

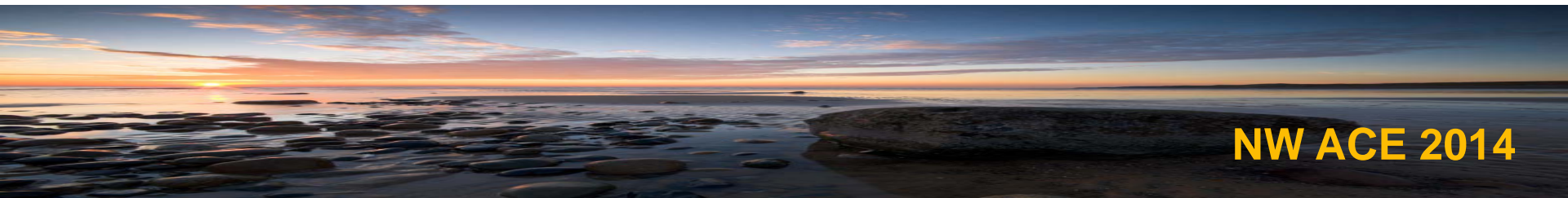
A scenic photograph of a beach at sunset. The sun is low on the horizon, casting a warm orange glow across the sky and reflecting on the water. The beach is covered with numerous smooth, dark rocks of various sizes. A large, dark rock is prominent in the foreground on the right. The sky is filled with soft, wispy clouds. The text 'The 2014 North West Awards for Coastal Excellence' is overlaid in a bold, yellow font.

# **The 2014 North West Awards for Coastal Excellence**



# The Awards Scheme

- Established by the North West Coastal Forum in 2010
- To recognise and celebrate outstanding achievement in and contribution to the long-term sustainable management of our coastal and near-shore marine environments
- Set up to encourage and inspire professionals, volunteers, groups and organisations involved in coastal work
- To spread the word about good practice throughout the North West – and beyond!
- Work should help to meet the aim and objectives of the North West Coastal Forum
- Biennial – for work done in the last 2 years

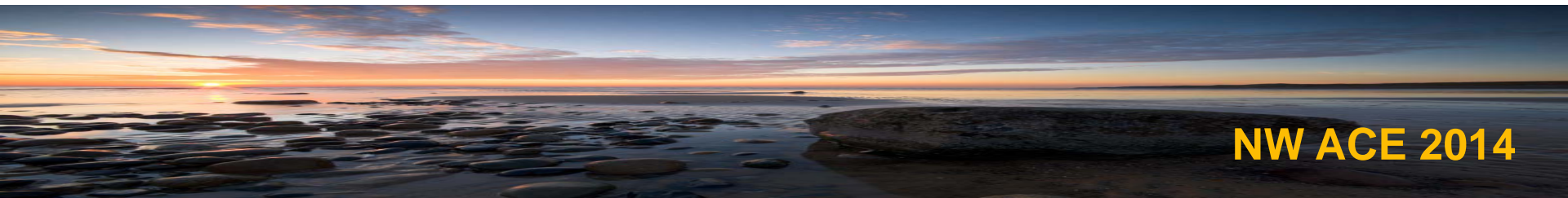




# Aim and objectives of NWCF

To promote and deliver integrated coastal zone management in the NW 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
- Improved well-being of coastal communities
- A high quality natural and built coastal environment able to adapt to climate and other change
- Improved recreational opportunities and visitor experience
- Raised appreciation of the coast, its values and its needs





# Award Categories

## Coastal Champion

*Key criteria:*

- Significant contribution to coastal sustainability
- Leadership
- Being an inspiration to others

## Coastal Community Action

*Key criteria:*

- Significant contribution to community benefit and the coast arising from the work carried out

## Coastal Best Practice

*Key criteria:*

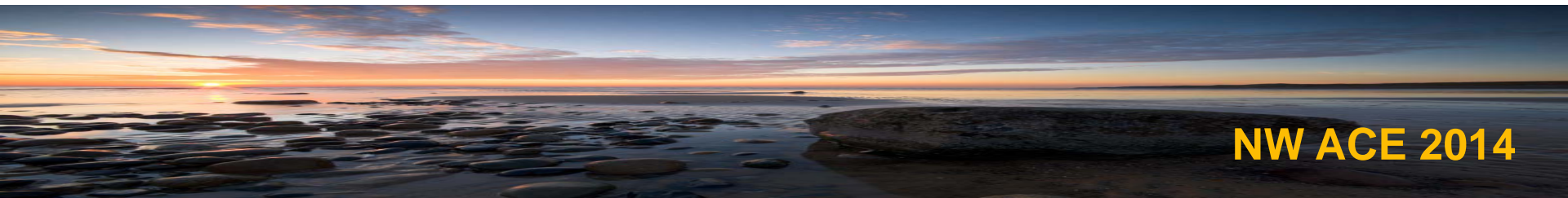
- Significant benefits to coast and/or near-shore marine environments and local communities and businesses arising from the work carried out
- Significant contribution to long-term coastal sustainability



# Coastal Champion

## Joint winners:

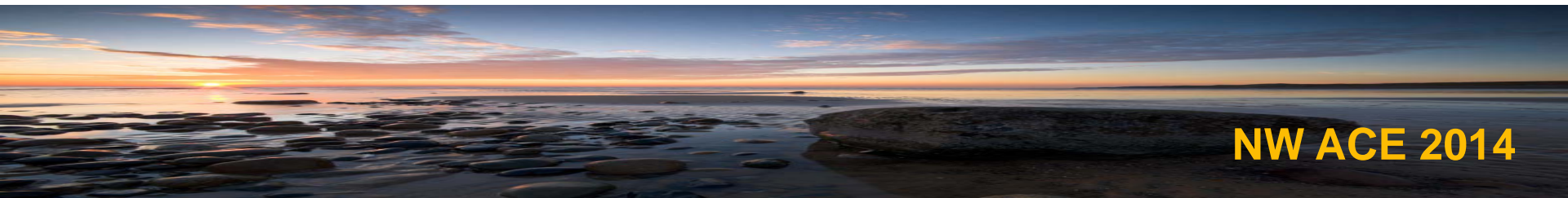
- Jayne Foat – Sefton Council's LOVEmyBEACH Co-ordinator
- Annie Heslop – Keep Britain Tidy (LOVEmyBEACH campaign)
- Emma McColm – Morecambe Bay Partnership's LOVEmyBEACH Officer





# Coastal Champion - Annie

- Works on the Fylde coast and 'is happy and comfortable in any setting as long as she's talking about Fylde's beautiful beaches!'
- Worked with a design agency to create a campaign to communicate how people can support cleaner seas – positive brand
- Since 2012 Annie has set up 6 beach care groups doing 134 beach cleans with 650 volunteers collecting over 1500 bags of litter!
- Developed the LOVEmyBEACH business pack
- Secured funds to support the campaign
- Has over 1000 followers on Twitter
- Has worked with a local college to inspire the next generation to look after the sea - understands the importance of making sure there is a network of supporters to keep delivering this work into the future



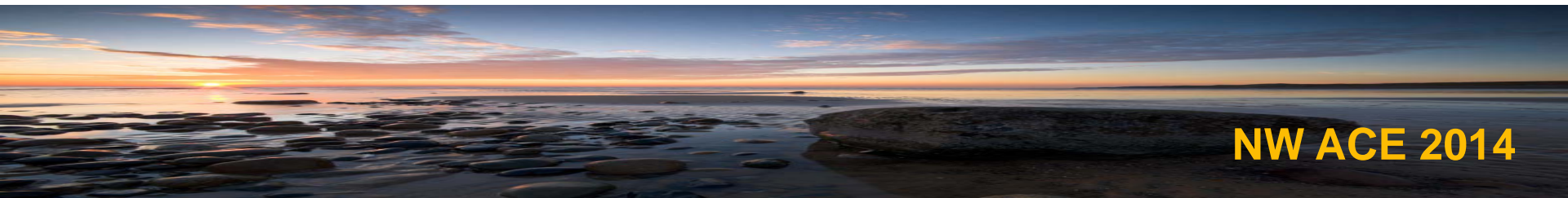






# Coastal Champion - Emma

- Works in and around Morecambe Bay – ‘Emma's huge smile and dedication have helped her to secure some of the most successful business engagement we've had’ – e.g. Midland Hotel
- Created the LOVEyourDRAINS materials to communicate how people can look after their drains to reduce pollution.
- In the last 12 months Emma has co-ordinated 20 beach cleans with 208 volunteers
- Worked with Lancaster City Council to get LOVEmyBEACH incorporated into the Beach Management Plan
- Great use of press & social media - over 1000 followers on Twitter
- ‘Never misses an opportunity to embed the LOVEmyBEACH messages locally and also inputs constructively to the wider campaign, helping direction and steer’



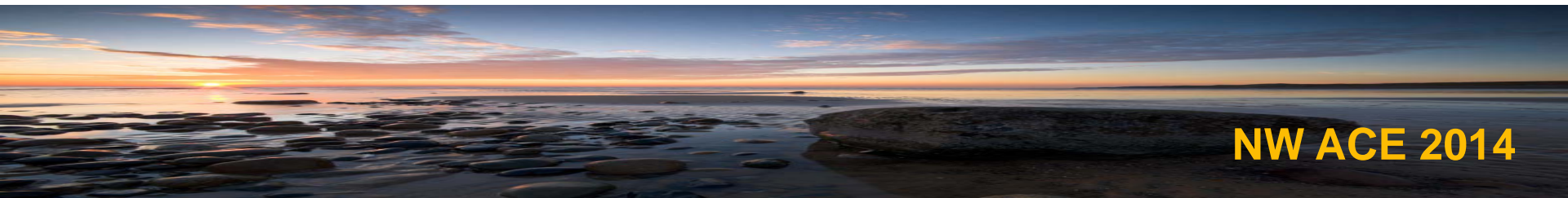






# Coastal Champion - Jayne

- Works on the Sefton coast – ‘Jayne has brought the campaign alive for Sefton!’
- Organised a survey to understand people’s perception of bathing waters and signed up over 100 people wanting to do more to help
- Engaged businesses – large corporations doing beach cleans and local business – dog grooming salon – to support the campaign
- Created an innovative partnership with the press and has placed 36 weekly stories in the local newspapers and news websites
- Worked with schools and the scouts to develop an education pack re importance of looking after the beach – to be rolled out across the region soon!



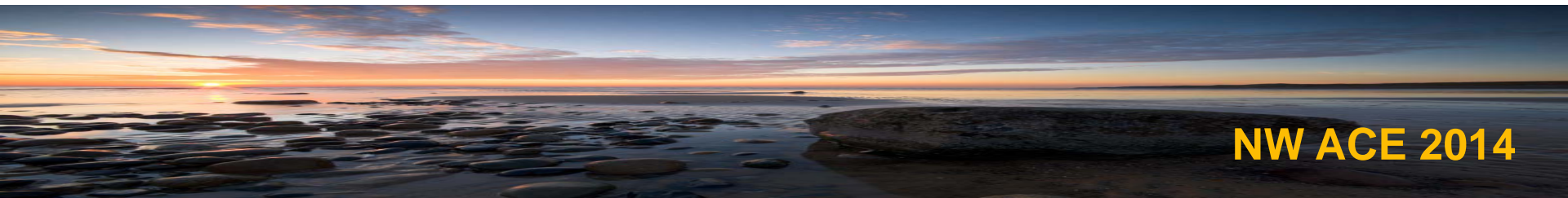






## Highly Commended – Fairhaven Coastal Care Group

- Passionate volunteers; meet every week to care for the foreshore between Fairhaven lake and Beach Terrace Cafe, St Annes.
- Established to improve conservation status of the dunes and shingle – foreshore was being mechanically cleaned but now is hand removed so pioneer species can establish and flourishes
- Key to continued success & growth is a strong social core which has led to new members feeling welcome and many new friends being made
- Developed confidence and skills of group members and have a shared leadership team of 4 with no pressure on members to attend each week – they have a ‘just turn up’ philosophy which makes it easier for people to engage





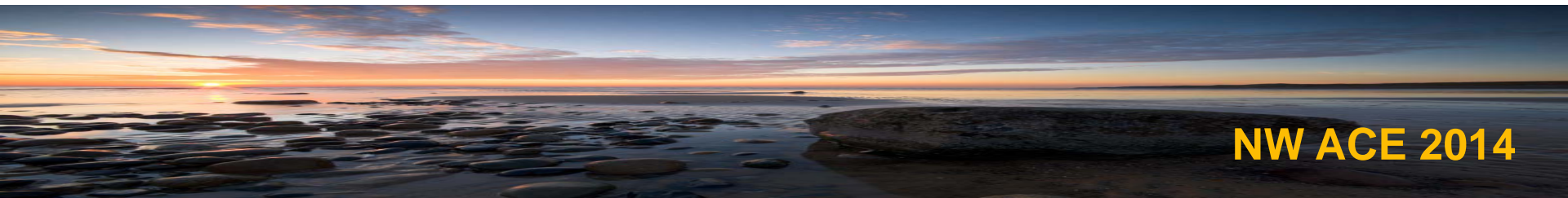




# Coastal Community Action

## Winner – Rossall Beach Residents & Community Group

- Set up August 2008 in response to anti-social behaviour, the condition of infrastructure and concern for beach cleanliness; now a charity
- Passionate group of like-minded community members which have made a big difference to the coast
- Huge range of activity from beach cleans, education work such as the Beach Buddies Roadshow, Facebook, etc., installing information boards, regular meetings with speakers on a wide range of topics open to all, fundraising, working with the Council and Police, setting up Neighbourhood Watch scheme...and more!
- Success is down to good leadership and commitment from the committee ensuring everyone's view is heard and actions are implemented not just talked about





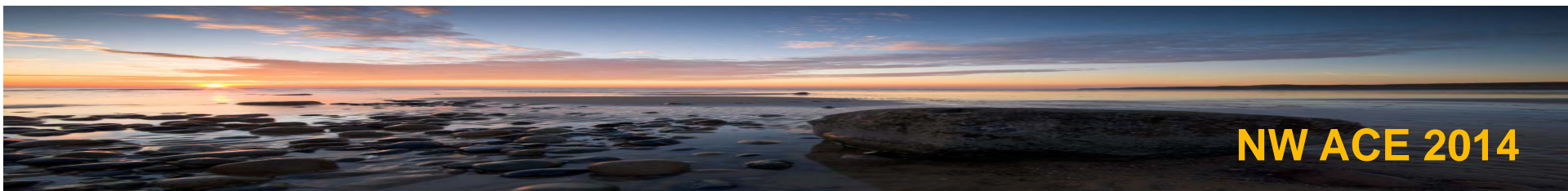




# Coastal Best Practice: Coastal Leisure and Tourism

## Shore Cottage Studio

- Innovative beach front studio constructed with care for local environment – use of recycled materials in construction and fittings, use of grey water, etc.
- Business teaching creative skills - photography, fused glass, textiles and laser etching - to diverse client base - target markets ID'd in Liverpool City Region Visitor Economy Strategy.
- Enables year-round use of the coastal resource; course participants report greater use of the coast for inspiration after a course
- Raising awareness of Wirral's coastal offer to national and international market; use of environmental procurement (local food, supporting other local businesses e.g. accommodation providers, restaurants; blogs and event organisation/participation...





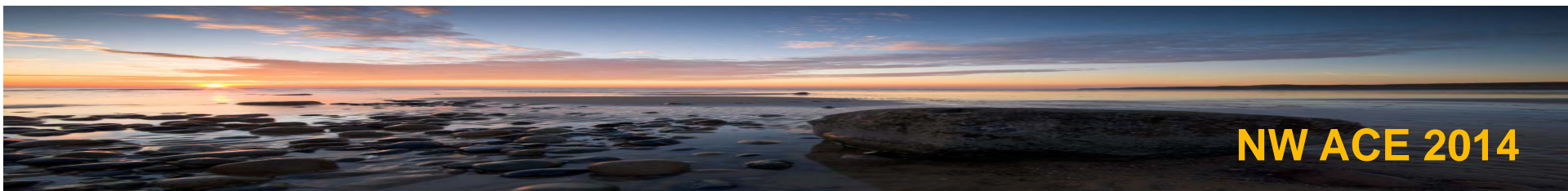




# Coastal Best Practice: Adaptation to Climate Change

## Hesketh Out Marsh East

- Managed realignment of 2km of the Ribble Estuary delivering a sustainable coastal flood defence system and creating 154ha of BAP priority habitat – salt marsh – enabling long term climate change adaptation (sea level rise and carbon sink)
- Partnership project – **Environment Agency, RSPB and Natural England** (RSPB will manage the site into the future)
- Flood embankment raised and strengthened using on-site material, reducing carbon footprint of the scheme – protects 143 properties and farmland from flooding.
- Resolution of stakeholders' issues with extensive engagement
- Gains include: recreation - improved access & bird watching; economy - low input beef and lamb;





## Realignment Scheme

Keth Out Marsh was reclaimed bankment for use as farmland. This is the New Marsh, by a well-1800s, but which is owned and is lowland areas to the south.





For more information about the 2014 awards and the winners in 2010 and 2012 visit: [www.nwcoastalforum.org.uk](http://www.nwcoastalforum.org.uk)



***Congratulations to all  
the NW ACE 2014  
winners!***