

## **Appendices**

## Appendix 1

### Landscape Partnership Board Structure and task groups

The current membership of the Board of the Sefton Coast Partnership is;

Ted Jackson MBE	Lancashire Wildlife Trust (chair)
Dr Jen Lewis	Liverpool University
Richard Topley	Forestry Commission
Jane Sansbury	Environment Agency
Dr Paul Green	Natural England
Ralph Gregson MBE	Birkdale Civic Society
Major Bill Hunter BEM	Reserve Forces and Cadets Association
Councillor Lord Ronnie Fearn	Sefton Council
Councillor Ian Moncur	Sefton Council
Councillor David Tattersall	Sefton Council
Councillor Bob Roberts	Sefton Council
Paul Nolan	Mersey Forest
David Porter	National Trust
Dr Laurence Rose	RSPB
Dr Annie Worsley	Edge Hill University
David Taylor	Formby Golf Club (representing Golf Clubs)
Carol Carolle	Mersey Waterfront Regional Park
Dave McAleavy	Sefton Leisure Services Department
Rachel Northover	Sefton Leisure Services Department

The SCP Board has a number of alternates and advisers, including;

Andrew Hall	Sefton Planning Department
Rajan Paul	Sefton Leisure Services Department
Graham Lymbery	Sefton Technical Services Department
Dr Reg Yorke	Formby Civic Society
Andrew Brockbank	National Trust
Mike Downey	Natural England

The Sefton Coast Partnership conducts its business through a Technical Group and a series of Task Groups.

A Steering Group for the Landscape Partnership would be established

The principal task groups taking responsibility for the delivery of the programmes and projects are nature conservation & shoreline management, life long learning, access, tourism & communication and history & archaeology.

Membership of the task groups is given below.

### **Nature Conservation and Shoreline Management**

Dave McAleavy (Chair)	Sefton Council, Leisure Services
Christine Bennett	Merseyside Environmental Advisory Service
Steve White	Lancashire Wildlife Trust
Dr Richard Burkmar	NMBAP Manager
Dr Phil Smith	Ecologist
Peter Gahan	Site Manager, Sefton Leisure Services
Rachel Northover	Principal Countryside Officer, Leisure Services
Mike Downey	Natural England
Tony Baker	RSPB
Andrew Brockbank	National Trust

### **Lifelong Learning**

Rachel Northover (Chair)	Sefton Council, Leisure Services
David Bill	North Sefton City Learning Centre
Sally-Ann Tatlock	National Trust
Fiona Sunners	Education Officer, Leisure Services
Nick Haigh	Natural England
Carol Stewart	Liverpool University
Julie Kirk	Southport Eco-Centre

### **Tourism and Communications**

Ralph Gregson MBE (Chair)	Birkdale Civic Society
Peter Sandman	Tourism Department, Sefton Council
Andrew Brockbank	National Trust
Carol Carolle	Mersey Waterfront
Graham Lymbery	Coast Defence Team, Sefton Council
Dr Jen Lewis	Liverpool University
Angela Suffolk	Tourism Department, Sefton Council
Sarah Carter	Tourism Department, Sefton Council
Lorna Lander	Planning Department, Sefton Council

### **History and Archaeology**

Dr Jen Lewis (Chair)	Liverpool University
Dr Reg Yorke	Formby Civic Society
Mark Sargant	Leisure Services, Sefton Council
Mark Sephton	Leisure Services, Sefton Council
Gordon Roberts	Archaeologist
Harry Foster	Historian

### **Access**

Andrew Hall (Chair)	Planning Department, Sefton Council
Val Hough	Technical Services, Sefton Council
Andrew Brockbank	National Trust
Peter Sandman	Tourism Department, Sefton Council
Peter Hillsdon	Technical Services, Sefton Council
Dominique Tilley	Planning Department, Sefton Council



## Appendix 2

### Consultation

The landscape partnership application has been presented at a number of meetings within the Sefton Coast Partnership (SCP), with new partners, to community audiences, to forum meetings and the Sefton Borough Partnership. Key meetings are set out in the table below.

<b>Date</b>	<b>Group</b>
04/09/07	SCP Working Group
05/09/07	SCP Lifelong Learning Task Group
21/09/07	SCP Research Forum
24/09/07	SCP Working Group
25/09/07	SCP History & Archaeology Task Group
16/10/07	SCP Nature Conservation Task Group
18/10/07	SCP Board
14/11/07	SCP Tourism & Communications Task Group
19/11/07	National Museums Liverpool
22/11/07	SCP Working Group
05/12/07	SCP Lifelong Learning Task Group
05/12/07	SCP Access Task Group
10/12/07	LPS Steering Group
18/12/07	SCP Programmes and Projects meeting
20/12/07	SCP Audience Plan meeting
16/01/08	Sefton Cultural Forum
22/01/08	LPS Steering Group
31/01/08	SCP Board
04/02/08	Meeting Little Crosby community
05/02/08	SCP Lifelong Learning Task Group
05/02/08	SCP History & Archaeology Task Group
08/02/08	SCP Access Task Group
12/02/08	University of Liverpool meeting
18/02/08	LPS Steering Group
28/02/08	Programmes and Projects meeting
05/03/08	SCP Lifelong Learning Task Group
13/03/08	SCP Board – approval of LPS

List of consultees not attending workshops (below)

<b>Name</b>	<b>Organisation</b>
Clem Fisher	Natural History Liaison, National Museums Liverpool
Rob Philpott	Head of Archaeology, National Museums Liverpool
Mark Adams	Archaeologist, National Museums Liverpool
Steve Judd	Deputy Director, World Museum Liverpool
Ron Cowell	Archaeologist, National Museum Liverpool
Sarah-Jane Farr	Merseyside Archaeology Officer
Sue Stallibrass	English Heritage
Rodney Wright	Liverpool University CLLL
Elizabeth Royles	Atkinson Gallery, Leisure Services, Sefton
Zosia Archibald	Archaeologist
Major Bill Hunter	Reserve Forces and Cadets Association
Steve Cross	National Museum Liverpool
Liz Stewart	Curator of Archaeology, National Museums Liverpool
Jon Murden	National Museums Liverpool
Matthew Buck	Military historian, National Museum Liverpool
Jo Jones	Museum Service, Sefton Leisure Services
Mark Blundell	Crosby Hall
Alan Crosby	Historical Geographer
Mark Sargant	Sefton Local History Library Service
Barbara Yorke	Formby Civic Society
Father Dunstan Harrington	Parish priest, Little Crosby
Ruth Benson	Natural England
Julie Kirk	Southport Eco-Centre
Jonathan Jackson	Merseyside ICEP
Cathy Elwin	Mersey Waterfront

## Community workshops

Invitations to the community workshops were drawn from existing contacts

<b>Prefix</b>	<b>First Name</b>	<b>Surname</b>	<b>Organization Name</b>
Cllr	Sean	Brady	Formby Parish Council
Mr	Andrew	Brockbank	National Trust
Cllr	Mike	Coles	Formby Parish Council
Mrs	Cathy	Crook	Stable owner
Cllr	Gill	Cuthbertson	Sefton Council
Mr	David	Davies	Pinewood Theatre Committee
Mr	Mike	Downey	Natural England
Cllr	D	Dutton	Formby Parish Council
Mr	Joe	Fenerty	Volunteer
Mr	Pete	Gahan	Site Manager, Sefton Council
Mr	P	Gasgoine	Range High School
Cllr	C	Gaskin	Formby Parish Council
Mr	Shaun	Hinton	Formby Point Caravan Site
Mr	Ken	Lamb	Sefton Footpaths Group
Mr	Stan	Hudson	Volunteer
Mr	Graham	Lymbery	Coast Defence Leader
Ms	Maureen	McEntee	Volunteer
Mr	Will	Moody	Sefton MBC
Ms	Sally	Orritt	Lancashire Wildlife Trust
Cllr	D	Osborne	Formby Parish Council
Ms	Carole	Parker	The Mersey Partnership
Mrs	Rachael	Parks	Volunteer
Cllr	B	Powrie	Formby Parish Council
Mr	Jonathan	Rathbone	Local resident
Ms	Molly	Rathbone	Local resident
Mr	J	Settle	Local resident
Mr	John	Shaw	Local resident
Dr	Phil	Smith	Lancashire Wildlife Trust
Cllr	C	Southern	Formby Parish Council
Parish Cllr	PM	Starkey	Little Altcar Parish Council
Miss	Fiona	Sunners	Sefton MBC
Mr	Peter	Thornton	Adviser, Formby Area Committee
Mr	Carol	Tilsley	
Mr	Bob	Wagstaff	St Lukes Church
Mr	Adam	Woodcock	Sefton CVS
Mrs	B	Yorke	Formby Civic Society
Mr	Tony	Baker	RSPB - Ribble Reserves
Mr	Kenneth	Bridge	North Meols Civic Society
Mr	Ian	Chapman	Southport Scout District
Mr	Alan	Clowes	KGV School
Miss	Faith	Compton	Planning Department, Sefton Council
Cllr	J	Dodd	

Prefix	First Name	Surname	Organization Name
Mr	Terry	Durrance	Southport Civic Society
Mr	Roy	Ekins	RSPB Southport Local Group
Mr	J	Fairhurst	
Mr	Gordon	Green	
Mr	Ralph	Gregson MBE	Birkdale Civic Society
Mrs	M	Jepson	
Mr	J Ian	Kippax	Hesketh Golf Club
Mrs	Julie	Kirk	Southport Eco Centre Sefton MBC
Mr	Michael	Latham	RSPB
Mr	John	Law MBE	Southport Beach Angling Club
Dr	Jennifer	Lewis	Archaeologist
Mr and Mrs		McLoughlin	Southport Caravan Club
Mr	John	Miller	Southport Shore Interest Group
Mr	Jim	Morris	Southport Movie Makers
Mr	John	Mulliner	Southport Shore Interest Group
Ms	Brenda	Nicholl	Southport RSPB Group
Mrs	Andrea	O'Connor	Strategy & Information Services
Mr and Mrs	Martin	Perry	Southport Civic Society
Mr	James	Reed	North West Ecological Trust
Mr and Mrs	John	Robertson	Southport Civic Society
Mr	Adam	Woodcock	Sefton CVS
Mrs	Jean	Aiken	
Mr	W	Ashton	NFU
Mr	Derek E	Atkins	North West Ecological Trust
Mr	C	Billingsley	
Mr	Mike	Booth	Friends of Crosby Coastal Park
Ms	Carole	Carroll	The Mersey Partnership
Mr	Ian R	Cowell	Ince Blundell Parish Council
	Barry	Coyne	
Mrs	J	Croasdell	Hightown Parish Council
Cllr	Paul	Cummins	
Mrs	Claire	Curtis-Thomas MP	MP for Crosby
Father	Dunstan	Harrington	
Miss	M	Hayhurst	The National Trust Crosby Centre
Parish Cllr	K	Hounsell	
Major	Bill	Hunter MBE.BEM	NW RFCA
Mrs	Audrey	Irons	Townswomens Guild
Parish Cllr	R J	Jenkins	
Mrs		Jones	The Courtyard
Cllr	Debi	Jones	Sefton Council
Mr	Stuart	King	West Lancashire Golf Club
Mr	Ian	Makins	Sefton Council
Mr	Steve	Matthews	Sefton MBC
Mr	Dave	McAleavy	Sefton MBC
Mr	Donald	McDonald	HM Coastguard
Mr	John	Muir	West Lancashire Golf Club
Mr	John	North	Ince Blundell Flying Club

<b>Prefix</b>	<b>First Name</b>	<b>Surname</b>	<b>Organization Name</b>
Mrs	Andrea	O'Connor	Strategy & Information Services
Mr	Peter	Olson	Sefton Coast RSPB
Cllr	Paula	Parry	
Mr	Geoff	Prest	Crosby Hall Education Trust
Mr	M	Rimmer	RSPB South Sefton Group
Mr	Nick	Roche	The Mersey Forest Offices
Mr	P	Roome	Merseyside Cycle Campaign
Mr	David	Rostron	U3A Crosby
Mrs	Gill	Rowe	
Ms	Pauline	Smith	
Dr	Sue	Stallibrass	English Heritage
Mr	Peter	Taylor	RSPB Sefton Coast Local Members Group
Parish Cllr	T	West	
Mr	Steve	White	Lancashire Wildlife Trust
Mr	Gordon	White	Sefton MBC
Mr	Francis	Whitlock Blundell	Crosby Hall
Mr	B M	Whitlock Blundell	Crosby Hall
Mr	Ian	Wolfenden	South West Lancashire Ringing Group
Mr	Phillip	Wright	Blundellsands Sailing Club
Mr	Bob	Wright	Crosby Hall Education Trust
Mr	Tom	Wright	J Wright & Sons
Mr	J	Wright	J Wright & Sons
Mr	B	Wright	

## Appendix 3

### Policy context

The Landscape Partnership Scheme is supported by national policies and local strategies, prepared by the Sefton Coast Partnership and other sub-regional bodies, that help to prioritise work, develop partnerships and support the development of Landscape Partnership Scheme programmes and projects.

Key national policies identified in preparatory work (some areas may require updating) include;

#### Recreation and access

PPG20: Coastal Planning (DoE, 1992)

PPG17: Planning for Open Space, Sport and Recreation (ODPM, 2002)

Walking and cycling: an action plan (DfT, 2003)

Rural Strategy (DEFRA, 2004)

Countryside & Rights of Way Act, 2000

#### Sustainable tourism activity and tourism development

- Working for the Countryside - A strategy for rural tourism in England 2001-2005 (Countryside Agency & ETC, 2001)

Sustainable Travel & Promoting Walking and Cycling

- Transport Act, 2000
- PPG13: Transport (ODPM, 2004)
- National Cycling Strategy (DoT, 1996)
- Encouraging walking: advice to local authorities (DETR, 2000)

#### Nature conservation

- EC Habitats Directive (92/43/EEC)
- EC Birds Directive (79/409/EEC)
- Habitats Regulations, 1994
- Countryside Act. 1968
- Wildlife & Countryside Act, 1981
- Environmental Protection Act, 1990
- CROW Act, 2000
- Biodiversity: UK Action Plan 1994
- PPG 9: Nature Conservation (ODPM, 2002)

#### Coast Defence

- Coastal Protection Act, 1949
- PPG20: Coastal Planning (DoE, 1992)

- PPG 25: Development and Flood Risk (ODPM, 2004)
- Strategy for flood and coastal defence (MAFF, 1993)
- Making Space for Water (DEFRA, 2004)

### **Economic development**

- Rural Strategy (DEFRA, 2004)
- The England Rural Development Plan (DEFRA, 2002)

### **Social Inclusion, Access for All, Sport for All and Health and Well-Being**

- Disability Discrimination Act, 1995
- PPG17: Planning for Open Space, Sport & Recreation (ODPM, 2002)
- A Sporting Future for All - The Government's Plan for Sport 2001 (DCMS, 2001)
- Saving Lives: Our Healthier Nation (DoH, 1999)
- Walking the way to health, (Countryside Agency, various)

Key regional policies include;

### **Planning strategies**

#### ***Partial Review of Regional Planning Guidance for the North West (RPG13)***

(incl. Regional Transport Strategy; NWRA, 2004) indicates that local authorities should develop regional paths and cycle routes linking to the National Cycle Network to improve access along the coast and between the coast and conurbations; thereby, encouraging sustainable travel, tourism and recreation. The Mersey Belt and North West Coast Regional Parks are proposed along with the North West Coastal Trail, Mersey Waterfront and Ribble Estuary as regional park projects, including proposals for enhancing and extending paths and cycling and bridleway provision. The RPG indicates that undeveloped coastal areas should be further developed for informal recreation and green tourism and linked to the coastal resort towns

***England's Northwest - Regional Economic Strategy (NWDA, 2003)*** includes policies for regenerating the Region's coastal resorts, to stimulate tourism and develop regional park resources

#### ***Action Plan for the City Region 2002-2005 (Mersey Partnership, 2001)***

identifies the Mersey Waterfront Park as a key regeneration priority area.

***Sefton Unitary Development Plan – 2006*** includes policies to safeguard the strategic path network. The coast is identified as a Coastal Park, where countryside recreation and nature conservation will be given priority. Strategic paths are identified for implementation or enhancement, including the Sefton Coastal Path

***A Vision for Sefton: The Community Strategy 2004-2009*** (Sefton Borough Partnership, undated) highlights the needs of Sefton's disadvantaged

communities, including promoting physical activity and providing access to green space.

***The Sefton green space strategy draft 2007.*** Sefton Council is preparing a corporate green space strategy. Within the overall setting of green space the coastal sites managed by Sefton Council, in particular, provide opportunities for local people to access natural area and free access.

Sefton Council has also completed an audit of play space, and prepared a play strategy; specific proposals are being drawn up for submission to Big Lottery. One of these is for an environmental play facility at Lifeboat Road, a popular coastal site managed by Sefton Council. The green space strategy also identifies green corridors, which can benefit both people and wildlife.

### **Local Transport Plan and Walking, Cycling and Greenways Strategies**

***Merseyside Local Transport Plan 2001/2-2005/6: Opportunities for All*** (Merseyside local authorities & Merseytravel, 2000) aims to achieve an integrated and sustainable transport network, including giving greater priority to pedestrians and cyclists, improving and extending the footways and footpaths network and developing and promoting a Merseyside cycle network

***Merseyside Walking Strategy (Merseyside local authorities & Merseytravel, 2002)*** aims to increase the modal share of pedestrian journeys in Merseyside from 25% in 2001 to 35% by 2011.

***Merseyside Cycling Strategy 2004*** recognises the health, safety, social inclusion and travel benefits of cycling. A core cycle network should be completed by 2012. Coastal cycle paths offer opportunities to promote cycling for health, recreation and tourism.

***Greenways Strategy (Sefton Council, 2002)*** proposes Greenways within, and connecting, to Sefton, for walking, cycling and, where possible, riding and other uses, which link open spaces and recreational routes, provide and enhance environmental quality, are promoted, include interpretation and involve communities. Proposals include the Sefton Coastal Path, Formby to Ainsdale Cycle Route and Southport Coastal Road

***Sefton Coast Partnership Access Strategy 2007.*** The strategy identifies the need for zoning and proposes eight access programmes. Three of these are particularly relevant to the LP scheme. The strategy will be delivered through the Access Task Group of the Sefton Coast Partnership.

### **Nature Conservation Strategies**

***North Merseyside Biodiversity Action Plan (Merseyside Biodiversity Group, 2001)*** promotes understanding of the importance of biodiversity and sets out 44

habitat and species action plans, which detail the state of each habitats or species, and issues, objectives, targets and actions for their conservation

***Sefton Coast Partnership Nature Conservation Strategy and Biodiversity Delivery Plan. 2008*** Work began on the development of a revised nature conservation strategy in October 2005. The strategy includes a delivery plan to support conservation work and the targets of the North Merseyside Biodiversity Action Plan. The strategy makes an explicit link to landscape and cultural heritage and supports the development of a Landscape Strategy.

## **Cultural strategies**

***Sefton's Capital of Culture Programme 2007.*** Sefton's Tourism Department is the lead within Sefton Council on the 2008 Capital of Culture Programme. A number of projects within this portfolio will be of relevance to the LP scheme. Projects include;

- **Express! Sefton:** a heritage /culture programme aimed at empowering local residents to discover Sefton's identity.
- **Sefton's Natural Coast:** 'Living with the coast programme'. Education, interpretation and lifelong learning initiative promoting environmental sustainability on the Sefton Coast.
- **Sefton's Natural Coast:** 'Access and signage programme'. Enhancing quality of visitor experience to Sefton's natural assets and rare wildlife.

***The Sefton Cultural Strategy 2007.***The Landscape Partnership Scheme can make a contribution to Sefton's Cultural Strategy and through this to the Community Strategy and the Local Strategic Partnership. There is good synergy between the aims of the Sefton Coast Partnership and the four priorities of the Sefton Borough Partnership; Children and young people, Safer and stronger communities, Healthier communities and older people and Economic development and sustainability.

## **Regional Park Policies and Estuary and Coastal Management Plans**

***Mersey Waterfront Plan (Mersey Waterfront, 2007)*** builds on earlier strategies and sets out a vision for the Mersey waterfront based on 'windows' in the waterfront.

The strategy sets out what the Mersey Waterfront will do in terms of landscape, nature conservation and heritage and culture amongst other themes.

***Coastal Defence Strategy (Sefton Council, 2000)*** provides a comprehensive coastal defence strategy for Sefton's coastline, based on consideration of the condition and performance of existing coastal defences, including the natural dunes system. The plan will be updated from 2008.

## **Tourism Vision Statements and Strategies**

***The Liverpool City Region - Winning Tourism for England's North West : A Vision and Strategy for Tourism to 2015*** (Mersey Partnership & Tourism Solutions, 2003) envisages the reinvention of Southport as a classic resort by 2015 and the hub of an 'eco-coastline' of international significance.

***A Tourism Vision for Sefton - 2020*** (Sefton Council, 2004) identifies 'signature projects', including Sefton Coastal Park as a focus for walking, cycling, watersports and events, and offering access to, and information on, the coastal environment and heritage.

***Southport - The Classic Resort: A Vision (Locum Destination Consultants, 2004)*** focuses on Southport as a 'classic resort'

***Quality of Coastal Towns - Summary Report (WS Atkins, 2001)*** provides data on coastal visits and proposes 'gateway sites'.

***Sefton's Natural Coast Tourism Marketing Plan 2008.*** The natural values of the Sefton Coast are recognised as a major attraction for visitors.

***Sefton Coast 'Gateways' study 2007.*** Following work carried out in 1999/2000 through the Interreg IIC project 'Quality of Coastal Towns' the Sefton Coast partnership commissioned a report on the development of three 'gateway' sites. The sites are Ainsdale Lido (the main bathing beach and headquarters of the Coast and Countryside Service), Lifeboat Road (a recreational site managed by Sefton Council) and Victoria Road (the National Trust property at Formby).

## **Site and Property Management Plans**

***Formby Management Plan: 2004 to 2007 (The National Trust, 2004)*** gives high priority to external support to improve access, enhance opportunities for learning and interpretation, secure the managed retreat of the car park and provide catering. Development of the property as a coastal gateway site will include improving the trails, developing an Asparagus Trail, improving other access for walkers, cyclists and disabled people, improving the presentation of the site, and reducing car-borne visits

***Ainsdale Sand Dunes NNR Management Plan 2003-2004*** (English Nature, 2003) has an objective of encouraging public access and recreation, commensurate with nature conservation values. Walking, jogging, cycling are accepted activities and carrying capacity studies show scope for more public access, except on the frontal dunes. Any increase in use of access routes will need to be monitored and introduced in a phased way

***Ainsdale and Birkdale Sandhills Local Nature Reserve - Draft Nature Conservation Plan 2004-2009*** (Sefton Council, 2004) highlights the Reserve's nature conservation values and indicates variations in accessibility across the reserve and the potential adverse impacts, and possible benefits, of trampling for certain species and habitats.

**Sefton Council Leisure Services Department - Beach Management Plan 2004-2009** (Sefton Council, 2004) highlights and seeks to balance the conservation, recreation and tourism, coastal defence and fisheries values of the Sefton Coast. Zoning, car parking, access management, codes of conduct are seen as playing key roles in beach management. Easy access to the beaches for less-able visitors is to be provided, where practical.

## **Health Reports and Strategies**

**Sefton's Health: The Annual Report of the Directors of Public Health** ([www.southseftonpct.nhs.uk](http://www.southseftonpct.nhs.uk)) states that physical activity must be a key priority for the Sefton Borough Partnership, to combat obesity and associated diseases. It sets a target of increasing the proportion of Sefton's population who take 30 minutes of moderate exercise on 5 days/week to 70% (currently 37% of Sefton's residents take moderate exercise 2 to 4 times/week).

**Physical Activity Strategy 2007-2011.** The walking, cycling and health walks components of the landscape partnership scheme are supported by the strategy to make Sefton's community more active. The strategy acknowledges that Sefton has many natural environments that can encourage people to be active. The strategy also identifies the need to provide more opportunities for young people. The strategy is managed by the Public Health Partnership sub-group for Physical Activity and reports to the Sefton Borough Partnership.

## Appendix 4

### Summary of the key strategies

#### Nature Conservation Strategy and Biodiversity Delivery Plan (to be adopted 2008)

***The nature conservation strategy and biodiversity delivery plan addresses the landscape and nature conservation issues which lie at the heart of the coast and which directly affect how people use, enjoy and learn about the area.***

The strategy;

- supports land managers in the management of international, national and local sites
- helps meet statutory obligations for nature conservation
- helps to coordinate the delivery of targets in the North Merseyside Biodiversity Action Plan
- meets the targets for nature conservation set out in the Local Area Agreement for Sefton,
- supports the development and operation of Merseyside BioBank (the local biological records centre)
- maintains communication between partners, stakeholders and the local community

The definition of conservation developed by the National Trust is used in the strategy;

*“Conservation is the careful management of change. It is about revealing and sharing the significance of places and ensuring that their special qualities are protected, enhanced, understood and enjoyed by present and future generations.”*

The strategy is based on an evaluation of the current status of the features which characterise the coast from which conservation objectives are developed and short and medium term targets are set out in an action programme. These features have been selected through a consultation process with stakeholders.

Most of the area is protected through legal instruments and local planning policies supporting a series of international, national and local designations. The management of the Sefton Coast lies within a framework of other plans and strategies, Government guidance and national and international legislation.

#### Management principles

The strategy sets objectives for where we want to be in 5, 10 or 50 years time. The longer timescale is more visionary but important –nature conservation is not about us today but is for the future. The principles are;

- To adopt a coastwide approach
- To allow nature to adapt to change
- To work with coastal processes
- To ensure continuity of management
- To restore priority habitats and species
- To involve people in nature conservation

Physical, biological and cultural 'features' define the Sefton Coast. The Sefton Coast can be described in terms of its;

- Landform –a product of geology, geomorphological processes and hydrology.
- Intertidal habitats –sandflats, mudflats, saltmarshes.
- Dune habitats from strandline through to dune heath
- The plantations, asparagus fields and ditches which form an integral part of the landscape
- Value for passage, over-wintering and breeding birds
- Characteristic, rare and protected animal and plant species
- Overall high biodiversity value
- Cultural landscape and archaeology
- Value to society for access, recreation, education, tourism, economic use etc.

Without management it is certain that many of the habitats and species on the Sefton Coast would become restricted and perhaps become locally extinct. The high wildlife value of the Sefton Coast is partly a product of centuries of management by local communities which has created a mosaic of dunes, woods, fields, heaths and marshes. Nature conservation, at the landscape scale, needs to be part of this continuity of management.

The strategy area includes the Sefton Coast SSSI. Some parts are in favourable condition but a significant area is in unfavourable condition. Management practices such as the control of scrub, mowing of meadows and slacks and grazing of dunes and heaths appears to be slowing or stopping some of the detrimental trends.

The Sefton Coast Partnership has accepted the responsibility to meet the national target for SSSI condition through the Local Area Agreement.

Key conservation issues, presented in a report, discussed with the wider set of stakeholders and included in the final strategy are;

- The potential impacts of climate change and accelerated sea-level rise
- The cumulative impact of atmospheric nutrient deposition
- The consequences of coastal change
- The conservation of the natural geomorphological processes
- The trends in plant communities
- The consequences of fragmentation
- The conservation of water resources
- The impact of human use

- The need for communication with local communities

Summary table of the strengths, weaknesses, external opportunities and external challenges for the Sefton Coast in relation to the natural environment.

Strengths	Weaknesses	Opportunities	Challenges
Size-the largest dune system in England c.2000ha. Size allows several different management approaches –adds to diversity	Sub-division into many landholdings makes it difficult to plan at landscape scale	Some opportunity to expand habitats on dune backlands	Impact of nutrient accumulation in dune soils may be difficult to reverse
Most of area protected by conservation designations	Range of land uses reduces full potential to manage at ecosystem scale	Increasing opportunities to make nature more accessible through Natural England policies and local cooperation on tourism and access	Climate change may bring problems – falling water tables are predicted
Naturalness –coastal processes remain strong	Fragmentation of site by roads, railway, plantations etc	Partnership approach may open additional funding opportunities	Coastal changes may will lead to losses and gains of habitats.
Range of habitats and species –high biodiversity value	Direct and indirect impacts of large local population and high visitor numbers	There is scope for further development of education and life long learning	Visitor usage may increase to levels which become detrimental to conservation interests.
Wildness-large parts of the site are free from infrastructure.	No consensus in local views on management – range of values.	Changes in land use or ownership may present opportunities for habitat creation	'Urbanisation' of coastal facilities could reduce wild character of coast (car parks, paths, signs etc)
Well resourced land managers - few areas of neglected land			
Good access and opportunities to view wildlife			
Strong links with local communities and support from volunteers			

Conservation objectives lie at the heart of the strategy. They have been developed for features and groups of features. Where statutory Conservation Objectives are required these are prepared by Natural England.

### Conservation challenges

The 'strategy' is not a definitive document. It tries to guide the way forward, at least over the next 10 years. Attitudes to conservation and land management change over the decades and our approach should be flexible without losing sight of the long-term objectives. Current challenges and debates are;

- The principle of no net loss
- Landscape-scale planning (the ecosystems approach)
- Scrub management
- Restoration projects
- Condition of Sites – and Government targets
- Falling water levels

## Key projects for the period 2007-2015

In the next 5-10 years the Sefton Coast Partnership, land managers and key stakeholders will need to address the following projects (the list is not exhaustive);

A restoration project by the National Trust to retreat the car park and maintain mobile dune habitat. The project is a necessary response to coastal erosion.

1. A project by Sefton Council to tackle problems of scrub encroachment on fixed dune and slack habitat at Ainsdale and Birkdale, with a major project to introduce mowing and grazing management with improved public access.
2. The need to find a long-term solution to the issues concerning the eventual loss of frontal woodlands at Freshfield and how this can be managed to ensure the conservation of nature and landscape.
3. The continuation of the work programme of the Sefton Coast Woodlands Forest Plan and its review by 2012
4. A project, led by RSPB, for the creation of new habitat at Marshside from the former sand extraction works.
5. Coastwide projects for the conservation of dune heath and acid grasslands involving several golf courses, private landowners and RAF Woodvale.
6. A coastwide project for the management of scrub on fixed dunes, heaths and slacks involving a coordinated approach to grazing and the use of scrub as biomass-fuel.
7. The establishment of good communication and networking between the Sefton Coast Partnership, Merseyside Biodiversity Partnership, Merseyside BioBank and individuals to improve the recording and reporting of biodiversity interest.

Projects 2, 4, 6, 7 and 8 will be addressed in part through the landscape partnership scheme.

## Access Strategy for the Sefton Coast (2007)

Prepared on behalf of Sefton Council and the Sefton Coast Partnership by Peter Scott Associates in association with Ron McCombe Associates.

The Access Strategy for the Sefton Coast has been prepared to identify, plan and prioritise future improvements, management and investment in coastal access for walking, cycling and horse riding and use by disabled people. The Strategy has been prepared in consultation with public bodies, land managers, local communities and recreation groups, including three public 'open days'.

### Aim and Objectives

*To enhance opportunities for recreational and other access on the Sefton Coast, through the sustainable provision, promotion and management of attractive, safe and welcoming paths and other walking, cycling and/or riding routes, for the benefit of residents and visitors of all ages and abilities, and to plan and manage access in ways which contribute to the sustainable management of the Coast's landscapes, wildlife, coastal defences and land uses.*

This aim reflects the **primary intentions** of the Strategy

- encouraging and facilitating active and healthy enjoyment and appreciation of the Sefton Coast
- encouraging and facilitating sustainable travel to, and throughout, the Sefton Coast, by non-motorised means - especially walking and cycling
- contributing to the sustainable development and conservation management of the Coast
- enhancing the Sefton Coast's attractiveness for access-related day and tourist visits and the consequent economic benefits of such visits.

Relevant **objectives** for coastal access provision, management and promotion are -

- To develop a network of local paths and other routes
- To remove barriers to coastal access by less able and disabled people
- To encourage the use and enjoyment of local access networks by local communities and the practical involvement in access projects.
- To promote awareness and appreciation of features of landscape, natural heritage and cultural interest

### Policy Context

The Strategy documents the wide range of national, regional and local policies, which promote the sustainable development and management of non-motorised access to the coast and countryside, as a means of achieving objectives relating

to, for example, recreational access, 'green' tourism, sustainable travel, social inclusion and active communities.

### **Coastal Environment, Heritage, Land Uses and Access**

The special environmental qualities (e.g. varied landscapes, wildlife habitats and species), cultural heritage and existing paths and tracks contribute to the Sefton Coast's attractiveness for visits. Conversely, these aspects pose constraints on how access may be enhanced, managed and promoted, including the need to avoid damage or disturbance to the wildlife, dunes, evidence of early human activity and land uses (e.g. golf, army training, farming), and the on-going need to remove blown sand from promenades and paths.

The Sefton Coast offers a valuable framework of :-

- paths and other routes - including strategic, local and themed paths
- gateway centres and information points
- walking, cycling and other publications, map/interpretive boards and website information
- cycle hire and mobility schemes
- health walks programmes, walking and cycling events, and other promotional activities.

There is scope to build on these and enhance the choice and enjoyment of access options.

### **Markets for Access and Users' Needs and Desires**

Assessments of coastal visitor markets and users' needs and desires show :-

- the popularity of walking and cycling
- the most popular destinations include Crosby Coastal Park, Formby Point and the Ainsdale and Southport beaches
- popular coastal activities include walking (71% of coastal users), cycling (12%), riding (2%), relaxing, landscape and wildlife viewing and beach enjoyment
- local residents visit the coast all year - mainly by car, but also by foot, cycle, bus and train. They include many elderly, less able/disabled and economically disadvantaged people, for whom opportunities for walking and cycling are very important
- coastal visitors' likes include peace, landscape, wildlife, and walking. They dislike dirt (e.g. litter) and pollution, dog nuisances, drivers, youths and other beach users
- coastal visitors enjoy the variety of roads, paths and promenades, but dislike sand paths (especially cyclists and wheelchair users). Some do not want shared-use paths or destruction of the 'natural' qualities of the Coast
- most respondents to the user survey considered that the Coast is easy for walking, but difficult/very difficult for cycling and disabled people.

- respondents to the user survey and participants at the 'Open Days' identified barriers to, and concerns about, coastal access and suggested improvements

## **Zoning Framework and Guiding Principles**

A simple **zoning framework** has been developed. This has four zones - ranging from high intensity access points and 'honey-pot' areas, through moderate intensity access areas and low intensity access areas to areas with public access restrictions (e.g. military land). The zoning is based on opportunities for access and recreation which are valued by residents and visitors and range from opportunities for appreciating tranquillity, solitude and coastal scenery and wildlife to opportunities for intensive recreation and access activities.

Access development, improvement and support programmes;

1. Sefton Coastal Way - Development and Improvement Programme
2. Priority Local Paths - Development and Improvement Programme
3. Circular Routes - Development and Promotion Programme
4. Link Routes - Traffic Management Programme
5. Paths Signing Programme
6. Coastal Access Information, Interpretation and Promotion Programme
7. Coastal Access Network - Community Involvement Programme
8. Coastal Access Network - Monitoring and Maintenance Programme.

## **Action Programme**

A 10-year Action Programme is proposed, which sets out the programmes, implementation timetable and indicative costs. The Action Programme is presented as a 'menu', from which specific programmes can be developed as policy decisions, funding, negotiations and other considerations allow. The Action Programme will facilitate further consultations and negotiations with land managers, local communities, potential implementation and funding partners, and others.

In the context of the Sefton Coast Landscape Partnership Scheme the most relevant programmes are those for priority local paths, circular routes, community involvement and the Sefton Coastal Path.

## **Costs**

The indicative cost of the 10-year Action Programme is £2.0m. This estimate includes the capital costs of path-related programmes (£1.28m), revenue costs of maintaining the proposed new and enhanced paths and path-related signing and other furniture (£0.44m), and organisational costs (£0.28m). Substantial investment in coastal access and associated programmes is required to meet users' expectations, make more routes suitable for disabled access, satisfy Health and Safety requirements and implement current proposals for access improvements.

## **Funding and Other Support**

The Access Strategy provides the basis for strategic funding bids (e.g. bids for EU, Mersey Waterfront and Lottery support). Specific proposals may be included in Sefton Council's Rights of Way Improvements Plan and the Merseyside Local Transport Plan. Other support for implementation may be available from Sustrans, Mersey Forest and similar organisations and there will be scope to involve employment trainees and volunteers in maintenance and other tasks.

## **Organisational Arrangements to Progress the Strategy**

The Strategy provides recommendations for a more effective organisational framework –

- the Access Strategy should be adopted by Sefton Council and the Sefton Coast Partnership
- an initial 3-year Partnership Funding Agreement should be sought,
- Sefton Council should act as lead agency
- a Sefton Coast Access Coordinator should be appointed for a minimum 3-year period
- a Sefton Coast Access Steering Group should be established
- a Sefton Coast Access Maintenance Agreement should be formulated and agreed by the principal paths management agencies and landowners
- the Sefton Coast Partnership should establish a Sefton Coast Access Forum to facilitate the involvement of community, land manager, access user and other interests.

## **Benefits of the Coastal Access Strategy**

Potential benefits of the Strategy and its implementation are likely to include

- community recreation and visitor benefits
- tourism benefits
- conservation, coastal defence and land management benefits
- sustainable travel
- promotion of active lifestyles and community health
- community involvement and social inclusion -
- economic and employment benefits
- more effective access management and investment arrangements

## **Sefton's Natural Coast Tourism Marketing Plan**

The Sefton Coast Tourism Development Plan (2005) acts as an overarching plan for the Sefton Coast Communications, Interpretation and Product Development (CIPD) Strategy (2005). Progress includes the creation of a tourism research programme and the creation of new brand 'Sefton's Natural Coast'. The tourism

research work has helped to develop a tourism marketing plan for the Sefton Coast.

Key target audiences are:-

- Groups & North West Leisure Day Trip Market
- Tourism Day Trip Market
- Specialist/Niche Markets
- Bird watching.
- Cycling & walking.
- General recreation etc - wind sports, bathing etc.

In August 2005 the Tourism Department of Sefton Council produced a research action plan to find out more about coastal visitors. A coast wide survey was carried out in 2005 and the exercise repeated in 2006. Results are summarised in the audience development plan.

Aims and objectives for tourism promotion on the Sefton Coast

- To promote the coast as a unique destination for leisure, recreation and niche/natural tourism
- To increase the number of 'non' Sefton visitors to Sefton's Natural Coast
- To attract short break niche visitor markets

Tourism messages

- Quality natural environment
- Easily accessible
- A place for recreation
- An area where visitors can feel safe, relax and enjoy open space

Coordination

- Sefton Coast Partnership adopted the Sefton's Natural Coast brand guidelines.
- Coordination provided through Sefton Coast Partnership Tourism Task Group
- Continue coastwide research programme
- Sefton's Natural Coast website established at [www.seftonsnaturalcoast.org.uk](http://www.seftonsnaturalcoast.org.uk)
- Developing links to partner's websites, e.g. Natural England, Sefton Council, National Trust
- Generic tourism leaflet and partners' events leaflet produced
- Production of walkers and bird-watchers guides