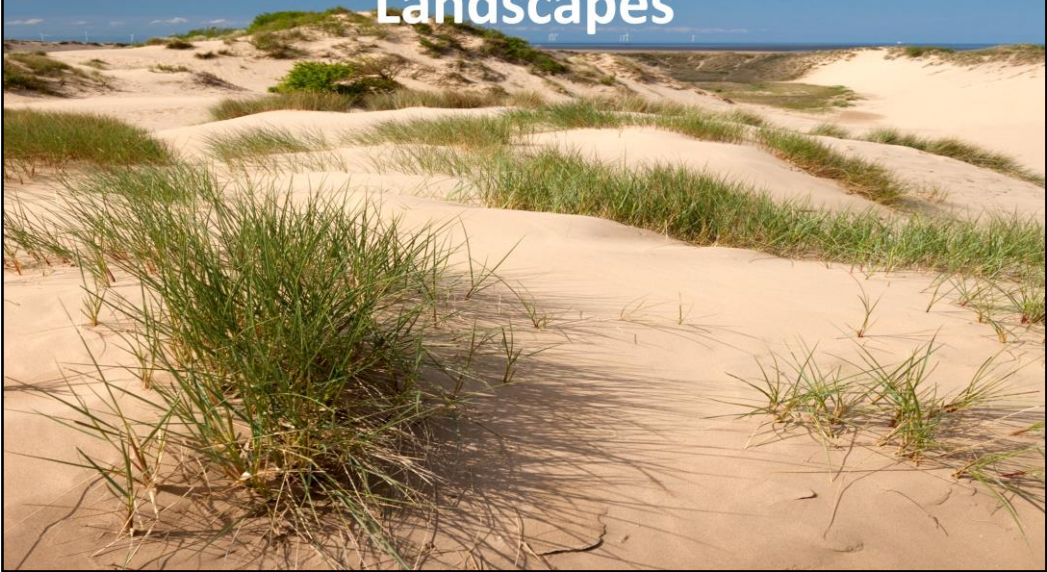
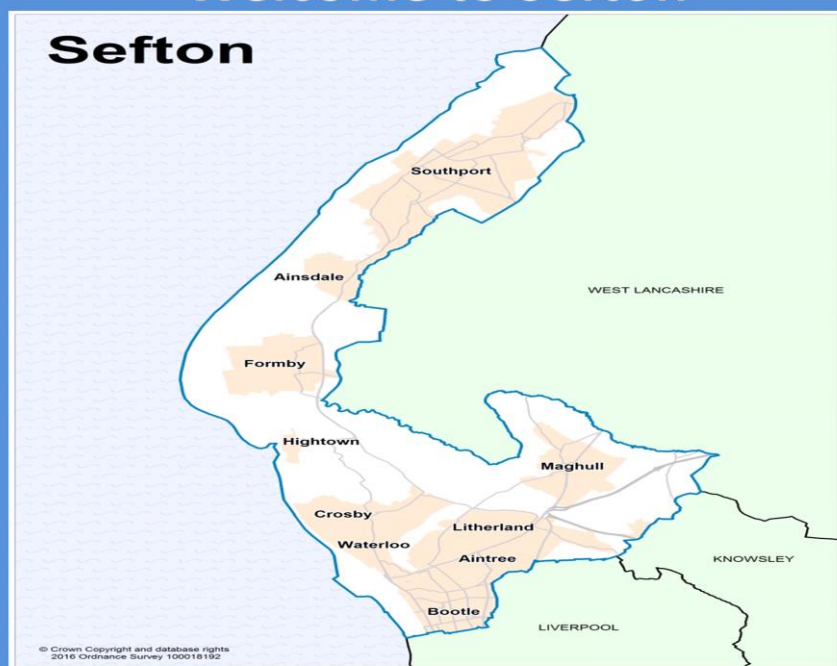


# Sandscapes: Celebrating the Natural and Cultural Capital of Coastal Landscapes



# Welcome to Sefton



through Seaforth, Waterloo, Crosby, Thornton, Altcar, Ince Blundell, Lunt, Freshfield and Formby, up to and including Birkdale, Ainsdale and Southport in the North. It also includes the areas of Maghull, Lydiate and parts of Melling and Aintree. It has a population of approximately 300,000 residents, local businesses and industry.

Very challenging but exciting time for the Borough – looking for new ways to deliver for local people and to make the most of our assets including incredible coastline so that the entire borough can thrive.

The 'Coastal Planning Zone' - in the old Unitary Development Plan – covers 26% of Sefton – i.e. approximately a quarter of Sefton is coastal.

The internationally important nature sites on the Sefton Coast cover 14% of Sefton. i.e. 14% of Sefton is covered by coastal international nature site designations.

90% of the coastline falls within an internationally designated nature site – the whole length of the Coast from Crossens to the northern part of the Port - all of Sefton's coastline except the southern part of the Port

# What makes Sefton's coast so special?



endangered species

Recreation: It provides a spectacular recreational resource for the people of Sefton, the Liverpool City Region and beyond, for enjoyment, health and wellbeing.

Economic and tourism assets



# Ports and Maritime Business



It is important that The Port of Liverpool, shipping and ferry companies and other maritime businesses on the Sefton coast thrive, creating wealth, skills and jobs for local people, enhancing community wellbeing and attracting investment. We must recognise the importance and value of the Sefton coast for people, the economy and wildlife and maximise opportunities for maritime economic activity whilst ensuring the long term sustainability of:

1. Natural and cultural assets, including the integrity of the network of important nature sites
2. Coastal infrastructure and processes, including resilience and ability to adapt to climate and other coastal change coastal communities
3. Other forms of coastal economic activity including tourism

# Energy Production & Mineral Extraction



seek to optimise. If oil, gas, low carbon and renewable energy and associated industry on the Sefton coast prosper it has and can continue to create wealth, skills and jobs for local people, enhancing community wellbeing. With growth in this sector we should seek to ensure the long term sustainability of:

1. natural and cultural assets, including the integrity of the network of internationally important nature sites, other designated sites, priority habitats and priority and protected species
2. coastal infrastructure and processes, including resilience and ability to adapt to climate and other coastal change coastal communities
3. other forms of coastal economic activity including tourism

# Cultural and Historic Assets



## Context

The Sefton coast has a unique mix of archaeological, historical and cultural assets, from the modern art installation of 'Another Place' – the Antony Gormley iron men at Crosby - to the ancient human footprints sometimes exposed at low tide at Formby Point.

Its coastal towns and communities have their own unique characters, from the popular seaside resort of Southport with its Victorian shopping arcades to the Port of Liverpool and the new Liverpool 2 post-Panamax container dock at Seaforth. These all contribute to the sense of place and local culture and heritage that characterises the Sefton coast and its communities.

If we are to make the most of the cultural, architectural, historical and archaeological heritage of the Sefton coast then it will be important that this is recognised, valued and celebrated. It contributes to a sense of place, community pride and wellbeing. Existing coastal heritage and new assets - the coastal heritage of the future – need to be protected wherever possible from the impacts of climate and other coastal change, ensuring long term benefit for future generations.

## Not just “Another Place”



# Fisheries and Agriculture



## Context

Fisheries on the Sefton coast provide a recognised and valuable economic activity for local businesses. Commercial fishing activity on the Sefton coast, including recreational fishing run by commercial organisations such as charter boat operations, is carried out in a responsible and environmentally sensitive manner, having regard to the nature conservation value of the coast. Fish and shellfish stocks are healthy and fished in accordance with current legislative requirements and at a level which ensures a viable fishery for future generations. Locally caught seafood needs to be celebrated part of the cultural heritage and visitor experience of the Sefton coast

Agriculture within Sefton should be practised sustainably and where it impacts directly on the coast, for example grazing of dune habitat or through water quality, is managed sensitively and in accordance with the particular needs of that environment. Locally sourced agricultural produce is a celebrated part of the cultural heritage and visitor experience of the Sefton coast.



# Archaeology and History



# Visitor Economy



## **Context**

If it is developed to its full potential then amongst other things Sefton's Visitor Economy can attract tourism, investment and jobs and wealth creation for local communities, increasing community wellbeing.

The importance to visitors of Sefton's coastal landscapes and natural and cultural assets should be recognised and celebrated.

Opportunities for recreation-based, nature-based and cultural tourism should be enhanced, whilst every effort is made to protect sensitive natural and cultural assets to ensure their long term sustainability, value and resilience to climate and other coastal change.

Over the last decade, more than £200 million has been invested in the infrastructure of Southport's visitor economy, which supports over 4000 full time equivalent jobs.

The Visitor Economy value figure for Sefton is £498m source STEAM 2015.

# Marine and Coastal Development & Investment



If Marine and Coast Development and Investment were optimised then it could:

Ensure that the Sefton coast is recognised as a vibrant economic asset for Sefton and the wider Liverpool City Region, attracting sustainable investment.

Coastal businesses and industry thrive and are resilient to the long term impacts of climate and other coastal change.

They contribute positively to the health and wellbeing of local communities by providing jobs, skills and wealth creation.

New economic opportunities arising from a changing climate are maximised.

Good management practices and planning of operational activity ensure safety, minimising pollution and health risks from industrial processes and other business operations and ensuring that the natural and cultural assets of the coast are safeguarded and maintained for future generations.

## Importance of Partnership



Heritage Lottery Funding was available and was seen as a great opportunity to build on the work of the existing Partnership which includes the Council and partners across the Sefton coast.

The scale of Sefton coast - its complex mix of land ownership and respective responsibilities, challenges and priorities, means that good management can only be achieved via an effective partnership arrangement which includes:

Land owners & managers / Community groups / Agencies e.g Natural England / Sefton Council

HLF funding provided the mechanism to deliver long held aspirations relating to the natural and cultural heritage of the coast.



# Sefton Coast Landscape Partnership



Develop greater understanding about the dynamic nature of the coast, how the landscape has evolved & how it may look in the future involving local people, of all ages and backgrounds.

Develop long term approaches for management of landscape character, priority habitats and species, based on improved knowledge of evolution of landscape, natural features & of traditional management.

Improve levels of access and information offered to local communities and increase involvement in projects involving volunteering, learning and training.

Offer opportunities to a wide range of audiences to discover heritage of Sefton coast through access and interpretation and to engage local communities in learning about their landscapes.

It ran from 2011 to 2015 and was very successful in engaging with local communities, schools and visitors.

There is a presentation later on this afternoon looking in detail at the projects and achievements of the Sefton Coast Landscape Partnership Scheme.

DETAIL REMOVED AS IT DUPLICATES WHAT WILL BE PRESENTED LATER.

# A new Sefton Coast Plan



This Plan will be a non-statutory document designed as a resource for all involved in policy, planning and management of the Sefton Coast.

It is being produced by the Sefton Coast Landscape Partnership (SCLP), working in close collaboration with partners and others, including the North West Coastal Forum.

It is intended to provide a policy-based framework for action, providing a link between policy contained in the Sefton Local Plan, and other local, sub-regional and NW regional plans and strategies, to aid local delivery at the coast and ensure our coastal assets are maintained in the long-term for the benefit of our economy, our communities and our environment.

It aims to bridge the gap between land and sea and has been prepared as a first step in integration between land and marine spatial planning but is not limited to spatial planning matters. The Plan takes in the broader issues of effective and sustainable long-term management of this valuable geographic area and resource.

It is important that this Plan reflects the needs and aspirations of the businesses and communities of Sefton as a whole and that Sefton Coast Landscape Partnership, who will be helping to implement the Plan, are in agreement with the vision, aims, policies, strategic priorities and actions.

The scale of the Plan - lays out a new set of Strategic Priorities that aim to achieve a new and ambitious level of delivery that could only be achieved through the combined resources and efforts of a partnership.

# Full public consultation on the new Plan





**Thank you and enjoy the conference**

