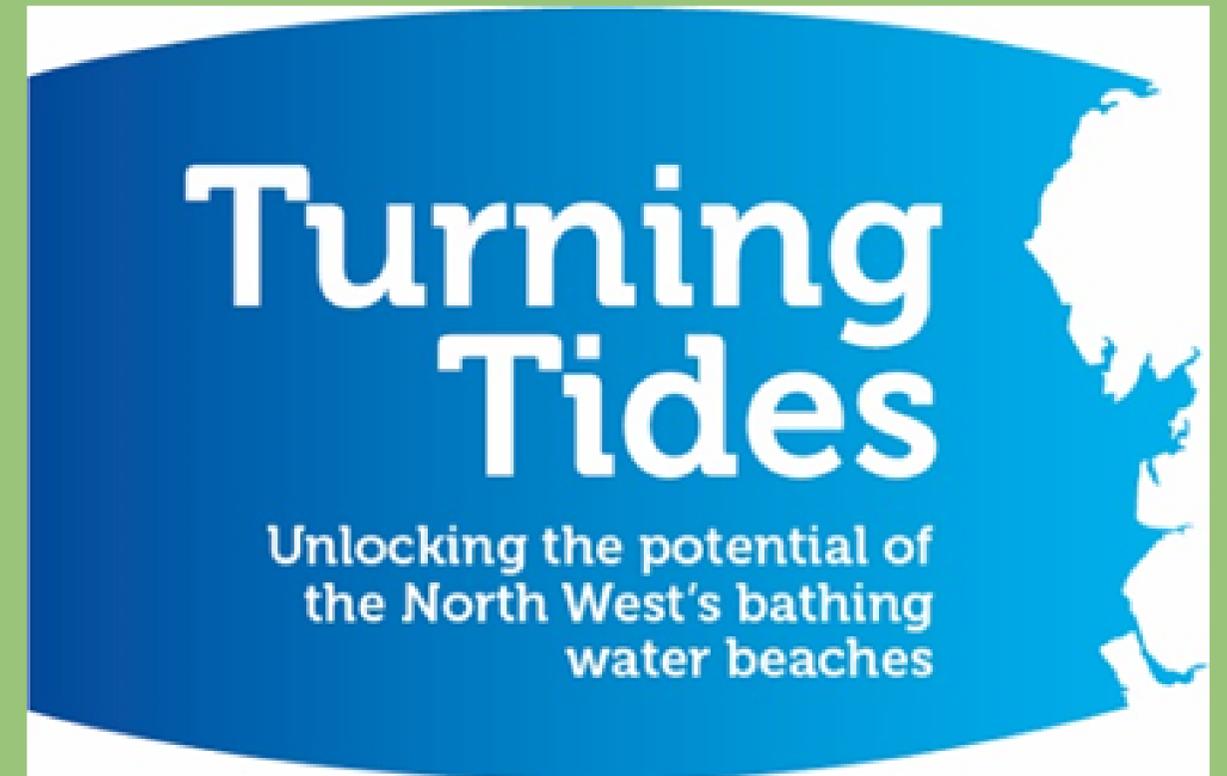


# THE TURNING TIDES PARTNERSHIP NW



# ABOUT THE PARTNERSHIP

Turning Tides is a partnership of organisations working together in North West England to do everything we can to improve the quality of our bathing waters. Through infrastructure, planning, campaigning, volunteering, educating, engaging and hard work, our aim is to make sure everyone enjoys our beaches for generations to come.



## FUNDERS

- Environment Agency
- United Utilities

## PROJECT DELIVERY

- Keep Britain Tidy
- Morcambe Bay Partnership

## LOCAL AUTHORITIES

- Sefton
- Fylde
- Wirral
- Blackpool
- Wyre
- Allerdale
- Barrow
- Copeland
- Lancaster

## ORGANISATIONS

- Merlin Entertainment
- British Destinations
- Natural England
- NW Coastal Forum
- Rivers Trust
- Blackpool and the Fylde College
- National Farmers Union
- Catchment Sensitive Farming

# THE PARTNERS



# WAVES

## WAVE 1 – ENVIRONMENTAL QUALITY

The Wave 1 subgroup focuses on issues relating directly to bathing water quality. We have been working over the last year to develop bespoke bathing water action plans for most bathing waters.

## WAVE 2– HEALTH AND WELLBEING

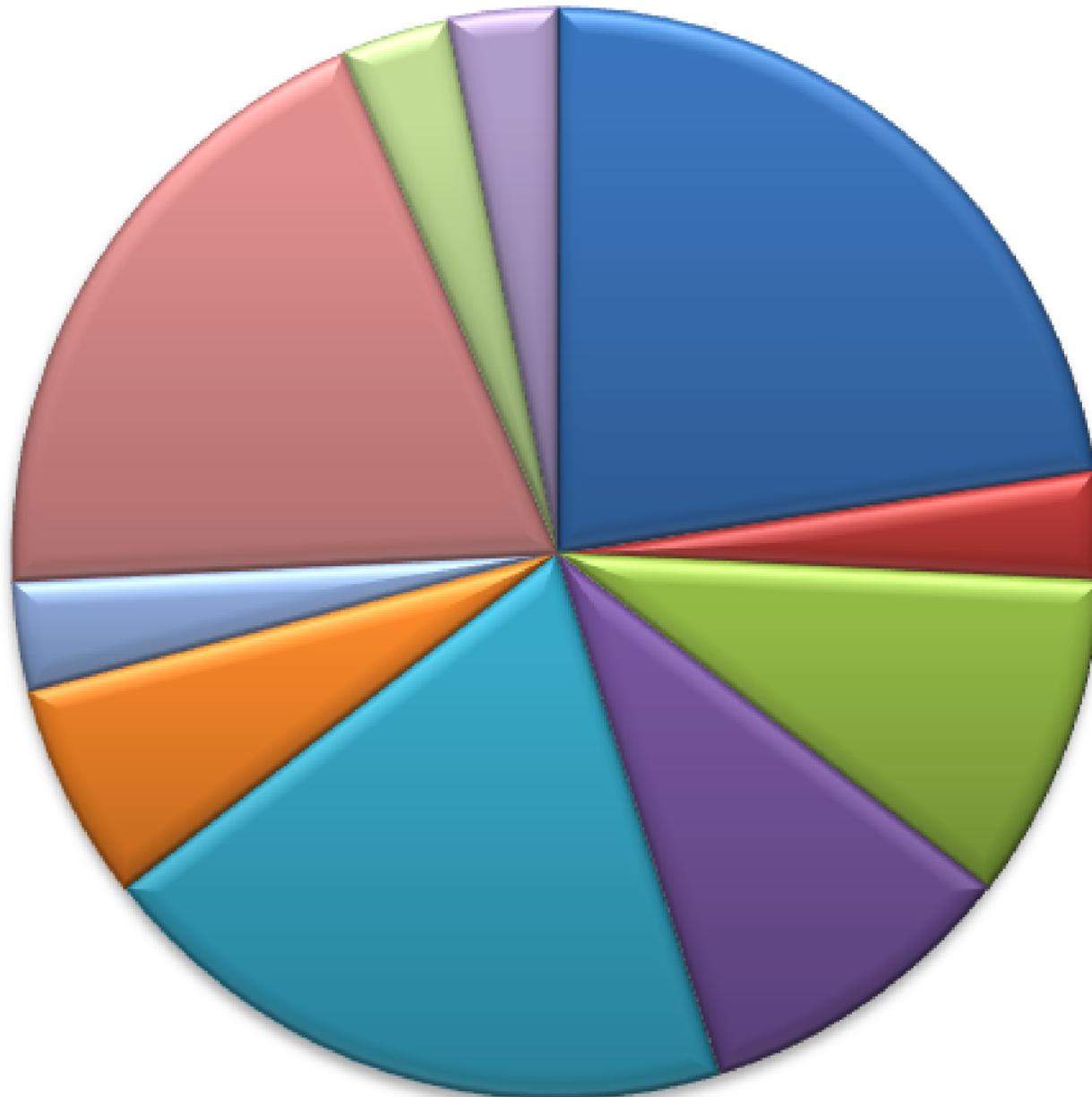
Active Coast began in 2018. The partnership had been successful in attaining 100% bathing water compliance across the region, so the aim was to promote the coast as a place that could benefit people's health and wellbeing

## WAVE 3– PLASTIC POLLUTION

One of the ambitions of the partnership is to have a plastic-free coastline. Work has begun on a microplastics incident response protocol, working with UK Spill. A working group established to coordinate a plan on plastics.

# 10 YEARS OF TURNING TIDES

## BENEFITS FROM THE PROJECT



- ▣ Collaborative Work
- ▣ Tourism
- ▣ Community/Business Awareness
- ▣ Environmental Improvement
- ▣ Water Quality Improvement
- ▣ Blue Flag and Seaside Award
- ▣ Wave 1,2,3
- ▣ Campaigns
- ▣ Health and Wellbeing
- ▣ Beach Cleaning

The LOVEmyBEACH campaign was created in 2013 by Keep Britain Tidy and has received strong support from individuals and partners across the region as we work together to keep our local beaches and bathing waters clean.

Staff involved with LOVEmyBEACH develop and deliver public facing campaigns, LMB officers do community outreach and one of the main features of their roles is to run beach cleans across the North West.

The LMB officers are on several catchment partnership boards. The catchment partnerships were established by the EA and are usually run by the Rivers Trust but include other stakeholders. Much of their work centres on river improvements, but a lot of it impacts on BWQ so there is opportunity to add value, share information and join up work.



# CURRENT CAMPAIGNS

WOOP

What Not To Pour

Call of Nature

Coastal Pollution

Dog Fouling



# VISIT US, FOLLOW US



**LOVEMYBEACH**

**LOVE MY BEACH ACTIVE  
COAST**

We post about our campaigns and beach events.

**@LOVEMYBEACH\_NW**

We also have three more twitter pages:

- @fyldebeachcare
- @lovemybeachMBP
- @callofnature\_NW

**@LOVEMYBEACH\_NW**

We share campaign materials and triumphs from our beach cleaning groups on this page.

**LOVEMYBEACH.ORG**

Our website contains lots of useful information, beach clean dates, blog posts and resources.

# THANK YOU

[Jennifer.meecham@keepbritaintidy.org](mailto:Jennifer.meecham@keepbritaintidy.org)