



*Working together
for cleaner,
greener places*



Fylde BeachCare

Annie Heslop – Fylde BeachCare Officer

Fylde BeachCare

- Aims to inspire the local community, businesses and residents to care for our beaches and bathing waters
- BeachCare SW
- RiverCare
- WatersideCare



Background to Bathing Waters on the Fylde coast

- Bathing waters have improved significantly over last 20 years
- 6 beaches in the NorthWest failed to achieve minimum standard (10 failed across UK)
- In 2015 tougher standards need to be met, EU Bathing Waters Directive

Impacts of failing Bathing Water standards

- Will have to erect signs advising against bathing
- Loss of £1billion over 15yrs if we fail



Why are we failing?

- Combination of factors
 - Sewage overflows
 - Diffuse pollution
 - Agriculture run-off
 - Misconnected properties

- Progress and investment has been made
- More work to be done

We want solutions, not problems

- Need to work together
- Partnerships formed
- Community, businesses and tourists have a role to play



What can we all do to help?

- Key messages

What not to flush
Fats, oils and greases
Surface water drainage
Get involved!



Who needs to be engaged with?

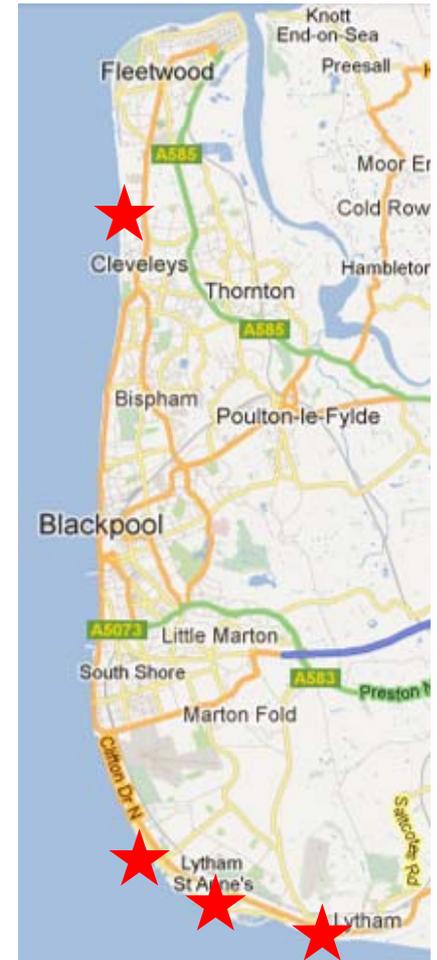
- Community
 - residents,
 - individuals,
 - existing groups
 - Children and young people
- Businesses
 - Tourist providers
 - Tourism linked business
 - Building trade, plumbers, DIY
 - Restaurants, chip shops
- Tourists
 - Day visitors
 - Overnight stays
- Local Authorities
 - Elected members
 - Officers
- Other partners
 - NGOs
 - Government Agencies
 - United Utilities

How can we best engage?

- Through existing networks
- Best to hear the message from the community themselves
- Awareness events
- Targeted campaigns
- LISTEN – what do communities want? Engagement is a two-way process.

Coastal Care Groups

- Existing coastal groups and establishing new groups
- Different groups, different aims
- Support and encourage
- Can provide feedback
- Understand their coastline



Existing networks and groups

- Contact with existing groups
For example: WI, Ramblers, Scouts and guides,
Rotary and faith groups
- Use of community networks



Education

- Face-to-face education
- Interactive
- All ages
- Link with eco-schools network
- Roll out to schools you can't visit



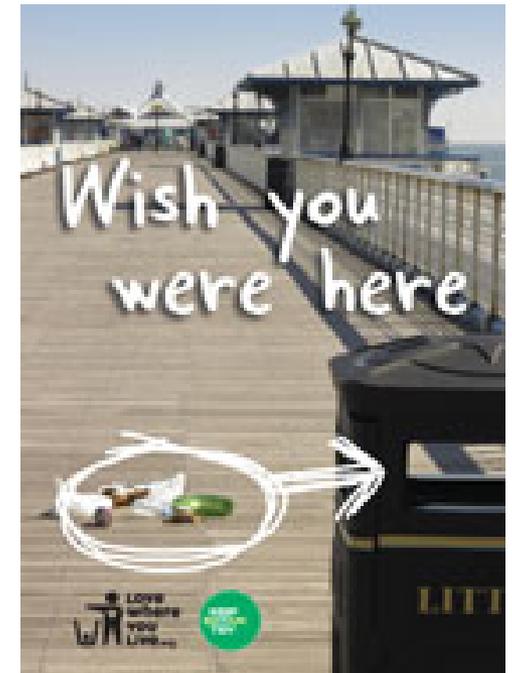
Campaigns

- Smart campaigns linked to a specific message and a specific audience

Stickers on toilets in hotels

Posters on public conveniences

Literature within business network



Yellow Fish

- Only rain goes down the drain
- Surface water
- Promenade focus at start, roll-out across coast



Develop a sense of ownership and value

- Do people really care?

If so, why?

If not, why?

- How can we connect people to their coast and local environment?



And all in 1 year!

- Secure further funding
- Measure our successes
- Look long-term
- Review our failures



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