

# North West Awards of Coastal Excellence

*Awarded at the  
North West Regional Coastal Conference 2010*

The North West Coastal Forum is pleased to announce the winners of a new award scheme to recognise outstanding achievement in, and contribution to, the long-term management of our coast and near-shore marine environments.

All entries were expected to meet several criteria, including:

1. Demonstrate a fit with the aim and one or more outcomes of the North West Coastal Forum:

*We aim to promote and deliver integrated coastal zone management in the North West to secure the long-term sustainability of the region's coast by achieving:*

- ≈ Well-integrated planning and management of the coastal zone
  - ≈ The economic potential of the NW coast achieved in ways which safeguard, enhance, restore and sustainably use our natural and cultural assets
  - ≈ A high quality natural and built coastal environment able to adapt to climate and other change
  - ≈ Improved recreational opportunities and visitor experience
  - ≈ Improved well being of coastal communities
  - ≈ Raised appreciation of the coast, its value and its needs
2. Major activity within the last 2 calendar years – 2008 & 2009
  3. Communication of the work and its benefits to a wider audience than that involved in the work itself – how has this work developed the knowledge of and benefited those not directly involved
  4. Development of effective working partnerships and integration across different disciplines – how the right people/organisations were involved and how this made the work more successful
  5. Long-term benefits and legacy – what happened when the work finished (or what will happen at the end of the project), and how the long-term benefit was ensured

---

## Coastal Champion

In addition to the criteria above, coastal champion nominees were expected to demonstrate:

1. Leadership
2. Being an inspiration to others
3. Innovation – not a duplicate of similar work elsewhere
4. Education / skills building – how has this work developed the skills and knowledge of those involved

## Winner

### *Ian Rowlands – Environment Agency*

Ian Rowlands is Mr North-West Coastline. He has been inspirational and innovative in Flood and Coastal Risk management for over 20 years. At Hesketh Out Marsh he facilitated creation of a new bird sanctuary, whereas, at Sunderland Point village he helped residents to obtain vital funding for flood resilience measures.



## Highly Commended

### *Jack Manning*

Jack has been an active fisherman all his life. He's recently retired, and yet has made a tremendous contribution over the past 10-20 years by creating written and video (DVD) records of the local fishing tools and techniques and stories. He's done this pretty much on his own, as there has been no concerted support or backing.

He was also instrumental in recording and publicising the Cartmel Wharf/Coup Scar Medieval fish traps that were exposed and then reburied by the shifting Leven Channel.

Although lately not in the best of health he is positive force of great integrity. He was aware that he himself holds much of the local fishing heritage in his head and he wants to be sure it is recorded elsewhere too. And also he shares his passion for the coast and the natural and cultural history of the Bay very cheerfully and freely.

---

## Coastal Best Practice

In addition to the criteria above, Coastal Best Practice entrants were expected to demonstrate:

1. A significant contribution to the coast and or near-shore marine environment and coastal communities and businesses arising from the work carried out
2. Effective teamwork and leadership
3. Successful engagement with a wide range of coastal stakeholders, including where appropriate effective consultation and involvement in decision-making
4. Capacity building and awareness-raising both within the delivery team and within the wider coastal stakeholder community
5. Awareness of and alignment/integration with wider coastal issues/policy/plans/activity and contribution of this piece of work to the bigger picture
6. Effective integration of environmental, social and economic factors
7. Key elements that made the work particularly successful including clear methodology
8. Innovation – not a duplicate of similar work elsewhere
9. Education / skills building – how has this work developed the skills and knowledge of those involved

## Winner

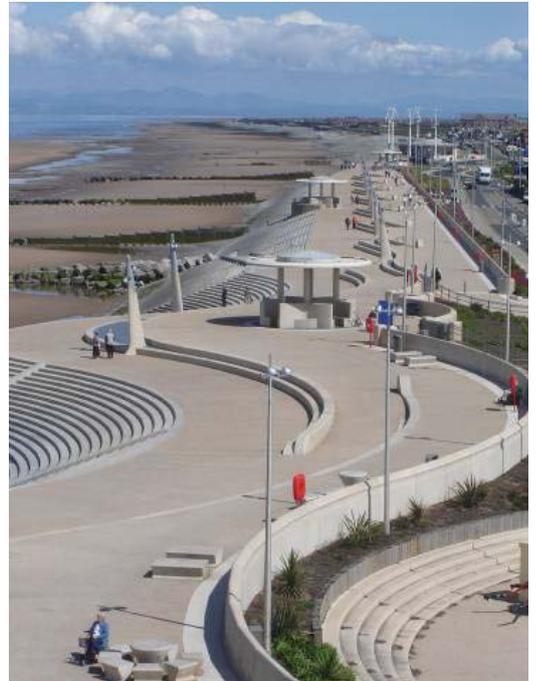
### ***Wyre Borough Council in partnership with Birse Coastal for the Cleveleys Coast Protection & Promenade Enhancements Scheme***

The £26m Cleveleys Coast Protection & Promenade Enhancements Scheme comprises 2km new precast concrete defences, split-level promenade, feature lighting, new café and extensive hard/soft landscaping. This project serves multiple purposes:

- Safeguards the town from tidal flooding
  - Provides an enhanced promenade to engage the public
  - Helps retain, grow and promote existing tourist/retail industries
- Encourages development/attracts inward investment

Coastal and flood defence projects operate as defence structures for a few days per year, for the remaining time they have the potential to create a unique 'sense of identity' for the area and as such to create a visitor and community meeting point and destination. This can only be truly achieved through a partnership between public bodies, constructors and the community and it is this final community link in the partnership that can deliver excellence.

Responding to the communities' requirements and aspirations, the Cleveleys scheme has delivered real value for money. The coastal defences and environmental enhancements used the highest quality, most sustainable materials to provide intrigue, education and participation in the coastal experience. What has been delivered at Cleveleys is exceptional, has been widely acclaimed throughout the coastal community, has drawn massive interest from around the UK onto the north west region and the project has been embraced by the local community as its own.



## Highly Commended – Integrated Coastal Zone Management

### ***Environment Agency and RSPB for the Hesketh Outmarsh West Managed Realignment***

A partnership project between the EA and RSPB, this is one of the largest managed realignment schemes in Europe and recreates 152 hectares of saltmarsh on land formally drained and farmed intensively for arable crops, whilst

simultaneously improving the standard of local tidal flood defences.



This is a fine example of integrated coastal management; human needs for coastal defence and flood protection have been satisfied, but this has not been at the expense of wildlife. Nature has been at the heart of the project and major conservation benefits have been delivered alongside other economic benefits, agricultural, recreational and educational.

## Highly Commended – Tourism

### *Merseytravel for the U-boat story visitor attraction*

The visitor attraction at Woodside ferry terminal is a second world war German U-boat (namely U-534), with associated visitor centre display area linked to the existing terminal building. The magnificent scale and structure of the boat itself, creates the dramatic core of the informative and educational exhibition.

The U-boat Story is a unique visitor attraction which has exceeded all expectations in its first year, increased Ferry patronage and the number of tourist visits to the area, generated additional employment, saved a rare artefact from an uncertain future and contributed to the £34 million overall Merseytravel tourism offer.



## Highly Commended - Business

### *The Ship Inn – Piel Island*

Piel Island pub and slipway were in disrepair – it was a very contentious issue locally. Steve and Sheila took it on and turned it around. They have worked incredibly hard and shown tremendous positivism, leadership; great integrity and loads of grit and determination.

They've had it for just over 2 years now and the place and the reputation is transformed.

Piel is cool again, the pub is thriving, the whole island is secure and has been recognised as a tourist destination in publications; on TV and even in the foreword, local tourism section, of last year's yellow pages!

## Highly Commended – Built Environment

### *Blackpool Borough Council for the Blackpool Central Area Coast Protection Scheme*

A 3.2km coast protection scheme with associated public realm works. The project is to date the largest coast protection scheme ever funded by Defra. It replaces the famous Victorian Seawall that has protected Blackpool, including Blackpool Tower, for the last 100years.

The Scheme is Blackpool's largest ever single civil engineering project; enhancing a core £62m Defra grant to a circa £100m multi-funded project through match-funding from regional, national and European sources. The fundamental driver for the scheme was the doctrine of sustainability, and its particular meaning to a town like Blackpool.



# Coastal Community Action

In addition to the criteria above, entrants to the Coastal Community Action category were expected to demonstrate:

1. A significant contribution to community benefit and the coast arising from the work carried out
2. Effective teamwork and leadership
3. Encouragement of community, volunteer or school pupil participation
4. Promotion of awareness and sharing of skills and knowledge within the local community
5. Awareness of wider coastal issues and how this work fits within the bigger picture
6. Key elements that made the work particularly successful
7. Ownership of the coast - how this work has fostered a sense of ownership of the coast by the local community
8. Innovation – not a duplicate of similar work elsewhere
9. Education / skills building – how has this work developed the skills and knowledge of those involved

## Winner

### *Friends of the Estuary (Lytham)*

Friends of the Estuary are a group of passionate and hard-working individuals who have come together to care for their coastline. The community group heads out weekly in any weather to remove litter at Lytham foreshore and spread the message about reducing litter and valuing our coast.



## Highly Commended

### *Solway Coast Community Volunteer Group*

The Solway Coast Community Volunteer Group are a dedicated group of people, of all ages and abilities who give their time, support and commitment to help the AONB team to protect, enhance, and maintain the unique landscape of the Solway Coast Area of Outstanding Natural Beauty.