach combining education, art, technology, and local partnerships, we aim to enhance the visibility of the Geopark while encouraging the preservation of its heritage. We want each visitor to feel a direct connection between what lies beneath their feet and what they observe around them, while fostering a sense of pride and collective responsibility for preserving this exceptional heritage.

Strategic Objectives

- A** Develop a variety of innovative interpretation tools
- B** Enhance the Geopark's visibility
- C** Promote a collaborative approach with local partners
- D** Promote awareness and education
- E** Create inclusive events and initiatives
- F** Ensure maximum accessibility and inclusion



TOURISM

Context

KDNL & PNRCMO have worked collaboratively alongside regional tourism partners and others on nature-based tourism for many years, most significantly through the EXPERIENCE EU Interreg project. Positive relationships with partners including Visit Kent, Pas-de-Calais Tourisme, Eurotunnel, the Ports of Dover & Calais, ferry companies have been developed, and all these partners are active supporters of the Geopark.

Through the GeoAdventures programme, the development of the GeoAmbassadors network, and the network of Geosites, the Geopark has made excellent progress in the field of tourism, and specifically GeoTourism. The coastline on the UK side of the Geopark was listed in Lonely Planet's 'Best in Travel' in recognition particularly of the sustainable tourism offer and ambition to achieve UNESCO recognition for the region.

Ambition

The Cross-Channel Geopark is recognised as a leading sustainable tourism destination at a global level. Visitors come to the region because of Geopark, visiting Geosites and learning about our geological heritage. A sustainable travel network connects all the Geosites and visitors make use of this to move around the Geopark. A thriving network of GeoAmbassadors, major tourism partners, and small businesses underpins the entire tourism offer the Geopark

Strategic Objectives

- A** Develop a sustainable tourism action plan for the Cross-Channel Geopark, jointly led by the Geopark team, Visit Kent, and Pas-de-Calais Tourisme and working with other key partners
- B** Work with Eurotunnel and the ferries on ways to develop sustainable tourism and promote the Geopark
- C** Conduct a sustainable travel audit of all Geosites, and work with partners to implement sustainable travel options where necessary



COMMUNITY

Context

A UNESCO Global Geopark should be embedded within local communities – as far as possible it should be a grass-roots endeavour. The Cross-Channel Geopark has emerged within this context. Extensive community connections have been developed through work with elected representatives, educational institutions, charities, community groups, arts organisations and many more. Community support for the Geopark is strong, and work to further develop community relationships is ongoing, particularly through the work of our ‘Geoanimators’ and our network of Geoambassadors.

Ambition

The Cross-Channel Geopark is an inclusive place, where all residents and visitors feel welcome. The Geosites and all Geopark-related activities are open to all, with a varied programme of events that offers everyone an opportunity to be involved, regardless of their background or individual circumstances.

The vast majority of Geopark activity is developed and delivered not by the Geopark team, but by a wide variety of partner organisations and individuals, including a thriving network of Geoambassadors. In terms of activity within the Geopark, the Geopark team functions primarily as a facilitator, connector and supporter of others’ activities under the umbrella of the Geopark.

Strategic Objectives

- A** Develop a process for monitoring Equity, Diversity & Inclusion (EDI) in the Cross-Channel Geopark, in order to inform the development of a Geopark EDI Strategy
- B** Continue to grow the Geoambassadors network and empower the Geoambassadors to be key community interlocutors of the Geopark
- C** Formalise relationships with partner organisations, supporting and empowering them to deliver the purposes of the Geopark



COMMUNICATION & MARKETING

Context

The Cross-Channel Geopark's communications are a joint effort, led by representatives from both the Kent Downs National Landscape (KDNL) and Parc naturel régional des Caps et Marais d'Opale (PNR).

The Cross-Channel Geopark has developed a bilingual website, comprehensive branding toolkit, detailed design manual, geotouristic map and promotional leaflet. Engagement efforts have included briefings with a wide network of partners including local authorities, businesses, tourism boards and others, resulting in several integrating the Geopark into their own management plans or similar. This area of work both supports and is supported by the ongoing work around interpretation and visibility across the Geopark.

Ambition

To establish the Cross-Channel Geopark as a beacon for sustainable development and geodiversity awareness by engaging and inspiring diverse audiences. Through dynamic storytelling and targeted outreach, we aim to raise awareness of the Geopark's unique and exciting offer, showcasing its significance as a platform for education, conservation, and sustainable tourism.

By highlighting the geological importance of Geosites and promoting opportunities for learning, equitable access, and inclusive experiences, our communications will empower people to adopt sustainable behaviours. We will connect audiences to the UNESCO Sustainable Development Goals, fostering understanding of the Geopark's role in addressing the Goals.

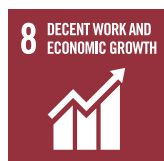
Through impactful, inclusive, and engaging communication and content strategies, we will increase awareness, enhance participation, and inspire collective action to safeguard the Cross-Channel Geopark for future generations.



COMMUNICATION & MARKETING

Strategic Objectives

- A** Strengthen cohesion across stakeholders - develop and implement a unified Cross-Channel Geopark (CCGP) communications strategy to ensure consistency in messaging, branding, and engagement across staff, businesses, partners, and local communities. This will include clear communication guidelines, regular touchpoints, and specific goals for stakeholder alignment.
- B** Empower stakeholders with resources for consistent branding and communication - Create and disseminate a comprehensive CCGP toolkit with user-friendly resources, templates, and guidelines to streamline effective communication, promotion, and collaboration. This will ensure consistent messaging, application of CCGP branding, and impactful storytelling across all platforms.
- C** Foster consistent and engaging content - develop and execute a shared content strategy that delivers impactful storytelling, highlights geodiversity, and promotes sustainable tourism aligned with the UN Sustainable Development Goals. This will include a mix of content formats (e.g., blog posts, videos, social media) targeting key audiences.
- D** Build communities and increase engagement through regular updates - establish a shared newsletter strategy and other regular communications channels (e.g., social media updates, website) to deliver consistent updates, promote activities and events, and strengthen connections within the Cross-Channel Geopark community. This will increase engagement and foster a sense of ownership among audiences.
- E** Enhance engagement and awareness through immersive and educational experiences - develop and promote a diverse range of Cross-Channel Geopark events that inspire engagement with geodiversity, promote sustainable tourism, and provide educational opportunities for all audiences. These events will be designed to be inclusive, interactive, and aligned with sustainable development principles.
- F** Strengthen international collaboration and visibility - build stronger relationships with international Geoparks and similar initiatives to promote knowledge sharing, collaboration, and the visibility of the Cross-Channel Geopark. This will enhance the Geopark's reputation and contribute to sustainable development efforts on a global scale.
- G** Measure and monitor the impact of communication and engagement efforts - implement a robust system for monitoring and measuring the impact of all communication and engagement activities. This will include tracking audience feedback, website traffic, social media engagement, and participation in events to evaluate the effectiveness of the strategies and inform future planning.



HOMOGENEITY

Context

The Cross-Channel Geopark is an ambitious cross-border project. As such, the work of the Geopark is constantly striving to strike a balance between the French and English contexts it exists in. This theme cuts across all other themes - as the Geopark develops and we achieve our strategic objectives, we need to ensure homogeneity across the Geopark. For the Cross-Channel Geopark to succeed, all actions (where relevant) need to be delivered in as similar a way as possible across the entire area. Whether it's the design of interpretation panels, the delivery of events, our educational programme, or our EDI strategy, all must be implemented across the entire Geopark.

Ambition

The Cross-Channel Geopark develops an identity as its own distinct, cross-border area. Visitors and residents alike recognise this and their engagement with the Geopark is the same no matter where they are from or where they are in the Geopark.

Strategic Objectives

All Strategic Objectives of the Cross-Channel Geopark Management Plan are implemented as homogeneously as possible.

ACTION PLAN

Geosites Action Plan	Staff lead	Timescale	Resources needed
a. Geosites are suitably equipped to ensure visitors are made aware the site is a Geosite in the Cross-Channel Geopark			
Install Geopark totems or other Geopark visibility signage at 75% of Geosites	GT, HD	Nov-25	Geosite managers installation
Geopark corners located at 10% of Geosites	GT, HD	Nov-25	Staff, geosite managers
All Geosites signed up to the Geopark Charter by submission of application	GT, HD	Nov-25	Staff
b. Marine geosites have a high profile and are promoted by facilities on both sides of the Strait			
Dedicated marine geosites information at one site on each side of the Geopark	GT, HD	Nov-25, then ongoing	Staff, interpretation production budget
Install Megaflood and other marine sites exhibit on ferry/ferries	GT, HD	Apr-26	Staff, interpretation production budget
Develop and install a Channel Tunnel/ Geopark interpretation exhibition hosted at Eurotunnel	GT, HD	Apr-26	Staff, Eurotunnel funding(?)
c. Geosite staff and volunteers are knowledgeable about the Cross-Channel Geopark. They can effectively communicate the story of their Geosite to visitors and connect it to the wider story of the Geopark			
Geopark training sessions delivered to Geosite staff teams (one-off per Geosite/ organisation or regular)	GT, HD	All geosites to have received training by end April 2026	Staff
Recruit at least one Geopark Ambassador per Geosite	GT, HD	All Geosites will have at least one Ambassador by April 2026	Staff
d. Visitors to the Cross-Channel Geopark can visit key sites to find detailed information and resources relating to the Geopark, UNESCO and the Global Geoparks Network			
Geopark corners located at 10% of Geosites	GT, HD	Nov-25	Staff, geosite managers
Ensure that all visitor centres and relevant Geosites host Geotouristic map leaflets	GT, HD	Nov-25	Staff, geosite managers

Tourism	Staff lead	Timescale	Resources needed
a. Develop a sustainable tourism action plan for the Cross-Channel Geopark, jointly led by the Geopark team, Visit Kent, and Pas-de-Calais Tourisme and working with other key partners			
Structure the geotourism offer (site development, interpretation and signage, and discovery circuits)	HD, GT	Nov 2025 and continuously	Staffing resource
Convene a Special Interest Group on the topic of sustainable tourism to develop a long term tourism action plan	HD, GT, FC, NJ	nov 2026 and continuously	Staffing resource
Strengthen collaborations with local tourism stakeholders (accommodations, tourist offices) and offer them training to promote tourism that respects geological heritage	HD, GT	Nov 2025 and continuously	Staffing resource
Establish a network of "Geoambassadors" to raise public awareness and bring the territory to life through guided tours and events	HD, GT, MV	Nov 2025 and continuously	Staffing resource
b. Work with Eurotunnel and the ferries on ways to develop sustainable tourism and promote the Geopark			
Enhance the visibility and interpretation of the Cross-Channel Geopark in terminals, shuttles, and ferries	HD, GT, KH	Nov 2025 and continuously	Staffing resource
Develop joint communication strategies between Eurotunnel, ferry operators, and the Geopark	HD, KH	Nov 2025 and continuously	Staffing resource
c. Visitors to the Geopark can travel sustainably between Geosites			
Provide technical support to local stakeholders in their geosite development and promotion projects	HD, GT, IS	Nov 2025 and continuously	Staffing resource
Commission a sustainable travel audit of Geosites	HD, GT	Nov-26	Staff, funding

Partnerships	Staff lead	Timescale	Resources needed
a. Continuing to develop partnerships			
Develop and facilitate themed Communities of Practice which respond to the needs and interests of the whole Geopark community (to include GeoScience Committee)	GT, HD	Ongoing	Staffing resource
Identify gaps and new opportunities for partnerships (to include Advisory Board, Communities of Practice, Business Partners) by reviewing membership at 6-monthly Advisory Board meetings (b)	NJ, FC	Ongoing with 6 monthly review	Staffing resource
b. Bringing partners together according to the governance structure (Cross-Channel Geoscience Committee and Geopark Advisory Board)			
Hold annual Geopark Festival, gathering together Advisory Board, Communities of Practice and other partners for formal meetings and informal networking	NJ, FC	Annually (Sept/ Oct)	Staffing resource, venue & accommodation costs
Hold Geopark Advisory Board meetings online (to fall 6 months after Geopark Festival)	NJ, FC	Annually (Mar/Apr)	Staffing resource
Hold meetings for Communities of Practice according to the requirements of each group	GT, HD	Ongoing	Staffing resource
c. Train partners in Geosciences and provide them with tools to help them get to know and recognize the Geopark in their capacity as ambassadors of the project			
Create Cross Channel Geopark partner toolkit and training module, review 6 monthly	GT, HD	Nov 2024 with 6 monthly review	Staffing resource
Provide each partner with Cross Channel Geopark toolkit at moment of Charter signing (d)	GT, HD	Ongoing	Staffing resource
Offer each partner Geoscience training module at moment of Charter signing (d) and invite to ongoing training opportunities as they occur	GT, HD	Ongoing	Staffing resource
d. Formalise partnerships (agreements, integration into our common repository) and build a common Action Plan for the implementation of the Geopark			
Create Terms of Reference for communities of practice (a)	IS	Nov 2025 with annual review	Staffing resource
Create Cross Channel Geopark Geosites Charter to be signed by Geosite managers	IS	Nov 2024 with annual review	Staffing resource
Create Cross Channel Geopark Business Charter to be signed by business partners	IS	Nov 2024 with annual review	Staffing resource
Include review of the Action Plan at 6 monthly meetings of Communities of Practice and Advisory Board (b)	NJ, FC	Ongoing	Staffing resource

Geoscience	Staff lead	Timescale	Resources needed
a. Develop the membership of the Scientific Committee to include relevant leading experts			
Liaise with the Scientific Committee to identify 'gaps' in terms of subject areas and potential experts	GT, HD, GG	2027	Staff
Expand the Scientific Committee to at least 20 members	GT, HD, GG	2027	Staff
b. Work with the Scientific Committee and university partners to encourage research in the Geopark			
Continue working with Canterbury Christ Church University to develop and deliver multi-disciplinary Chalk elective module	GT, LW	Jan-26	Staff
With the Scientific Committee, develop a call-out or similar notice and send to all regional universities to raise awareness of the Geopark and encourage engagement	GT, HD, GG	Jun-25	Staff
Support and promote ongoing research in the Geopark	GT, GG	Ongoing	Staff
c. Establish a Special Interest Group for the development of a Geoscience careers pathway in the Geopark			
Invite relevant Geopark partner organisations to join the group and/or suggest other members	All team	2026	
Write a vision statement for the Geoscience careers pathway to guide the work of the group	GT, LW, MV	2026	
d. Establish a Geopark citizen science programme			
Work with Esri education lead and academic partners to develop a citizen science tool for 3-D mapping/scanning of geological features	GT	2026	
Share a public call-out to gauge interest and ideas for a citizen science programme	LW, MV, KH	Jul-25	
Contact Geopark partners to audit existing citizen science activity and opportunities for collaboration	GT, GG	Jul-25	

Climate & Hazards	Staff lead	Timescale	Resources needed
a. Develop a catalogue of the impact of climate change and natural hazards for the Geopark and publicise this catalogue to raise awareness of the challenges we face in the Geopark			
Create map vulnerable areas	HD, GT, Tim, PNR GIS	Nov 2025 and continuously	Staffing resource
Create a climate & natural hazard database	HD, GT	Nov 2025 and continuously	Staffing resource
Create a climate and hazards action plan	all team	2027	Staffing resource
b. Bring Geopark partners together to increase the impact of climate mitigation activities already being undertaken			
Integrate the theme into the training sessions and conferences offered by the Cross-Channel Geopark	HD, GT	Nov 2025 and continuously	
Convene a Community of Practice on the topic of Climate & Hazards	All team	2026	Staffing resource
c. Work with partners to develop new climate mitigation and natural hazard response actions			
Integrate the theme into the educational tools and signage provided by the Cross-Channel Geopark	HD, GT, MV, LW	Nov 2025 and continuously	Staffing resource

Heritage Conservation	Staff lead	Timescale	Resources needed
a. Strengthen shared heritage management			
Ensure the protection of heritage and geosites by using the Geopark charter and partnerships	HD, GT, IS	Nov 2025 and continuously	Staffing resource
Work with geosites managers to encourage environmentally friendly methods for site development	HD, GT, IS	Nov 2025 and continuously	Staffing resource
Provide technical support to local stakeholders in their geosite development and enhancement projects	HD, GT, IS	Nov 2025 and continuously	Staffing resource
b. Develop joint awareness and education projects			
Launch shared programs to raise awareness of geodiversity, biodiversity, and geological history, including guided tours, educational tools, and traveling exhibitions	HD, GT, MV, LW, KH	Nov 2025 and continuously	Staffing resource
c. Establish a joint biodiversity preservation strategy			
Implement or support the biodiversity restoration projects by local and national frameworks	PNR & Kent team	Continuously	Staffing resource
Monitor or support biodiversity and endangered species	PNR & Kent team	Continuously	Staffing resource
Create or support ecological corridors	PNR & Kent team	Continuously	Staffing resource
d. Improve accessibility while preserving sites			
Support and seek opportunities to improve sustainable infrastructure and access to geosites, ensuring compliance with sustainability and protection principles	PNR & Kent team	Continuously	Staffing resource
e. Strengthen the geopark's links with research to enhance knowledge of the sites, the territory, and its dynamics, particularly in relation to issues such as risks, climate change, and more			
Continue cooperation with universities for the understanding of the geological heritage of the territory	HD, GT, GG	Nov 2025 and continuously	Staffing resource
Disseminate scientific knowledge production on the geopark in collaboration with the geoscience committee	HD, GT, GG	Nov 2025 and continuously	Staffing resource

Education	Staff lead	Timescale	Resources needed
a. Develop cross-channel links and initiatives			
Pursue opportunities to strengthen cross-channel relationships through school exchanges (both online and in person), shared activities and challenges	MV, LW	Nov 2025 and continuously	Staffing resource
b. Develop shared tools			
Develop educational tools (films, animations, paleoenvironment content, etc.) in both languages	MV, LW, GG	Nov 2025 and continuously	Staffing resource
c. Develop links with academia through a Community of Practice			
Launch joint research projects between universities in Kent and Pas-de-Calais on topics related to geodiversity, biodiversity, and climate change impacts	HD, GT, geoscience committee	Nov 2025 and continuously	Staffing resource
Organize cross-border research days: host conferences, seminars, or workshops bringing together researchers, students, and experts in geology and environmental sciences	HD, GT, geoscience committee	Continuously	Staffing resource
d. Events Programme with the aim of fostering public engagement with the heritage of the Transmanche Geopark			
Propose a joint public events program every 6 months	MV, LW	March - September of each year	Staffing resource
Organize an annual Transmanche Geosites Festival, with events held on both sides of the Channel	all	October of each year	Staffing resource, venue & accommodation costs
Propose an events program focused on art, connecting the geological heritage with creative expressions	MV, LW	Nov 2025 and continuously	Staffing resource
e. Ensure education provision encourages social inclusion - the education provision will innovate to ensure as wide an audience as possible is reached			
Train the Geopark team on social inclusion in educational activities	PNR & Kent Team	Nov 2025 and continuously	Staffing resource
Create educational programs accessible to disadvantaged and vulnerable populations on both sides of the Channel	MV, LW	Nov 2025 and continuously	Staffing resource
f. Empower partners to deliver the Geopark Education Strategy			
Raise awareness among teachers about the Geopark	MV, LW	Nov 2025 and continuously	Staffing resource
Organize cross-border training sessions for Geopark guides & animators	MV, LW, HD, GT	Twice a year	Staffing resource

Interpretation & Visibility	Staff lead	Timescale	Resources needed
a. Develop a variety of innovative interpretation tools			
Audit existing tools and interpretation strategy to produce list of available tools	GT, HD	Jun-25	Staff
Carry out consultation with partners to establish support for new interpretation and preferences for new tools	GT, HD, KH	Jul-25	Staff
Produce prioritised list for new interpretation tools	GT, HD	Sep-25	Staff
Tender for preferred new interpretation	GT, HD	Jan-26	Staff
b. Enhance the Geopark's visibility See Geosites a.			
Work with Eurotunnel and Ports to develop gateway signage	NJ, FF, HD, GT	Apr-26	Staff, funding for signs
Produce simple visibility toolkit for use by partners, ambassadors, etc. (e.g. vinyl stickers, Geopark plaques for existing signage)	GT	Apr-25	Staff, funding for production
c. Promote a collaborative approach with local partners			
Share interpretation consultation with local partners (see a. of this sheet)	GT, HD, KH	Jul-25	Staff
Collate and share findings of consultation process with partners	GT, HD, KH	Sep-25	Staff
e. Create inclusive events and initiatives			
Consult with Putting Down Routes project to establish common approach for event listings and delivery	GT, HD, KH	Jun-25	Staff
Evaluate existing events programme to develop baseline data for inclusion	GT, HD, IS	Jun-25	Staff
Develop inclusivity checklist for all Geopark events	GT, HD, IS	Sep-25	Staff
f. Ensure maximum accessibility and inclusion			
Implement relevant elements of the EDI Strategy (see Community a.)	GT, HD	Apr-26	Staff, interpretation funding

Community	Staff lead	Timescale	Resources needed
a. Develop a process for monitoring Equity, Diversity & Inclusion (EDI) in the Cross-Channel Geopark, in order to inform the development of a Geopark EDI Strategy			
Establish EDI data collection and monitoring procedures (to include Executive Committee, Advisory Board, Communities of Practice, Ambassadors, Business Partners and general partners and supporters.)	GT, IS, HD	Jun-25	
Produce Cross Channel Geopark EDI Strategy (to be reviewed annually)	IS	Dec 2025 with annual review	
b. Continue to grow the Geoambassadors network and empower the Geoambassadors to be key community interlocutors of the Geopark			
Hold 6 monthly in-person Ambassador training and networking sessions	GT, HD	6 monthly	
Create mechanism for Ambassadors to communicate within the group	HD	Mar-25	
Provide each Ambassador with Geopark toolkit to enable independent development of educational activities and events	GT, HD	Ongoing	
Support Ambassador initiatives to secure financial resources to run educational events and activities	IS	Ongoing	
Ensure effective external communication of Ambassador offers via Geopark communications	KH	Ongoing	
c. Formalise relationships with partner organisations, supporting and empowering them to deliver the purposes of the Geopark			
Create Cross Channel Geopark Charter to be signed by general partners, ambassadors and supporters See actions for Partnerships (C)	IS	Nov 2024 with annual review	Staffing resource

Communications & Marketing	Staff lead	Timescale	Resources needed
a. Strengthen cohesion across stakeholders - develop and implement a unified Cross-Channel Geopark (CCGP) communications strategy to ensure consistency in messaging, branding, and engagement across staff, businesses, partners, and local communities. This will include clear communication guidelines, regular touchpoints, and specific goals for stakeholder alignment.			
Establish a communications steering group with representatives from a range of stakeholders (staff, partners, ambassadors) to consult with and co-create the strategy	KH	2025 July	Staff
Write the communications strategy and share with stakeholders	KH	2026 January	Staff
Host regular steering group and stakeholder meetings to ensure effective implementation of the strategy	KH	Ongoing from Jan 2026	Staff
b. Empower stakeholders with resources for consistent branding and communication - Create and disseminate a comprehensive CCGP toolkit with user-friendly resources, templates, and guidelines to streamline effective communication, promotion, and collaboration. This will ensure consistent messaging, application of CCGP branding, and impactful storytelling across all platforms.			
Design and implement a content strategy that delivers impactful storytelling, promotes geodiversity, and highlights sustainable tourism initiatives aligned with the UN Sustainable Development Goals	KH	Ongoing	Staff
Develop and deliver an agreed content calendar and plan for the CCGP	KH	Ongoing	Staff
Set up and promote centralised communication tools such as a shared online platform, newsletter, and social media assets	KH	Ongoing	Staff
Deliver training sessions and workshops on using the communication framework effectively	KH	Ongoing	Staff
Launch and monitor the content strategy - Implement the strategy, ensuring all stakeholders adopt the unified branding and messaging	KH	Ongoing	Staff
Conduct bi-annual assessments to measure effectiveness and adapt the strategy as needed	KH	Ongoing	Staff

c. Build communities and increase engagement through regular updates - establish a shared newsletter strategy and other regular communications channels (e.g., social media updates, website) to deliver consistent updates, promote activities and events, and strengthen connections within the Cross-Channel Geopark community. This will increase engagement and foster a sense of ownership among audiences.

Develop a shared newsletter plan to deliver regular updates, promote activities and events, and strengthen connections within the Cross-Channel Geopark community

KH

Ongoing

Staff

Define the newsletter's purpose and audience and create content plan that enhances and delivers on the wider CCGP content strategy and plan

KH

Ongoing

Staff

Share newsletter strategy and content plan with communications steering group and invite contributions

KH

Ongoing

Staff

Decide on chosen platform and design CCGP branded template(s)

KH

Ongoing

Staff

Build and maintain an engaged mailing list. Identify and maximise opportunities to grow newsletter subscribers and offer an easy opt-in/opt-out process to comply with GDPR

KH

Ongoing

Staff

Track engagement metrics (open rates, click-throughs, feedback) and adapt based on what content resonates most with the audiences

KH

Ongoing

Staff

Encourage community participation and ownership through community storytellers, teachers, and local enthusiasts to contribute photos, event recaps, and personal stories

KH

Ongoing

Staff

d. Enhance engagement and awareness through immersive and educational experiences - develop and promote a diverse range of Cross-Channel Geopark events that inspire engagement with geodiversity, promote sustainable tourism, and provide educational opportunities for all audiences. These events will be designed to be inclusive, interactive, and aligned with sustainable development principles.

Develop a diverse programme of events to ensure a varied mix of activities that cater to different audiences, including families, schools, geologists, nature enthusiasts, and tourists

KH

Ongoing

Staff

Develop a Cross-Channel Geopark annual events calendar incorporating events delivered by the CCGP, Geopark Ambassadors and those taking place at Geosites

KH

Ongoing

Staff

Integrate the events calendar into the content strategy and plan

KH

Ongoing

Staff

Create a process for partners to share event details easily and ensure timely updates to the Geopark events calendar

KH

Ongoing

Staff

e. Strengthen international collaboration and visibility - build stronger relationships with international Geoparks and similar initiatives to promote knowledge sharing, collaboration, and the visibility of the Cross-Channel Geopark. This will enhance the Geopark's reputation and contribute to sustainable development efforts on a global scale.

Create international content and publish bilingual content about the Cross-Channel Geopark

KH

Ongoing

Staff

Share key research findings, projects, and achievements via blogs, social media, and newsletters

KH

Ongoing

Staff

Encourage guest blog posts, videos, and joint webinars

KH

Ongoing

Staff

Attend and present at global conferences: Contribute presentations or case studies at key international events such as the International Geoparks Conference, IUCN World Conservation Congress, and UN Sustainable Development forums

KH

Ongoing

Staff

Showcase Cross-Channel Geopark at expos and fairs:c - Exhibit at tourism and conservation expos to highlight the Geopark's contribution to sustainable tourism and biodiversity. - Partner with Visit Britain (via Visit Kent) and European tourism boards (via Pas-de-Calais Department) to increase exposure	KH	Ongoing	Staff
Join and actively participate in UNESCO Global Geoparks Network (GGN) meetings, working groups, and conferences	KH	Ongoing	Staff
Contribute to UNESCO GGN reports to highlight the Geopark's achievements	KH	Ongoing	Staff
Strengthen ties with EGN members through joint initiatives, study visits, and promotional collaborations	KH	Ongoing	Staff
Contribute articles or case studies to EGN newsletters and social media	KH	Ongoing	Staff
Engage in Horizon Europe, Interreg, or LIFE-funded initiatives focused on geodiversity, biodiversity, climate resilience, and sustainable tourism	KH	Ongoing	Staff
Work with academic institutions and research bodies to co-develop studies on geological heritage, climate change, and land management	KH	Ongoing	Staff
Organise virtual or in-person knowledge-sharing sessions with other Geoparks and global partners	KH	Ongoing	Staff
Contribute to global forums on geodiversity, sustainable tourism, and heritage conservation	KH	Ongoing	Staff

f. Measure and monitor the impact of communication and engagement efforts - implement a robust system for monitoring and measuring the impact of all communication and engagement activities. This will include tracking audience feedback, website traffic, social media engagement, and participation in events to evaluate the effectiveness of the strategies and inform future planning.

Define objectives and key performance indicators (KPIs), aligning them with our strategic goals	KH	Ongoing	Staff
Use a range of analytics or other platforms, track metrics for website and digital performance. Including engagement, content performance and rates	KH	Ongoing	Staff
Track event participation numbers, including registrations vs actuals	KH	Ongoing	Staff
Conduct audience surveys and collect feedback. Regularly gather direct audience feedback through surveys, focus groups, or one-on-one interviews	KH	Ongoing	Staff
Set up a regular reporting schedule (monthly, quarterly) to assess trends and identify areas for improvement	KH	Ongoing	Staff
Compare performance against past campaigns or industry benchmarks	KH	Ongoing	Staff
Adjust strategies based on insights, test different approaches, use data to refine content, messaging, and engagement strategies. Identify successful tactics and scale them up	KH	Ongoing	Staff

APPENDICES

Appendix 1 (demonstrates the democratic legitimacy)

Members of Syndicat Mixte/ JAC

Appendix 2.

List of organisations currently supporting the Cross-Channel Geopark to be completed **ALL TO ADD**

All elected authorities in the UK / France at district / commune and regional / département level

Conservatoire d'Espaces Naturels des Hauts de France
 Pas de Calais Tourisme
 Bassin Carrier de Marquise - UNICEM
 Parc Naturel Marin des Estuaires Picards et de la Mer d'Opale
 Grand Site des Deux Caps
 Eden62
 EQIOM
 Conservatoire du Littoral
 Université du Littoral Côte d'Opale
 Réserve de Biosphère du Marais Audomarois
 University of Lille
 Imperial College London
 Natural England
 Eurotunnel
 White Cliffs Countryside Partnership
 Kentish Stour Countryside Partnership
 North-West Kent Countryside Partnership
 Medway Valley Countryside Partnership
 Darent Valley Landscape Partnership Scheme
 North Downs Way National Trail
 The Bay Trust
 National Trust
 English Heritage

Kent Country Parks
 Port of Dover
 Canterbury Archaeological Trust
 Folkestone Museum
 Dover Museum
 Folkestone Fringe
 Creative Folkestone
 Future Foundry
 Shivanova
 Kent Geologists Group
 The Woodland Trust
 Kent Wildlife Trust
 Simpson's Wine
 Bore Place / Commonwork Trust

Gaëlle Guyetant – Conservatoire d'Espaces Naturels des Hauts-de-France

Gaëlle is a scientific mission officer for geological heritage at the Conservatoire d'Espaces Naturels des Hauts-de-France. She coordinates the regional geological heritage committee and works on the regional inventory of geological heritage in Hauts-de-France. Part of her work time is dedicated to coordinating the scientific component of the Cross-Channel Geopark project.

Prof. Sanjeev Gupta – Imperial College London.

An Earth and Planetary Scientist with broad research interests in understanding modern and ancient environmental change on Earth's surface and on Mars. Notably one of the lead researchers to prove that the Channel was formed by a 'megaflood' event, part of a cross-Channel research collaboration which involved Jenny Collier and Alain Trentesaux. Prof. Alain **Trentesaux** - Sedimentologist,

Lille University and Laboratoire d'Océanologie et de Géosciences (LOG)

Alain is a sedimentologist, as well as a PhD and lecturer at the University of Lille. He specializes in marine sedimentology and detrital platforms. Also one of the lead researchers on the Channel 'megaflood' work with Sanjeev Gupta and Jenny Collier.

Prof. Jenny Collier – Imperial College London.

An Earth scientist with broad interests in geology, geophysics, and geodynamics. Also one of the lead researchers on the Channel 'megaflood' work with Sanjeev Gupta and Alain Trentesaux.

Prof. Olivier Averbuch – Geologist, Lille University and Laboratoire d'Océanologie et de Géosciences (LOG)

Olivier is a senior geologist and lecturer at the University of Lille. He specializes in Geodynamics, Rock Magnetism, Basin Geology, Fold-and-Thrust Belt Tectonics, and Inversion Tectonics. Olivier is a leading expert jurassic environment.

Dr. Jonathan Larwood – Geologist, Natural England.

Jonathan has significant experience of advising Geoparks in the UK and was involved in the process which culminated in the Jurassic Coast being designated a World Heritage Site. Jonathan is a Trustee of the Jurassic Coast WHS. On the advisory group Jonathan also represents Natural England, which is the central government body for conservation, enhancement and management of the natural environment in England.

Arnaud Hamelin – Geologist, Carrières du Boulonnais

Arnaud is a geologist at Carrières du Boulonnais. His work has given him extensive knowledge of the geology of the Ferques Paleozoic massif and, more broadly, that of the Boulonnais region. Additionally, he conducts numerous site tours (for schools, local residents, etc.) to present the quarry and its activities, and he also hosts students for practical work sessions.

Prof. Andy Gale – University of Portsmouth.

Andy is a leading expert on the Cretaceous in the UK and has personally researched and provided evidence for the protection of many of the most important geological sites of the Kent Downs.

Frédéric Fasquel – Directeur délégué, Parc Naturel Marin des estuaires picards et de la mer d'Opale (Office de la Biodiversité)

On the French side, le Parc Naturel Marin, due to its location, constitutes a major biological and economic crossroads. Human activities and the marine environment are historically and culturally linked there. Frédéric, through his participation in the scientific advisory group, supports the Geopark by providing his expertise on the marine heritage to be considered in the approach.

Prof. Kirstin Lemon – British Geological Survey, Chair of UK UGGp Committee

Kirstin is a geologist who has worked on Geoparks in Northern Ireland since 2004, including as Geopark Geologist for the Marble Arch Caves (now Cuilcagh Lakelands) Global Geopark, the first transnational UNESCO Global Geopark. Kirstin is also the Chair of the UK UNESCO Global Geoparks Committee and has previously been a member of the UNESCO Global Geoparks Council.

Prof. Julian Murton – Professor of Permafrost Science, University of Sussex.

Julian is a leading expert in periglacial processes and quaternary environments, as well as stratigraphy, sedimentology and surface processes. The Kent Downs landscape we see today was largely formed in periglacial environments and as such Julian brings essential expertise to the advisory group.

Dr. Nicholas Ashton – Curator, British Museum

Nick is responsible for the Palaeolithic collections at the British Museum and brings his expertise on the movement of early human populations across (present day) North-Western Europe to the advisory group. Notably, Nick brings to the group his expertise on how human population of the Kent Downs was impacted by the 'megaflood'.

Appendix 3: Details of Geosites

Details of all the Geosites of the Cross-Channel Geopark can be found on our website - <https://geoparktransmanche.org/en/geosites/>

Appendix 4: Maps

An online map of the Geopark with a variety of layers that can be turned on or off is available here – **Cross-Channel Geopark ArcGIS Online Map**

Marine portion of the Geopark with Seascape Character Areas, Marine Conservation Zones (UK), Marine Habitats (FR), undersea geological features, and Geopark Marine Boundary.

