

Making The Most Of The North West's Coast



**The North West Coastal Forum
Business Plan 2014 - 2016**

Foreword

Coastal zones are amongst the most important areas on our planet, not least because they are where many of us work and live, but also because they are so reactive to changes in climate and human activity. As we enter a period of considerable natural change, the work of the North West Coastal Forum becomes even more important. Interactions between people and coast are critical; coasts both provide for, and respond to, what we do, generating enormous challenges for coastal professionals, practitioners, end-users and academics in terms of management, knowledge-sharing and planning for the future. The future is uncertain; energy requirements are growing, the demand for economic stability is very clear and the need for coastal communities to work together is essential. The scientific evidence for global climate change is clear, with coastal communities at the interface between climate, ocean and terrestrial environmental interactions. This makes the sharing of scientific understanding alongside and in partnership with the wealth of local knowledge and expertise absolutely vital. As someone who is deeply passionate about coasts, mindful of the challenges of global climate change but at the same time, keen to ensure the continuation of the process of sharing knowledge and understanding for which the North West Coastal Forum is well known, I look forward to supporting the work of the Board.



To date the North West Coastal Forum has been very active in bringing together key stakeholders to explore ways in which such knowledge and understanding may be shared, and it has also explored the potential impacts of climate change in its work on adaptation and mitigation. To continue this excellent work is essential and together the Forum will strive to ensure this happens; not only will this help to secure long term security for our coasts but it will also broaden the influence of the partnership and of partners across the UK.

Professor Annie Worsley, Chair of the North West Coastal Forum

Contents

	Page
Foreword	2
A Vision for the North West Coast	4
About the North West Coastal Forum	5
Priorities for Action 2014 - 16	6
Budget to March 2015	7
Appendix A: Operation and Administration	8
Appendix B: Management Board Member Organisations	10

A Vision for the North West Coast

'Making the Most of the North West's Coast'

The North West Coastal Forum has a vision for a sustainable future for the North West coast. This vision includes:

- » 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

Our work helps to further sustainable development in the region and contributes to the delivery of strategic and local spatial planning, economic strategy and integrated frameworks such as Future North West.

Our Aim:
To promote and deliver integrated coastal zone management in the North West to secure the long-term sustainability of the region's coast

Achieving the Vision for the North West Coast

To help to achieve the vision for the North West coast we have set a list of priorities for action for the Forum over the coming 2 years. Underpinning the summary provided on page 6 of this Business Plan is a separate Delivery Plan which sets out in more detail the actions which are planned for the next 2 years. Many other organisations will be leading and taking responsibility for action, however, where the Forum has a specific role or contribution to make this is indicated. The latest version of the Delivery Plan is available electronically from the North West Coastal Forum website at www.nwcoastalforum.co.uk

About the North West Coastal Forum

The North West Coastal Forum is a multi-sector partnership bringing together coastal stakeholders from across the North West to promote and deliver sustainable management and use of our coastline. We work together across boundaries to deliver economic, environmental and social benefits for coastal communities in North West England.

We are governed by a Management Board ([link](#)) made up of over 25 representatives from coastal stakeholder organisations (see [Appendix C](#)). The Board elects a Chair on a biennial basis. Our current Chair is Professor Annie Worsley, Strata Environmental and University of the West of England.

We work by:

- » Commissioning research
- » Holding conferences and events, often including site visits, to highlight issues, inform stakeholders and showcase best practice
- » Facilitating workshops on relevant issues
- » Influencing policy by responding to formal and informal consultations and by active participation in national policy workshops
- » Providing technical input and expertise to projects spearheaded by other organisations and partnerships, including work with European partners
- » Representing the multiple interests of the North West coast on project groups and at stakeholder meetings and by speaking at events across the UK and beyond.
- » Producing a regular newsheet on coastal issues
- » Holding a biennial awards scheme - NW Awards for Coastal Excellence – to inspire individuals, communities and practitioners

Our funding comes from a range of sources including local government, government agencies, the voluntary sector and businesses. It can be general funding for the Delivery Plan as a whole, or for specific projects (ring-fenced funding). The Forum also receives much 'in kind' support through members providing services such as staff time and technical expertise for Forum projects and providing rooms for Forum meetings. This support is invaluable and without it the work of the North West Coastal Forum could not go ahead.

Priorities for Action 2014 - 16

To help to achieve the vision for the North West coast we have set a list of priorities for action for the Forum over the coming 2 years. More detail on these is given in the regularly updated Delivery Plan which is available electronically at www.nwcoastalforum.co.uk.

Well-integrated planning and management of the coastal zone

- » Influencing policy and legislation through responding to relevant consultations
- » Active participation in the Irish Sea Maritime Forum (international) and the Coastal Partnerships Network (national)
- » Development and publication of a 'What's happening on the NW Coast' report to capture activity across the NW contributing to sustainable coastal use and management

The economic potential of the NW coast achieved in ways which safeguard, enhance, restore and sustainably use our natural and cultural assets

- » Provide technical input and advice to strategic projects and initiatives which have relevance for the North West coast and its communities, including working with Local Nature Partnerships and Local Enterprise Partnerships to promote the inclusion of coastal issues
- » Continue to publicise the SUSTAIN indicator set and assist local authorities in implementation (see www.sustain-eu.net)

A high quality natural and built coastal environment able to adapt to climate and other change

- » Active participation in the North West and North Wales Coastal Group to represent wider coastal interests
- » Work with Liverpool University and other partners on the Celtic Seas Partnership Life+ project (see www.celticseaspartnership.eu)

Improved recreational opportunities and visitor experience

- » Leading promotion and delivery of the North West Coastal Trail concept and assisting with the roll out of national coastal access
- » Raising awareness of bathing water and beach litter issues and encouraging behavioural change; working collaboratively to achieve better bathing waters and litter-free shores for example by working with the Turning Tides Partnership to maintain the North West Beach Management and Bathing Water Network.

Improved well being of coastal communities

- » Seeking funding for exploring the impacts of coastal change on coastal communities
- » Seeking funding for research into health and well being in coastal communities
- » Seeking funding for research to update the 2009 'Understanding the Coastal Communities of the North West' datasets and conduct a comparative analysis to assess the impact of policy and progress since 2009.

Raised appreciation of the coast, its value and its needs

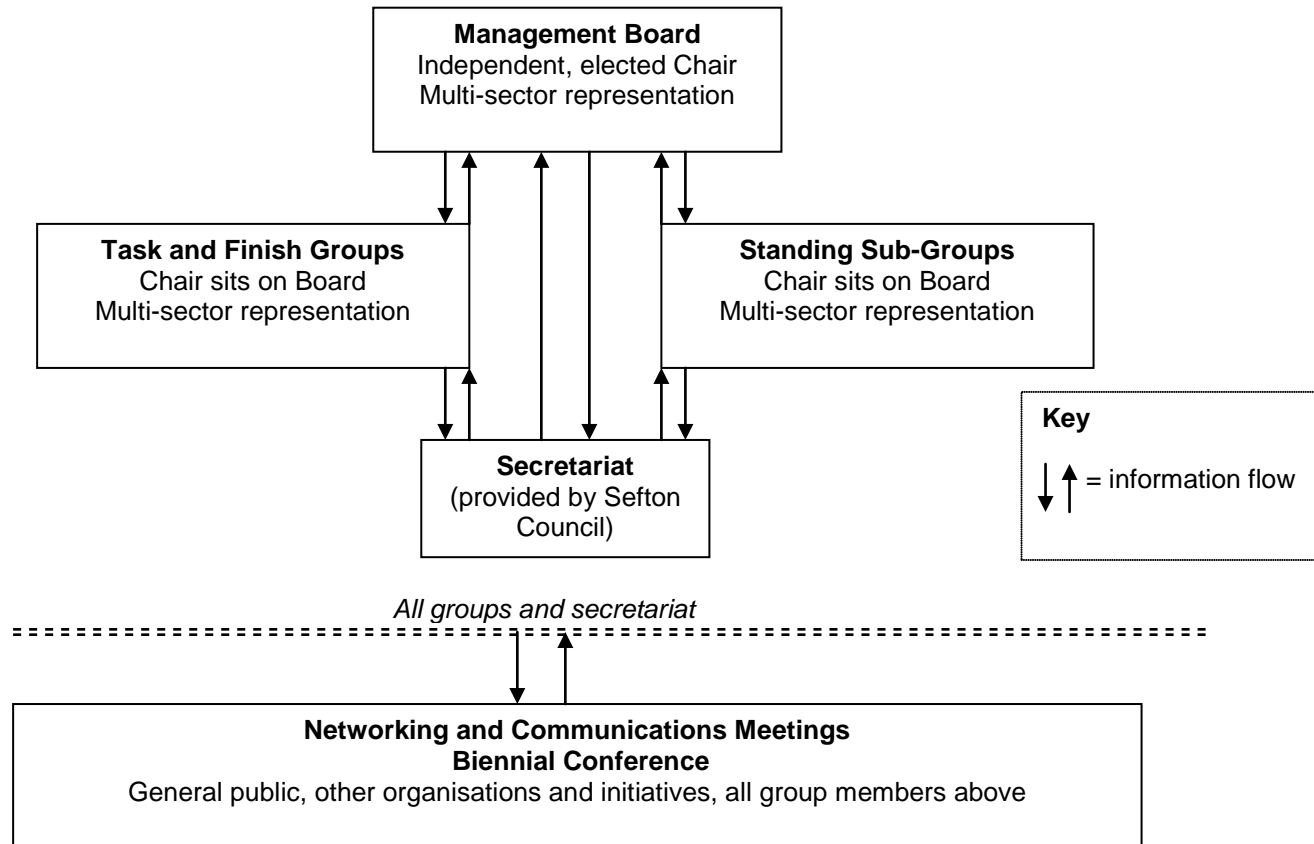
- » Championing the value of our coast and its assets by researching and compiling a 'Valuing the North West Coast' report
- » Holding a biennial conference to raise awareness of current issues, good practice and emerging legislation and policy affecting the coast and near-shore marine environments, their communities and businesses – the theme of the 2014 biennial is coastal tourism and recreation and the Blue Growth agenda.
- » Holding a range of other events including workshops, seminars, conferences and field visits, either alone or in partnership with other organisations, to promote understanding of coastal issues at least twice-yearly.
- » Maintaining a news-led website acting as a one-stop shop for information on the North West coast and coastal issues in general
- » Publishing a regular e-newsletter
- » Establishing a North West Coastal Research Forum to enable sharing of relevant research amongst professionals and other interested parties

Budget to 31st March 2015

		£
Balance b/f April 2014		53748
Anticipated income		
Liverpool Bay Coastal Sub-group subscription	500	
Northern Coastal Sub-group subscription	500	
Liverpool Bay Coastal Sub-group secretariat provision*	1000	
Celtic Seas Partnership	8056	
SUSTAIN	2000	
Biennial conference sponsorship/exhibitor income*	2000	
Total anticipated income		<u>14056</u>
Working Funds		67804
Committed funds (Programme of Work):		
Staffing costs (salaries, on costs, travel, training)	45000	
Miscellaneous office costs provision*	500	
Biennial conference, networking and communication events provision*	7500	
Meeting provision* (room hire, refreshments)	1000	
Web hosting	400	
Subscriptions	100	
Organisation format costs provision*	2000	
Total committed funds		<u>56500</u>
Funds available to support additional activity, new projects and Forum reserves¹		<u>11304</u>
* estimates		

¹ Funds for post March 2015 activity, including reserve of £10000

Appendix A: Operation and Administration of the Forum



Partnership Approach

The North West Coastal Forum is made up of otherwise independent bodies which have agreed to co-operate to achieve a common goal: to make the most of the North West's coast.

Management Board

The Management Board, which meets annually to ratify decisions made at the more frequent Business Meetings, provides a strategic direction for the Forum by agreeing a Business Plan, overseeing its implementation, and evaluating progress and outcomes. It has an independent, biennially elected, Chair. Management Board membership is not fixed or limited and other organisations are invited to join as the need arises. Members of the Board have a dual role; they represent their own organisations and also provide technical expertise. They are responsible for disseminating relevant information within their own organisations and Board members may be asked to 'champion' particular elements of the Programme of Work which forms part of the Business Plan. Members of the Board may also sit on the Business Planning Sub-group, see below. A list of organisations currently participating in the Management Board is given in [Appendix B](#)

Sub Groups

Sub Groups are of two types – task and finish groups such as the North West Coastal Trail Group and standing groups such as PISCES (the Partnership of Irish Sea Coast and Estuary Strategies). Groups are formed from a range of coastal stakeholders as appropriate and are tasked with taking forward items within the Programme of Work. The Chair of each group is a Board member, ensuring strong communication links between the sub-groups and the Management Board. There is also a Business Planning Sub-group made up of Board Members which has devolved authority from the Board to make Programme of Work and funding decisions at Business Meetings during the year.

Networking and Communication Meetings

These are meetings, at least twice per annum, of a wider network of coastal stakeholders to facilitate communication, networking, promotion of good practice, information sharing and wider debate. The meetings take a variety of formats, for example, workshops, seminars and study tours. The meetings are open to all those with an interest in the specific topic being discussed.

Biennial Conference

This is a full conference to which all those with an interest in integrated coastal zone management in the North West are invited.

Secretariat

The function of the Secretariat is to co-ordinate and facilitate the work of the North West Coastal Forum. It is hosted by Sefton Council.

Appendix B: List of organisations represented on the North West Coastal Forum Management Board

British Destinations
Cheshire West and Chester Council
Cumbria County Council
English Heritage
Environment Agency
Halton Borough Council
Keep Britain Tidy
Lancaster City Council
Lancashire County Council
Liverpool Bay Coastal Sub-group
Liverpool City Council
Liverpool University
The National Trust
Natural England

Northern Coastal Sub-group
North West and North Wales Coastal Group
North Western Inshore Fisheries and Conservation
Authority
PISCES
National Oceanography Centre
RSPB
Sefton Borough Council
UK Beach Management Forum
United Utilities
Warrington Borough Council
Wirral Borough Council

Observer: Marine Management Organisation