

SEFTON COAST MANAGEMENT PLAN, SECOND REVIEW, 1997-2006

Full Review Dec 2004.

Introduction

The following tables in this paper indicate the progress against outputs in the Sefton Coast Management Plan, Second Review 1997–2006. It is intended to circulate electronically around the Sefton Coast Partnership for comment and response. It is the first step towards agreeing and publishing a new Plan in 2005/2006.

Background

The published Sefton Coast Management Plan contains a detailed work programme in support of the Plan's overall objectives. Progress against identified outputs in the work programme have been tracked by implementing a mechanism of annual reports which have been endorsed by the Partnership Board. The summary Annual Reports once adopted by the partnership are printed for wider circulation and are published on the www.seftoncoast.org.uk website.

An interim review of the Sefton Coast Management Plan was also carried out in September 2000, which recommended that “a full review of the work programme be carried out in 2003 with the intention of publishing a new Plan in 2004/2005, this timescale has slipped and a realistic date for publishing a new plan is now 2005/06.

Proposal

The 2004/2005 Review uses the same format as that adopted by John Houston for the September 2000 review, which is essentially to report on the progress against outputs in the work programme table of the management plan. It covers the period of October 1999 through to 2004 and pulls together the progress made in the annual reports.

These reviews are important as a result of some proposed actions being superceded by new initiatives or changed in some way. To cover such changes the work programme table has been modified. Additional text is added in italics and an indication of progress against outputs is given in the shaded column. So, for example, an action recorded in the 1999 progress report is now shown in the outputs column. In this way a running progress report has been maintained. For ease of presentation the final column of the tables here replaces the final three columns in the published Work Programme (Partners, Date and Cost).

Progress in respect of each prescription and output in Table 1 has been scored on the basis of 2 points for major progress, 1 point for part progress, 0 points for non or minimal. This has then been converted to a percentage rating score. For example if the total points of a section heading scores 8 points out of a maximum of 10, then the percentage rating is 80%

Land-use and Economic Development scored 7/10 progress rating 70%
 Nature Conservation and Landscape Management scored 52/78 progress rating 66%
 Tourism, Leisure and Recreation 81/102 progress rating 80%
 Shoreline Management 8/10 progress rating 80%
 Marine Environmental Management 0/16 progress rating 0%
 Public Health and Amenity 9/18 progress rating 50%

In addition the 2004/2005 Review also attempts to assess the level of success of the Sefton Coast Management Plan, Second Review, 1997-2006 against the section heading targets in Table 2.

Summary overview

Land-use and Economic Development

It is anticipated that the Sefton UDP (Revised Deposit Draft) April 2003 will be adopted by Sefton Council in 2005. The UDP includes policies aimed at protecting the Coastal Planning Zone from inappropriate development, support coast protection and conservation. Stronger policies for coastal management now exist in Regional Planning Guidance.

Little progress has been made in developing relationships with the Mersey Docks and Harbour Board, whilst the Irish Sea Regional Seas Pilot Study – extension of habitat regulations into marine areas – suggests the Management of the Mersey Estuary will become increasingly important.

With regard to support for employment, particularly relating to the coastal economies identified in the outputs column of the appendix, (agriculture/fishing, land management and support services) no analysis has taken place. However the Partnership has been active in supporting economic initiatives including the Mersey Waterfront Park and Southport Seafront Action Plan. Land management training schemes continue to be developed by Partners.

Nature Conservation, Landscape and Land Management (Progress rating 66%)

The policy for 'Partners to support the need to strengthen and consolidate nature conservation designations on the Sefton Coast', such as the possibility of current SSSI and LNR areas being given NNR status has not been developed further.

The nature conservation strategy for the Sefton Coast cSAC was prepared and endorsed by key partners (Sefton Council, English Nature and National Trust) in 1999. English Nature launched the renotification package in July 2000. Most of the sites notified on the Sefton Coast were confirmed in 2001 including the Sefton Coast SSSI and the related extensions to the cSAC. Extensions to the Ribble and Alt Estuary SPA and Ramsar site resulting from the new Sefton Coast SSSI were notified in 2001. An additional SSSI, the Mersey Narrows, which includes the Seaforth Lagoons has been confirmed. The National Vegetation Classification Survey of coastal habitats has now been repeated by Consultants.

Sefton Council have approved extensions to the Ainsdale and Birkdale Sandhills LNR (to include outlying dune areas) and the Ravenmeols Sandhills. In 2001 a Wildlife Enhancement Scheme for the LNRs was established through agreement with English Nature for a further 2 years. Management Plans have been finalised. Achieving LNR status for Marshside is a potential future target in the current management plan.

After many years negotiation Lancashire Wildlife Trust (LWT) have purchased from the MoD the Freshfields Dune Heath. LWT are developing proposals for access and site management. LWT are now developing proposals for access and site management. In parallel, English Nature have received a positive response to a management agreement proposal from the owners of the remainder of the heath (the Fisherman's path triangle). The RFCA (RFCA) adopted new five year plan in 2000. RFCA was awarded a runners-up prize in the MOD Sanctuary Award.

Management Plans or management guidelines have been prepared for all golf courses on the Sefton Coast. English Nature were to consider the resource commitment to support the conservation plans. The Environment Agency have also registered interest in conservation measures on golf courses. No further progress has taken place, however an outline proposal for a Nature Conservation and Biodiversity Delivery Plan could be the mechanism for active conservation management of the golf courses.

A Biodiversity Audit of North West England was published in 1999 and all local habitat and species strategies are developed in this framework. The Natterjack Toad is a regional biodiversity indicator. A Target for 2003 included identifying action to support the North Merseyside BAP. Species Action Plans have been drafted for Natterjack Toad, Sand Lizard, Water Vole, Red Squirrel, Bats, Great Crested Newt, Petalwort, rare mosses and rare plants. Natterjack Toad and Sand Lizard were strategies revised 2001 and published. Monitoring of Natterjack Toad Population passed to EN in support of strategy 2002. Sand Lizards reintroduced to the dune restoration project area by EN in a joint project with Herpetological Conservation Trust. EN and LWT introduced an improved monitoring system for red squirrels.

Data continues to be collected on seabird counts and breeding birds and placed in a coastal GIS. Sefton Council have limited winter beach parking and with partners developed a Beach Management Strategy, shortly to be launched for the Sefton Coast.

No additional geological sites were proposed as part of EN's review of SSSIs on the Sefton Coast. Protection of RIGS (including coastal RIGS) has been confirmed in the UDP review which was issued for consultation during 2002.

A landscape character area assessment of the Borough of Sefton was completed in 1999. A potential future target is to use this data alongside Phase 1 habitat survey and Phase 2 habitat survey data.

Land managers have made use of Countryside Stewardship funds and Wildlife Enhancement Scheme funds to conserve the characteristic dune landscape. The Sefton Coast *Life* Project (1996-1999) previously provided a focus for concerted action by all the partners on the coast. In particular the project helped in the preparation and delivery of a Nature Conservation Strategy for the Sefton Coast Candidate Special Area of Conservation. Since this time management action and priority setting has been left with individual land owners/managers. This has not always focused on delivering the priority nature conservation management and biodiversity tasks. A nature conservation strategy and action programme that secures biodiversity delivery for the Sefton Coast including the European and national designated sites is to be considered by the SCP Board. This would be based on the successful Sefton Coast Woodland Forest management Plan now being implemented by Partners.

The Sefton Coast Woodlands Forest Plan has been approved and is now being implemented. The Forest Plan identifies areas of thinning/felling and areas of new planting agreed over a 10 year period, with outline projections over 20 years. A Hydrological impact of woodlands on the coast was completed as part of an assessment needed due to the impact of the Sefton Coast Woodlands Forest Plan on the Sefton Coast SAC.

Grazing activity has included trialing Pygmy goats in slack 16s between July and October 2002. Student project results identified preferential food plants from these trials. Ponies being considered for a future trial in 2004. Also at Ainsdale and Cabin Hill, sheep grazing. Grazing is ongoing at Marshside RSPB Reserve. And at the National trust property, Formby.

The History and Archaeology task group successfully held a Sefton Coast heritage Conference for 150 people in Sept 2004. Links with the Countryside Agency are being retained with the prospect of revisiting the scope for Heritage status on the Sefton Coast in 2005. Merseyside Archaeological Service are to discuss with English Heritage a project for the Merseyside Maritime (Foreshore) in January 2005.

Tourism, Leisure and Recreation

A strategic approach to visitor access and management is being taken forward through several studies. Development work to improve Sefton Gateway visitor facilities is being progressed by partners under the umbrella of the Mersey Waterfront Park. Sites include Crosby Coastal Park Master Plan, proposals at Formby Point, Ainsdale Discovery Centre and through the Marshside Perimeter Plan. A physical access study and a Communication, Interpretation and Product Development Study (CIPD Study) have been commissioned by Sefton Council with the involvement of the SCP as key stakeholders. This will result in a destination development plan for the Sefton Coast and a strategic framework for interpreting the wider coastline and managing sustainable visits. A Consultant's study on Marine Lake in Southport is now available, and further work on improving access around the lake is ongoing.

Shoreline Management

The first year of enhanced monitoring programme has been completed and report compiled. The report formed the basis of discussions with the Shoreline Management Task Group. Discussions have begun in relation to a number of regional studies with a view to submitting them for grant aid in the near future. Work has progressed towards more integrated monitoring programmes. Better integration in Sefton is supported by the Environment Agency and English Nature.

HR Wallingford have completed the first stage of the Crosby to Formby point Strategy Study which aims to inform the coastal defence management decisions for this length of coast. The first stage has recommended several items of work to be carried out in stage two which will fill some of the gaps in information that currently exist so that the final report can be more comprehensive. These include boreholes, ave modelling, an archaeological survey and sediment sampling.

Marine Environmental Management

Although partners keep a watching brief on the management of the marine environment, the majority of outputs would appear beyond the scope of the Partnership at present. This is something to be considered in further detail as part of the management plan review.

Public Health and Amenity

An integrated approach to beach cleansing is being addressed through the emerging Beach Management Plan. Bathing water quality test results are being put on the SMBC website, and ways of putting them on coastal websites are being developed. Ainsdale has consistently achieved Blue Flag status and the ENCAMS award in recent years.

No known progress has been made on 'Public Protection' to protect the public from danger from the consumption of contaminated fish and shellfish, from pollution, noise and other health risks. Similarly no progress has been made on the Prevention of Pollution To encourage responsible agencies, and partners, to address the effects of pollutants on the Sefton Coast.

Appendix

Table 1

LAND-USE AND ECONOMIC DEVELOPMENT (progress Rating 70 percent)

Aim: To encourage and support appropriate land-use, sustainable economic development, investment and employment consistent with the natural character and conservation importance of the coast.

OBJECTIVE	PROPOSED POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
2 Land-Use Planning To promote only coast dependent and sustainable development within the coastal zone.	CMP1 Partners, as appropriate, will inform and advise the decision making process of the Local Planning Authority and will, where relevant, elaborate and support its policies relating to the Coastal Planning Zone.	Partners will be consulted as part of the review of the UDP.	The UDP review process will refer to the Coast Management Plan.	The Sefton UDP (Revised Deposit Draft) April 2003 includes policies aimed at protecting the Coastal Planning Zone from inappropriate development, support coast protection and conservation. Included as a coastal park, plus strong policies for coastal management in Regional Planning Guidance
2		Statutory consultees will advise the LPA on applications as appropriate.	Statutory consultees can help to promote the objectives of this Plan.	Ongoing
0 Port Related Activities To encourage the Mersey Docks and Harbour Company to support the aims of the Coast Management Scheme	CMP2 Sefton Council and partners will support the proposal by the Mersey Estuary Management Plan for an Environmental Code of Practice for the Mersey Estuary which will encourage port operators and users to improve environmental standards.	Opportunities for discussions with MDHC will be explored.	The Department of Transport is promoting a national 'Ports and Conservation Discussion Group'.	I No known progress on this NB Irish Sea Regional Seas Pilot Study – extension of habitat regulations into marine areas – suggests Management of the Mersey Estuary increasingly important

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS 2003
<p>2</p> <p>Economic Development To support employment, especially related to policy areas in the Coast Management Plan.</p>	<p>CMP3 Partners will seek to protect the livelihoods of local people engaged in fishing, farming and land management and promote new employment in the coastal area especially in the fields of nature conservation, sport and recreation, visitor management and tourism.</p>	<p>Prepare baseline (1997) data of employment in the coastal zone.</p>	<p>Direct and indirect employment includes agriculture/fishing, land management and support services.</p>	<p>Taking forward projects through the;</p> <p>Mersey Waterfront Park, Ribble Estuary Regional Park</p> <p>Southport Seafront Action Plan</p> <p>No analysis has taken place on jobs referred to in the outputs</p>
<p>1</p>		<p>Support employment by structural funds, grants, statutory requirements etc.</p>	<p>It is important to safeguard jobs in the coastal zone. Many are supported by regional economic initiatives.</p>	<p>Training schemes continue to be operated by Sefton Council and the National Trust.</p>

NATURE CONSERVATION, LANDSCAPE AND LAND MANAGEMENT (Progress rating 66%)

Aim: To conserve, protect and enhance the natural beauty and biodiversity of the coast, including its characteristic terrestrial, littoral and marine flora and fauna, geology, geomorphology, landscape and heritage features of architectural, historical, cultural and archaeological interest.

OBJECTIVE	PROPOSED POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
0 Wildlife Conservation. To maintain and enhance all natural and semi-natural terrestrial habitats, including areas outside conservation designations, with particular emphasis on designated areas, protected species and rare and fragmented habitats and to conserve and enhance the littoral and marine zones.	CMP4 Partners support the need to strengthen and consolidate nature conservation designations on the Sefton Coast	English Nature to advise partners on the implications of extension to NNR status.	Current SSSI areas on the coast could be given NNR status. Possible areas include Ainsdale & Birkdale Sandhills LNR and Ravenmeols LNR	No further discussions on this issue. However the Regional Economic Strategy raises the issue of new regional parks embracing nature and recreation. This should is being given attention by the SCP.
2		English Nature will review the SSSI series on the coast.	A review of SSSIs is to be carried out before the cSAC boundary is finalised. Areas under review include Lifeboat Road dunes, Hightown dunes and meadows and, parts of Golf Courses.	English Nature launched the renotification package in July 2000. Most of the sites notified on the Sefton Coast were confirmed in 2001 including the Sefton Coast SSSI and the related extensions to the cSAC. Extensions to the Ribble and Alt Estuary SPA and Ramar soite resulting from the new Sefton Coast SSSI were notified in 2001 An additional SSSI, the Mersey Narrows, which includes the Seaforth Lagoons is confirmed
1		Sefton Council will pursue extensions to LNRs and new LNR designations.	Marshside, Hightown dune and meadows and Freshfield Dune Heath are priorities.	Sefton Council have approved extensions to the Ainsdale and Birkdale Sandhills LNR (to include outlying dune areas) and the Ravenmeols Sandhills In 2001 a Wildlife Enhancement Scheme for the LNRs was established through agreement with English Nature for a further 2 years Complete consultation on Ainsdale and Birkdale Hills LNR management plans and finalise plans by May 2003, including possible extensions to LNRs Investigate and submit Countryside Stewardship bid for A & B Hills LNRs Achieving LNR status for Marshside a target in 2003

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	PROPOSED POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
2		The National Vegetation Classification Survey of coastal habitats will be repeated.	The 1988/89 survey gives a baseline against which change can be monitored. This is one of the indicators in the Plan.	Consultants commissioned by the Environment advisory service to complete NVC survey.
1	CMP5 The conservation value of the dunes, dune heath, estuaries and marshes will be maintained and enhanced wherever possible by positive and coordinated action by land managers.	A nature conservation strategy for the dunes will be prepared as part of the Sefton Coast Life Project.	The strategy will focus on the cSAC but will address all duneland sites and wider issues.	The nature conservation strategy for the Sefton Coast cSAC was prepared and endorsed by key partners (Sefton Council, English Nature and National Trust) in 1999. There is a need to assess progress on a regular basis. This issue falls under the work of the Nature Conservation Task Group
2		A dune heath initiative will be established as part of the Sefton Coast Life Project. <i>Resources will be sought for the continuation of efforts to conserve heathland habitats.</i>	A project to coordinate management action for the fragmented dune heath area will run until 1999.	The area of te Freshfield Dune Heath SSSI recommended for inclusion in the Sefton Coast cSAC. After many years negotiation LWT have reached purchased from the MoD the heath.. Lancashire Wildlife Trust are developing proposals for access and site management In parallel, English Nature have received a positive response to a management agreement proposal from the owners of the remainder of the heath (the Fisherman's path triangle).

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
0		<p>Dune golf course managers to be encouraged to develop nature conservation strategies as part of the Sefton Coast Life Project.</p> <p><i>Additional funding will be sought to continue golf course conservation initiatives on the Sefton Coast</i></p>	<p>Management plans for golf courses to be prepared and, where appropriate, practical work assisted with funding from the Life Project.</p>	<p>Management Plans or management guidelines have been prepared for all golf courses on the Sefton Coast. English Nature to consider the resource commitment to support the conservation plans. Environment Agency also interested in conservation measures on golf courses.</p> <p>No known progress, other than an outline proposal for a Nature Conservation and Biodiversity Delivery Plan</p>
2		<p>MOD and RFCA to ratify nature conservation plans and support actions.</p>	<p>Management plans, prepared by English Nature, will guide nature conservation work on site.</p>	<p>RFCA (RFCA) adopted new five year plan in 2000. RFCA awarded runners-up prize in MOD Sanctuary Award. An up-to-date management plan is urgently required for Woodvale MOD site. This should be one of the targets for 2001.</p> <p>Lancashire Wildlife Trust are developing proposals for access and site management</p>
0		<p>Encourage all private landowners to adopt conservation management policies.</p>	<p>Life Project to promote good practice. Consider lease or purchase if land managers unable or unwilling to take on management commitments.</p>	<p>Good practice promoted through newsletters, workshops and best-practice notes. Sefton Coast Partnership to continue links to national sand dune HAP.</p> <p>No known progress</p>

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
2		To consolidate the management of the SPA foreshore with Duchy of Lancaster and RFCA by agreement/lease.	Main foreshore owners are Sefton Council, English Nature, National Trust, Duchy of Lancaster and RFCA. All should agree to management aims of SPA	No progress on this matter. It should be an aim of the revised Beach Management Strategy 2001. 2004 Sefton Coast and Countryside Service preparing a beach management plan with partners
2		Beach managers and user groups must take note of international obligations.	Codes of conduct to be developed for beach users explaining the importance of the foreshore for wildlife.	Still a need to prepare more information for beach users. Additional funding could be sought for information. 2004 possible to apply to MWP, beach management plan shortly to be published .
2		Sefton Council will aim to close beaches to vehicles in winter months to protect waterfowl from unnecessary disturbance.	Beach entrances at Southport and Ainsdale will be closed October-March.	Winter beach closure programme introduced in March 2000. Beach is closed to cars in winter months. In 2004 reduced parking on the beach to protect waterfowl
2		To monitor migratory and breeding bird populations.	WeBS data, seabird counts and information on breeding birds will be used as an indicator of the general health of the coastal zone.	Data continues to be collected. Data now input into coastal GIS.

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
2	<p>CMP6 Partners will support the preparation, review and implementation of conservation strategies for key species.</p>	<p>Develop conservation strategies for Natterjack Toad (1997), Red Squirrel (1998), Sand Lizard (1997), Petalwort (1997), Great Crested Newt (1998) and Dune Helleborine (1998).</p>	<p>Key species require coastwide strategies to meet international and national obligations. Annual monitoring of Natterjack Toad breeding success is an indicator.</p>	<p>Species Action Plans have been drafted for Natterjack Toad, Sand Lizard, Water Vole, Red Squirrel, Bats, Great Crested Newt, Petalwort, rare mosses and rare plants. Natterjack Toad and Sand Lizard strategies revised 2001 and published</p> <p>Monitoring of Natterjack Toad Population passed to EN in support of strategy 2002</p> <p>Sand Lizards reintroduced to the dune restoration project area by EN in a joint project with Herpetological Conservation Trust</p> <p>EN and LWT introduced an improved monitoring system for red squirrels.</p>
1	<p>CMP 7 Partners will support the production and implementation of a Local Biodiversity Action Plan.</p>	<p>The plan to address regional biodiversity and identify priorities and targets.</p>	<p>The regional BAP will be used to target action for habitats and species.</p> <p><i>North Merseyside BAP to be published in 2001.</i></p>	<p>A Biodiversity Audit of North West England was published in 1999 and all local habitat and species strategies are developed in this framework. Natterjack Toad is a regional biodiversity indicator.</p> <p>Target for 2003 includes identifying action to support the North Merseyside BAP</p>
1	<p>CMP 8 Partners will seek to ensure that responsible agencies and individuals protect the marine resource from damage and over-exploitation , will interpret its value and will support users who adopt sustainable conservation management principles.</p>	<p>To address marine resource conservation at the level of the estuary management plans and to work more closely with the Sea Fisheries Committee.</p>	<p>The Sea Fisheries Committee are developing a greater interest in nature conservation issues and can support Sefton Council and other partners.</p> <p><i>NWNWSFC have undertaken research on bait-digging and effects on wildlife.</i></p>	<p>Sea Fisheries Committee a member of Beach Management Consultative Group.</p>
1		<p>To prepare interpretive material relating to marine conservation issues in Sefton.</p>	<p>Target audience includes beach and inshore water users, schools and general public.</p>	<p>No progress on this issue. Resources should be sought to prepare interpretive material in relation to 'Sands of Time' project. NB CIPD study and English Nature have produced Marine Natural Area Profiles</p>

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
0		Support preparation of Codes of Conduct by user groups.	Sefton Council will encourage the development of Codes of Conduct by sea anglers and bait diggers. <i>Voluntary code of conduct for intertidal shellfisheries introduced by NWNWSFC. National code of conduct prepared by National Association of Boat Angling Clubs used by local club.</i>	No new materials this year. No known progress
2 Earth Science Conservation. To conserve features of national geological/ geomorphological interest and process and to identify and conserve features of regional and local interest.	CMP 9 Partners will, as far as possible, protect designated sites of national, regional and local geological/ geomorphological interest from damage and will interpret their value to the public.	To finalise a list of RIGS sites for the Sefton Coast and to maintain information on these sites.	Sites are to be proposed by the Merseyside RIGS group. Sites are confirmed once accepted by Sefton Council as part of the UDP review.	Slow progress on this issue. RIGS sites will need to be agreed and finalized. Target for SMBC and EN in 2003. Protection of RIGS (including coastal RIGS) has been confirmed in the UDP review which was issued for consultation during 2002.
2		To review national geological and geomorphological designations on the Sefton Coast.	English Nature can designate additional sites in the Geological Conservation Review.	No additional geological sites were proposed as part of EN's review of SSSIs on the Sefton Coast..
2		To interpret the geomorphology of the coast through interpretive programmes.	Leaflets, educational materials, guided walks etc. <i>The Sands of Time book, published in 1999, is a starting point for interpretive initiatives.</i>	Interpretive materials linked to coastal geomorphology would be useful. National Trust are seeking funding for interpreting coastal change. Sands of Time website launched in 2000. NB CIPD study looking at Coast wide interpretation

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
<p>1 The Coastal Landscape To conserve the character and integrity of the present-day coastal landscape by direct action and to identify, enhance and protect landscapes and landscape features of special historic value and character.</p>	<p>CMP 10 Partners will seek resources for a detailed landscape assessment of the Sefton Coast to identify landscape types and, as appropriate, draw up plans for enhancement.</p>	<p>Partners will seek resources to carry out a landscape assessment of the Sefton Coast.</p>	<p>The project would describe landscape and identify areas of 'heritage landscape' for consideration by Sefton Council in the review of the UDP.</p> <p><i>A landscape character area assessment of the Borough of Sefton was completed in 1999.</i></p>	<p>There is a need to make better use of the landscape study by publishing a summary and using the data alongside Phase 1 habitat survey and Phase 2 habitat survey data. Further work should be carried out in 2001.</p> <p>A future target is to finalise Landscape Character Assessment Survey and Guidance for coastal areas (part of Borough-wide survey) and agree with partners</p>
<p>1</p>	<p>CMP 11 Partners will include landscape considerations in site management plans and habitat strategies and will identify and enhance important landscape features only in accordance with other policies.</p>	<p>Land managers to include landscape as a separate issue within site management plans. Subject management plans, such as the woodland plan, to address landscape.</p>	<p>Landscape features identified in site and subject management plans.</p> <p><i>Landscape issues addressed in revised plan for the National Trust's property at Formby Point. National Trust published a Statement of significance for Formby Point.</i></p>	<p>Landscape is an important issue in the Woodland and Scrub Management strategy for the coast and will be a part of English Nature's assessment of their dune restoration project. Landscape is also a major element of the Forest Plan approach to be adopted on the coast.</p> <p>Based on this model, an outline proposal for a Nature Conservation and Biodiversity Delivery Plan being considered</p>
<p>1</p>		<p>Funding to be sought to retain and enhance specific landscape elements</p>	<p>Countryside Stewardship and other funding schemes could be used. Field boundaries, hedges etc. conserved</p>	<p>Land managers are making use of Countryside Stewardship funds and Wildlife Enhancement Scheme funds to conserve the characteristic dune landscape.</p>

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
1		Summary of landscape assessment to be referred to the Countryside Commission for consideration of Heritage Coast status	Countryside Commission can approve Heritage Coast designation. This would give Sefton Coast greater recognition and protection on landscape criteria.	No progress. The partnership needs to decide whether to pursue this option or whether to look at more modern approaches such as a regional park. Target for SMBC to lead on in 2003
2 Water Conservation To maintain natural ground water levels in the dunes and to ensure adequate flows in the Rivers Alt and Crossens	CMP 12 A water conservation strategy will be prepared and implemented by partners.	To undertake a hydrological study into the effects of abstraction licenses on the dune aquifer.	Study could be carried out as a joint project led by EA. Recommendations to be considered by EA/EN. <i>In 1999 the Environment Agency established a network of automated water table monitoring wells from Birkdale to the southern part of Formby Point.</i>	Water table monitoring provides the EA with essential baseline information to assess the effect of licensed abstractions on the dune aquifer. A report into the characteristics of the aquifer has been completed. A Hydrological impact of woodlands on the coast completed as part of an assessment needed due to the impact of the Sefton Coast Woodlands Forest Plan on the Sefton Coast SAC.
?		To propose management options for water conservation in relation to the cSAC.	EA have a statutory obligation to review abstraction licences lying within the cSAC. Options for reducing the impact of abstraction could be addressed.	Based on the results of monitoring above the EA may advise on measures to reduce the effects of abstraction.

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
<p>1</p> <p>Woodland and Scrub Management. To achieve an acceptable balance between woodland and open dunes, enhance the landward woodland and increase its value for nature conservation and amenity</p>	<p>CMP 13 Partners including The Mersey Forest Team will prepare and implement a coastwide woodland and scrub management strategy.</p>	<p>A single coastwide strategy for woodland and scrub will be produced.</p>	<p>EAS will coordinate production of strategy and will monitor progress.</p> <p>The 1977 baseline will be used to monitor the age class of the woodlands to follow progress with the strategy.</p> <p><i>A coastwide strategy for woodland and scrub management was prepared by EAS and adopted in 1999.</i></p>	<p>The strategy will inform the development of a Forestry Commission Forest Plan for the Sefton Coast. Partners to submit a bid for a Forest Plan Preparation grant in October 2000 for a full application in October 2001.</p> <p>The Sefton Coast Woodlands Forest Plan approved and being implemented</p> <p>Based on this model, an outline proposal for a Nature Conservation and Biodiversity Delivery Plan being considered</p>
<p>2</p>	<p>CMP 14 The strategy will ensure that the protective function, landscape, ecology and amenity value of the existing landward woodland belt will be maintained</p>	<p>All woodland managers to be encouraged to follow good silvicultural practice.</p>	<p>EAS and Mersey Forest will offer woodland advice in accordance with Forestry Authority schemes and local woodland plans.</p>	<p>Woodland owners have been asked to participate in the Forest plan process and to hold back on major woodland operations until the Plan process is complete.</p> <p>The Sefton Coast Woodlands Forest Plan approved and being implemented</p>

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
2	<p>CMP 15 Areas of proposed new planting will be assessed against nature conservation, landscape and amenity criteria, and , if appropriate, implemented as part of the Mersey Forest initiative. The removal of substantial blocks of woodland will also be assessed against nature conservation, landscape and amenity criteria.</p>	<p>Areas of proposed or potential new planting to be assessed in coastal woodland plan to be prepared by EAS.</p> <p><i>Now superseded by Forest Plan proposal.</i></p>	<p>Mersey Forest suggest some areas, others may come forward from landowners. New planting will be assessed in the context of The Mersey Forest initiative.</p> <p><i>Now superseded by Forest Plan proposal. The Mersey Forest will be a participating partner in the Forest Plan process and will adopt the Plan as a basis for strategic planning.</i></p>	<p>The Forest Plan process will identify areas of thinning/felling and areas of new planting agreed over a 10 year period, with outline projections over 20 years.</p> <p>Based on Forest Plan model, an outline proposal for a Nature Conservation and Biodiversity Delivery Plan being considered</p>
0	<p>Agriculture Where appropriate to encourage sustainable agricultural practice in the coastal zone</p>	<p>CMP16 Partners will encourage the continuation and enhancement of agricultural businesses and practices on the coast, where compatible with nature conservation interests.</p>	<p>Asparagus farmers may require areas of 'new' ground.</p> <p><i>By 1999 there were no tenancies operating on the National Trust property.</i></p>	<p>Farming was not a major component of the Interreg IIC project and it was not possible to hold discussions with farmers. Still a need to engage farmers in management discussions.</p> <p>NT to continue to re-establish asparagus farming with planting in 2003.</p>
2	<p>CMP17 Partners will consider the use of grazing for nature conservation, where appropriate, and, resources permitting, will develop and establish a coastwide approach to the management of grazing.</p>	<p>A coastwide approach to habitat management by grazing to be developed.</p>	<p>This would be a component of a nature conservation strategy for the coast including dunes, grassland and marshes.</p> <p><i>New grazing projects have been introduced by Sefton Council at Ainsdale and by the National Trust at Formby.</i></p>	<p>Grazing projects should be monitored and where appropriate extended.</p> <p>2002 – at Ainsdale the planned grazing continued and the proposed trial of Pygmy goats was carried out in slack 16s between July and October 2002. Student project results identified preferential food plants from these trials. Ponies being considered for a future trial in 2004. Also at Ainsdale and Cabin Hill, sheep grazing.</p> <p>Grazing ongoing at Marshside RSPB Reserve. And at the National trust property, Formby</p>

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
2		The option of grazing as a management tool to be considered in all management plans for the coast.	Site managers should address this form of sustainable habitat management. Initial costs could be matched by income from graziers.	Ten years of grazing at Ainsdale has been reviewed.
<p>1 Archaeology To identify, record and safeguard sites and potential sites and features of archaeological importance, including marine archaeology, and to encourage their interpretation.</p>	<p>CMP 18 Partners will take note of archaeological interests in management activity, where appropriate in liaison with the County Sites and Monuments Record Officer.</p>	All management plans to specifically address archaeological interest.	Information on sites is available from County Sites and Monuments Records Officer. Better understanding of archaeological interest should lead to better protection.	<p>Still insufficient information on the archaeological interest of the coastal area. More effort should be made in 2001 to sort out this issue.</p> <p>Sefton Coast heritage Confernece held 150 people in Sept 2004.</p>
2	<p>CMP 19 Partners will promote and support archaeological surveys, recording and research along the Sefton Coast and will assist with interpretation.</p>	Support the 'Formby Footprints' project in association with NMGM.	<p>The finds of animal and human prints, bones and tree roots in silts at Formby Point have interpretive value.</p> <p>Publications and displays will be promoted</p> <p><i>In 1999 a complete set of Red Deer antlers were found.</i></p>	<p>The Formby beach continues to reveal important finds. NMGM and Liverpool John Moores University have not been able to coordinate a seminar on the subject. The subject should be therefore covered in the proposed Liverpool Hope University College seminar in 2001.</p> <p>MAS to discuss with English Heritage project Merseyside Maritime (Foreshore) Jan 05</p> <p>Sefton Coast heritage Confernece held 150 people in Sept 2004.</p>
2		Encourage and support research projects linked to site management.	Small projects to be promoted through Sefton Coast Research Forum.	No research newsletter was published in 2000. There is a need to review the range of courses and opportunities for placements by 2001.

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2003
<p>1 Built Heritage To highlight the value of the built heritage as part of the special nature of the coast.</p>	<p>CMP 20 Partners will promote the contribution that the built heritage makes to the character of the coast and will encourage its conservation.</p>	<p>Collate information on the built heritage in a form suitable for interpretation.</p>	<p>More attention will be given to the built heritage in leaflets, publications, etc.</p> <p><i>Southport Pier restoration begun in 2000.</i></p>	<p>Opportunities for supporting the built heritage should be pursued. Archaeology/Local History task group</p> <p>Southport Pier restoration completed 2001, In 2002 250,000 visitors</p> <p>Conservation Area Appraisal for Lord Street to be completed by Dec 2004 (SMBC)</p>
<p>2 Visual Improvement and landscaping To enhance the visual amenity of the coast.</p>	<p>CMP 21 Partners will seek to remove or repair derelict structures and to improve visual amenity where such removal or improvement does not conflict with the historical or nature conservation interest of the coast.</p>	<p>Identify and target eyesores for removal or improvement</p>	<p>A programme will include removal of derelict structures, graffiti, redundant buildings etc.</p> <p>Landscape improvement schemes will be targeted at the Dock boundary. Ainsdale-on-Sea and Southport Marine Lake</p> <p><i>The wartime building at Range Lane may have significant military historical value.</i></p>	<p>Improvements at Ainsdale on Sea have started with the development of the Discovery Centre. Plans for the wider area included in the MWRP study, including buildings around the ADC and at Crosby Marina .</p> <p>A nature conservation/landscape approach is required for Southport Marine Lake. This will be taken forward through the Southport Seafront action plan.</p> <p>NT to complete Draft Property Management plan completed in 2003</p>
<p>0</p>		<p>To encourage landowners to improve the condition of boundary fences</p>	<p>Fencing improvement grants administered by Sefton Council have assisted projects in the past. New resources are required to re-establish programme.</p>	<p>No new resources to offer incentives to private landowners.</p>

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

TOURISM, LEISURE AND RECREATION (Progress rating 80%)

Aim: To facilitate and enhance the enjoyment, understanding and appreciation of the coast by improving and extending opportunities for quiet recreation, education, sporting and tourist activities that draw on, and are consistent with, the natural character and conservation value of the coast

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2003
2 Access and Visitor Management To safeguard and extend public access to the coast, controlling vehicular access and promoting the use of public transport and other means of sustainable transport	CMP 22 Partners will prepare and implement a visitor and access management strategy..	Prepare a coordinated framework for access and visitor management.	A strategic approach to access and visitor management is required. Strategy will establish a coordinated visitor monitoring project, one of the indicators of this Plan.	Considerable progress through Interreg IIC project. Detailed visitor surveys completed and proposals will be drawn up for a repeatable methodology. 2004-2005 – Several studies developing costs for projects aimed at improving visitor accessCommunication, Interpretation and Product Development Study (CIPD Study); Physical Access Study; Gateway Study (Formby Point, Ainsdale on Sea); Crosby Coastal Park Master Plan and Water Centre Feasibility Study.; Marshside Nature Reserve Perimeter Plan
2	CMP23 Partners will promote, maintain and develop a coastal footpath network.	To review the footpaths network and footpath issues on an annual basis.	Annual report on path issues.	Footpath information being added to coastal GIS as part of access strategy. Need for Sefton Council to propose management framework for coastal footpath. See CMP 22 above
2	CMP 24 Partners will actively promote and seek ways to extend the use of public transport.	Continue to develop partnerships with Merseytravel and other operators of public transport facilities.	Joint promotional packages, e.g. the coastal footpath promotion, should be developed. The coast is well suited to increasing use of public transport. <i>The promotional Walkabout and Rideabout leaflets are being reprinted for 1999/2000.</i>	Merseytravel a partner in Interreg IIC project. Merseytravel supported visitor survey on transportation issues. See CMP 22 above
2		Investigate the use of shuttle bus links and other local bus services . Carry out a feasibility study.	Feasibility study of opportunities to develop bus links could be joint funded.	Not possible to use Interreg IIC funds for feasibility study but proposals to be included in access strategy. See CMP 22 above
2		Consider new approaches to traffic management at key sites.	Site managers could look to alternative approaches to traffic management at Formby Point,	Information on traffic collected in 2000 as part of Interreg IIC study and access strategy. Traffic magement proposals for Marshside complete

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

			Crosby, Ainsdale and Marshside	March 2005 See CMP 22 above
--	--	--	--------------------------------	--------------------------------

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2003
?		Conduct survey of use of public transport and attitudes to access arrangements.	Assess the level of use of public transport and the limitations of public transport as a means of access to the Sefton Coast.	Project sponsored by Merseytravel in 2000. Coordinated by MIS
2	CMP25 Partners will implement provision for cycles, cycling and cycle parking where sympathetic to the natural character and resources of the coast.	Provide cycle paths and promote cycling.	Sefton Council is investing in a programme of cycleway construction. The issues of security and safety also need to be addressed. Target is to achieve a north-south cyclerooute in Plan period.	assessment of use of cycling part of Interreg IIC surveys. Cycle provision planned for Lifeboat Road and Shore Road. See CMP 22 comment above
2	CMP26 Partners will prepare and implement a car parking strategy. Particular attention will be paid to (i) coordination between main areas, (ii)signposting, (iii) charging policy and (iv) the impact on local residents.	Review traffic management issues on the Sefton Coast.	The location and size of car parks determines and focuses pressure. Changing the location or size of a car park could be a management option ..	To be addressed as part of Interreg IIC study, March 2001. See CMP 22 comment above
2		Agree a coastwide approach to car park charges.	Sefton Council car parks are to be brought under the overall control of the Director of Technical Services. There is an opportunity to create a more structured approach to car park management on the coast.	See CMP 22 comment above

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
2		Review arrangements for local residents and permit systems.	Sefton Council and the National Trust systems could be brought more into line. Season tickets are useful to encourage off-peak use.	See CMP 22 comment above
2	CMP 27 Partners will make provision for people with disabilities wherever possible.	Adopt guidelines drawn up by the Fieldfare Trust.	The report of the Fieldfare Trust to Sefton Council details a number of actions and ideas to be considered.	Access strategy will review the current situation and bring issue up to date. See CMP 22 comment above
2		All new built facilities and surfaced paths to cater for visitors with disabilities	Advice is available from Sefton Access Group and Access Officer. Progress to be reviewed by 2001.	Advice as appropriate. Need to review situation in 2001 as planned. See CMP 22 comment above
2		Special access arrangements to be considered	Consideration should be given for allowing the use of off-road vehicles, horse-riding etc. to allow access to areas without suitable infrastructure.	Ideas to be included in access strategy for Sefton Coast, Interreg IIC project. See CMP 22 comment above
2 Provision for Sport and Recreation To provide opportunities for sporting and recreational activities sympathetic to the nature conservation and amenity value of the coast	CMP 28 Partners will coordinate their actions to promote walking on the coast, to maintain and waymark the footpath network and to advise visitors of the sensitivity of the coastal area.	Publish guides to walks to suit a variety of interests.	Guides to be produced for coastal footpath, walks on sites, walks for special interest groups, etc. <i>Publications include Walkabout, Rideabout, Walks on the Sefton Coast, Guided walk programmes (EN, NT, RSPB, Sefton Council, Alt 2000)</i>	Successful programmes of guided walks and events in 2000. More events at National Trust, Green Fayre and Viking Festival at Formby, Green Circus at Crosby, English Nature walks and Wild Day Out. See CMP 22 comment above. Also Tourism Task Group action to promote events under Sea Britain 2005.

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
2		Increase opportunities for walking.	<p>New routes could be created at a number of sites. Areas include Ainsdale NNR, Crosby area and Formby Point.</p> <p><i>National Trust provided new access routes at Formby Point 1999.</i></p>	<p>Sefton Council and Birkdale Civic Society promote 'Velvet Trail' at Birkdale.</p> <p>Two new permissive paths totaling 2km in length were opened and West End walk and Fisherman's Path way-marked and vegetation cut back.</p> <p>Realignment of the Sefton Coastal (Formby point) trail planned for 2004-2006.</p> <p>See CMP 22 comment above</p>
2		Improve and co-ordinate waymarking and signposting, including path markers on beaches.	<p>The routing workshop at Formby Depot can offer a coastwide service. Beach path markers will be maintained as part of coordinated approach.</p> <p><i>Beach marker signs upgraded 2000</i></p>	<p>Sign making shop run by Leisure Services Department continues to provide high quality signs and offers a service to partners</p> <p>See CMP 22 comment above</p>
2		Ensure that walking activity does not damage sensitive sites or disturb species.	<p>Zoning will be used to restrict access in sensitive areas. Seasonal zoning may also be used. Codes of conduct and interpretation can alleviate many problems.</p> <p><i>Seasonal vehicular zoning introduced at Ainsdale and Birkdale beaches in March 2000.</i></p>	<p>No seasonal restrictions on pedestrian access currently proposed. Issue to be addressed as part of access strategy.</p> <p>See CMP 22 comment above</p>
2	<p>CMP 29 Partners will make provision for cycling and horseriding where opportunities permit in accordance</p>	Establish a coastal cyclepath network in line with Sefton Council's cycling	To achieve this a number of new routes would have to be constructed. These include a route from Hightown to	Interreg IIC funding could not be used for pilot study at Ainsdale due to restrictions being imposed on Fisherman's Path. Further work on cycle provision as part of access strategy.

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

	with the visitor and access management strategy.	strategy.	<p>Formby, a possible route through Ainsdale NNR, use of the Crosby promenade and a route from Southport to Crossens.</p> <p><i>Merseyside Local Transport Plan published in 2000</i></p>	See CMP 22 comment above
--	--	-----------	---	--------------------------

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
2		Expand the Formby Point bridlepath network to include tracks to the south of Lifeboat Road.	Waymarking and publicity for new routes can be assisted by the Sefton Bridlepaths Committee. A better network can be offered to riders.	No progress on this item. Provision for horseriders to be addressed in access strategy. See CMP 22 comment above
2	<p>CMP 30 Sport and recreation activity may be accommodated where they are compatible with the nature conservation and amenity value of the coast, and where they do not conflict with other recreational interests. Priority will be given to activities which depend directly on the coast.</p>	The zoning of sport and recreation on the foreshores and inshore waters will be addressed by the Beach Management Strategy.	The Beach Management Strategy is a supporting document to the CMP and gives greater detail on beach use and management. A number of zones have been identified . The strategy will be published in 1997 and reviewed in 2002.	Beach Consultative Group has met on several occasions in 2000 and has advised on the review of the Beach Management Strategy. A review of the Beach Management Strategy was drafted by SCCMS for consultation in 2002. To be published in 2003
2		Provide opportunities for orienteering at Formby Point.	Orienteering is a well established activity on the Sefton Coast. It is controlled through the Merseyside Orienteering Club in liaison with site managers.	Use of sites on-going

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
2		Provide a number of picnic areas on the coast, especially for use by groups.	Maintain sites at Crosby, Lifeboat Road, National Trust, Queen's Jubilee Nature Trail and Sands Lake. Promote sites as part of overall visitor facilities.	Sites maintained. New facilities for school groups provided by National Trust at Formby Point. Requirement for more seats brought out in visitor surveys. See CMP 22 comment above
2	CMP 31 Partners will provide facilities and assistance to water sports users where appropriate. Conflicts between water sports users and other interests, where they occur, will be resolved by zoning, codes of conduct, education and the use of byelaws.	Consider the needs of water sports users in management plans for beach areas and marine lakes.	Provision of facilities for water sports users needs to be addressed at the regional level by sporting bodies and through the estuary management plans.	Needs of water sports users being considered in; - Beach Management Strategy, - Crosby Coastal Park Master plan; - Water Centre Feasibility Study and Southport Marine Lake Master plan
0		Review byelaw coverage of inshore waters and extend coverage if appropriate.	The byelaws in force at Southport and Ainsdale to protect bathers from dangers posed by water-craft could be extended. Government advice on the issue is expected. <i>Government has published its finding of a review of byelaw making powers on the coast.</i>	No action taken in response to Government review of byelaw making powers.
2	CMP 32 Sefton Council and partners will develop the recreational potential of the proposed Crosby Coastal Park through an overall strategy.	Prepare a strategy for Crosby Coastal Park to guide the submission of funding bids for improvements.	Crosby Coastal Park could be a major facility in Sefton, if upgraded and better resourced. A strategy would help draw together a submission for external funding support. <i>Draft strategy for Crosby Coastal Park prepared by Groundwork in October 1999</i>	Crosby Coastal Park draft Master Plan complete by Dec 04. Proposal for major feasibility study to look at Crosby as a Regional Watersports Centre is complete, further risk management work commissioned in 2004.

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
<p>2</p> <p>Tourism To promote the development of sustainable tourism in a manner that will add to rather than detract from the quality of the Sefton Coast.</p>	<p>CMP 33 Partners will adopt the principles for sustainable tourism in relation to tourism development in the coastal zone.</p>	<p>Prepare a local tourism strategy for the Sefton Coast, based on the principles of sustainable tourism.</p>	<p>All partners need to be involved in the production of such a strategy and need to inform marketing strategies.</p>	<p>Sefton Council is preparing a Borough-wide tourism strategy in 2000. The Interreg IIC project has supported this with surveys in the coastal area and liaison with coastal landowners.</p> <p>See CMP 22 comment above</p>
<p>2</p>		<p>Set up better monitoring arrangements to assess the needs and opportunities for tourism on the open coast.</p>	<p>More information is required on visitor numbers, seasons, interests and spending.</p>	<p>Full visitor survey completed as part of Interreg IIC project. Reports to be prepared and circulated.</p> <p>See CMP 22 comment above</p>
<p>2</p>	<p>CMP 34 Partners will support the redevelopment of the Southport Seafront where appropriate with the existing natural resources of the coast.</p>	<p>Prepare a management plan for the Marine Lake.</p>	<p>There is a need to better balance nature conservation, sport and recreation and tourism. Management Plan will address these issues.</p> <p><i>A Management Plan for Southport Marine Lake has been prepared and adopted by Sefton Council.</i></p>	<p>Consultant's study on Marine Lake available. Further work on improving access around the lake by Scott Wilson.</p>
<p>2</p>		<p>Develop and promote walks in the Seafront area with links to nature reserves and the Coastal Footpath.</p>	<p>There is a lack of information and signposting for walkers in the Seafront area.</p>	<p>Could link to proposals for a visitor reception point at the Esplanade Park-and-Ride. More work is required on this issue – should be a priority for 2001.</p> <p>See CMP 22 comment above</p>

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
0		Prepare landscape guidance for working with natural vegetation, such as sand dune and saltmarsh plants.	Many native plants can be incorporated into coastal landscape schemes and can often be more appropriate and cheaper than cultivated plants.	No progress on this item. The use of native plants could be considered as a feature of improvement plans for Crosby and Ainsdale.
2	CMP 35 Appropriate areas and themes for tourism will be promoted. The level of promotion will be by agreement with partners.	Use the Sefton Coast name and Natterjack Toad logo for a themed development of tourism.	Brand naming the Sefton Coast, and the use of a logo will enhance identity. Other logos could also be considered for aspects of the coast, e.g. birds.	Local identity is an issue addressed by the Interreg IIC project. Logo for the Sefton Coast partnership agreed See CMP 22 comment above
2		Emphasise public transport, walking and cycling as a means of accessing and exploring the coast.	Such an approach links in with the overall approach advocated by the North West Tourist Board.	Examples from Interreg IIC partners, and best practice case studies can offer ideas. See CMP 22 comment above

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
2		Develop the theme of birds and the coast in a sub-regional context.	<p>The north-west coast is a bird coast. Resorts such as Morecambe have adopted this theme and the RSPB have a strong presence in the region. The whole region can benefit from This image.</p> <p><i>RSPB have published an attractive poster highlighting the natural values of the north west coast.</i></p>	<p>Southport is promoting short break holidays, including the coast, open spaces and bird-watching. There are currently no plans for a bird watching breaks brochure.</p> <p>See CMP 22 comment above</p>
2		Prepare tourist maps and information on the Sefton Coast to attract people interested in nature and the wilder aspects of the area.	A tourist map of the coast, aimed at nature lovers, walkers etc. will help to spread the tourist season and benefit Southport as a base for tourism.	<p>The publication of such a map could be a proposal for further funding through the Interreg III initiative.</p> <p>See CMP 22 comment above</p>
2		Promote Ainsdale beach as a regional tourist facility, linked to promotion of the Seaside Award.	<p>Ainsdale beach can accommodate large numbers of visitors and is well resourced. Improving water quality is essential to win back visitors' confidence in bathing beaches.</p> <p><i>Ainsdale beach is signposted in Sefton's tourism signing policies.</i></p>	<p>Sefton Council still concerned about variability of water quality in the region. The Environment Agency have established a North West Bathing Waters Forum to coordinate policy and action.</p> <p>In 2002 National Resort Survey 'A' grades were achieved at Southport and Ainsdale which will allow these beaches to be entered into the 2003 Seaside Awards. See CMP 22 comment above</p>

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
2		Improve the range of tourist related publications, and support the work of the Tourist Information Centre.	A better range of information is required for tourists in Sefton. Greater liaison with TIC staff should help to assess demand for products.	Issue addressed by Interreg IIC project See CMP 22 comment above
1	CMP 36 Partners will encourage a diversification of accommodation facilities serving the Sefton Coast, provided that any new facilities are in keeping with the overall aims of the Management Scheme.	Encourage the provision of facilities for family camping and back-packers at existing sites.	The promotion of long-distance routes such as the TPT requires better provision for back-packers, cycle tourists, youth groups and families. <i>Willowbank Caravan Site offers spaces for tents and backpackers.</i>	Plans in the Southport seafront action plan for improved hotel accommodation
0 Visitor Services and Safety To increase people's understanding and enjoyment of the area, have regard to their safety and provide an integrated visitor management service	CMP 37 Partners will coordinate their work to employ and resource field staff and volunteers able to provide an integrated visitor management service.	Coastal rangers and wardens will co-ordinate their activity through the Rangers and Wardens sub-group of the Coast Management Scheme	The Ranger and Wardens sub-group maintains contact with the emergency services, organises staff training and offers a view from field staff to the overall Coast Management Scheme. The sub-group should be retained.	Coastal Staff Liaison Group ensures that land managers coordinate their links to emergency services. No Known progress
2		Coastal field staff will co-ordinate interpretation through the Interpretive Strategy for the coast.	The Interpretive Strategy sets out the principles of interpretation what, why and guides co-ordinated work. The Strategy will be reviewed in 1997.	A review of the strategy is needed along with the review of visitor facilities for the coast. See CMP 22 comment above

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
0		Coastal field staff will support local volunteers and a volunteer network.	The coastal volunteer network supports volunteers with training events, newsletters and acts as a means of recruiting volunteers for site managers. A newsletter and events should be supported. <i>The Coastal Volunteer Network has not been maintained. Individual site managers coordinate their volunteer programmes.</i>	The value of a coastwide network should be reassessed by the Coastal Staff Liaison Group before deciding to abandon the idea. Plans for a SCP Volunteer award scheme in 2006
2	CMP 38 Partners will inform visitors of potential dangers and have regard to their safety.	The guidelines set out in 'Safety on British Beaches' will be adopted by Sefton Council.	Safety on British Beaches is published by the Royal Life Saving Society and gives comprehensive guidance on beach management safety issues.	Adopted as part of the review of the Beach Management strategy. The review of the Beach Management Strategy due to be completed in 2003
1		Safety information will be provided in accordance with advice from competent authorities.	Site managers will take advice as necessary from Police, Coastguard, Sefton Council, Emergency Planning Officers, MAFF etc.	A risk assessment of coastal structures is being carried out by the Technical Services Director. Liaison is maintained with safety organisations. LEISURE SERVICES RISK ASSESSMENT?
2	CMP 39 An interpretive programme for the coast will be developed and implemented. An integrated series of small visitor centres will be developed throughout the scheme area.	Work will be guided by an Interpretive Strategy.	The Interpretive Strategy for the coast is prepared by partners. It will be revised in 1997.	Strategy to be updated as part of Interreg IIC project. See CMP 22 comment above

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2004
2		A series of small visitor centres to be established on the coast.	<p>Plans for visitor centres to be developed. Key sites are Crosby Marine Park, Ainsdale-on Sea, Hightown (the Alt Centre), Southport and Marshside.</p> <p><i>Ainsdale Discovery Centre established at Ainsdale.</i></p> <p><i>The RSPB have constructed a second hide at Marshside.</i></p>	See CMP 22 comment above
2		Develop a partnership with the National Museums and Galleries on Merseyside to develop information technology projects.	<p>A joint project has been developed under title of Sands of Time. Funding is sought to develop project.</p> <p><i>The 'Sands of Time' book published in 1999.</i></p>	<p>NMGM a partner in the Interreg IIC project study on visitor favcilites</p> <p>See CMP 22 comment above</p>
2		Prepare and co-ordinate an annual interpretive programme.	Sefton Council co-ordinate a guided walks and events programme through the Ranger Service.	Service maintained. English Nature reintroduced a series of events and walks in 2000 and both RSPB and National Trust held a series of events. See CMP 22 comment above

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2003
<p>0 Art and the Coast To encourage the use of art in all its forms to express the special character of the Sefton Coast.</p>	<p>CMP40 Partners will be encouraged to support arts projects in keeping with the general character of the area</p>	<p>Develop closer links with Sefton Council's Arts section to promote activities on the coast.</p>	<p>Leisure Services Department can assist by encouraging arts projects on the coast.</p>	<p>Formby held a millennium festival in 2000 with a trial run of an open-air theatre and a Viking village. Both events were successful.</p>
<p>0</p>		<p>Develop a coastwide sculpture trail project linked to the Coastal Footpath/Trans Pennine Trail.</p>	<p>The coastal footpath can offer a range of themed trails, including , for example, a sculpture trail.</p>	<p>No progress on this idea but there may be further opportunities through the Crosby Coastal Park Strategy and the access strategy.</p>
<p>1 Education To develop and enhance the role of the coast as an educational resource for all and to provide an integrated education service.</p>	<p>CMP 41 Partners will support a coordinated approach to environmental education activity through the Sefton Environmental Education Development Strategy.</p>	<p>Environmental education provision to be co-ordinated by the Coast and Countryside Education Service.</p> <p><i>Sefton Council no longer coordinate environmental education mailings and bookings on behalf of partners.</i></p>	<p>Sefton Council can help to co-ordinate information about environmental education on the Sefton Coast through mailings to schools etc.</p> <p><i>Sefton Council operates a green envelope scheme for schools and community groups</i></p>	<p>The main providers of environmental education are Leisure Services Department and the National Trust both with dedicated staff and volunteers.</p> <p>SCP Life long learning task group to be set up</p>

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2003
0		Produce annual updates of Sefton Coast- A Guide for Schools.	<p>The Sefton Coast and Countryside Environmental Education Service will co-ordinate the compilation and distribution of updates for the education folder.</p> <p><i>All schools receive Coastlines</i></p>	<p>No progress on an update of schools guide. It needs to be considered whether the volume should be maintained or whether web based materials are better. An A level web-site www.sandoftime.hope.ac.uk was launched in June 2000.</p>
0		Partners will support the work of the Sefton Environmental Education Development Service.	The service co-ordinates all matters relating to the dissemination of environmental information in Sefton.	No known progress

SHORELINE MANAGEMENT (percentage rating 80%)

Aim : To support the need to protect life, property and habitats by appropriate coast defence strategies, and to maintain the sea defence function of the beaches, sand dunes and saltmarshes, consistent with the natural character and conservation importance of the coast.

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2003
<p>2</p> <p>Natural Processes</p> <p>To continue to improve the understanding of natural processes and the response of the coastline to change so that sustainable management decisions can be made.</p>	<p>CMP 42</p> <p>Partners will support the development of Shoreline Management Plans for the Sefton Coast through liaison with the Coastal Groups, and through joint involvement in research, survey and monitoring.</p>	<p>To advise the development of Shoreline Management Plans for the Sefton Coast area.</p>	<p>Two plans are in preparation. These need to involve as many interests as possible. Coordinators of SMPs will undertake extensive consultation.</p> <p><i>Shoreline Management Plans affecting the Sefton Coast (Great Orme's Head to Formby Point Sub-Cell 11a and Formby Point to Rossal Point Sub-Cell 11b) adopted by operating authorities.</i></p>	<p>A strategic study of the Hightown coast defences has started.</p> <p>1st year of enhanced monitoring programme completed and report compiled. The report formed the basis of discussions with the Shoreline Management Task Group. Discussions have begun in relation to a number of regional studies with a view to submitting them for grant aid in the near future</p>
<p>2</p>		<p>To develop an integrated monitoring programme for the Sefton Coast.</p>	<p>Support for a monitoring programme will be sought from SMBC and land managers. A number of parameters are monitored. Information on coastal change (erosion/accretion) is to be used as an indicator in the Plan.</p>	<p>Work has progressed towards more integrated monitoring programmes. Better integration in Sefton is supported by the Environment Agency and English Nature.</p>

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2003
<p>2</p> <p>Coastal defence To provide the regional level of Flood Defence to protect low lying areas of the Borough from flooding during high tides and storm events and to provide the required level of Coast Protection to protect vulnerable areas of the Sefton coastline from erosion.</p>	<p>CMP 43 The need for, and effect of, coast protection works will be assessed in relation to the overall aims of the Coast Management Scheme.</p>	<p>Sefton Council, as coast protection authority, will liaise with all relevant partners on coast protection proposals.</p>	<p>The main scheme which could affect the coast is the proposed works at Hightown.</p> <p><i>Public meeting held in Hightown in June 1999 to outline the process and timescale for strategic study. Hightown residents have been kept informed via public meetings and the Parish Council</i></p>	<p>Strategic study group assessing background information. Strategic study will be started in 2001 and will last for 12-18 months.</p> <p>HR Wallingford have completed the first stage of the Crosby to Formby point Strategy Study which aims to inform the coastal defence management decisions for this length of coast. The first stage has recommended several items of work to be carried out in stage two which will fill some of the gaps in information that currently exist so that the final report can be more comprehensive. These include boreholes, ave modelling, an archaeological survey and sediment sampling.</p>
<p>2</p> <p>Dune and saltmarsh management for coastal defence. To maintain and encourage the use of dune based sea defences in appropriate locations.</p>	<p>CMP 44 The sea defence function of the soft shore will be considered as a whole by the adoption of an integrated approach to its management by landowners in consultation with the Coast Protection Authority.</p>	<p>To develop a strategy for the maintenance of the dune coast as a sea defence.</p>	<p>Shoreline Management Plans will advise on options. Land Managers will be advised by Coast Protection Authority.</p> <p><i>A Ph.D. study completed in 1999 looked at the issue of beach-dune interaction</i></p>	<p>Work has begun to better address the coast defence management of the dune coast, the need for better monitoring and a strategic approach to maintenance..</p>
<p>0Integration To integrate with other coast management policies to provide comprehensive Shoreline Management Plans and to provide for the needs of the coastal zone in terms of the environment, tourism, recreation and commerce. To continue to actively participate in regional coastal groups and to develop the groups to consider wider coastal zone management issues.</p>	<p>CMP 45 A liaison mechanism will be established to inform partners in the Shoreline Management process and to coordinate the implementation of projects as appropriate.</p>	<p>Hold an annual liaison meeting to inform managers about the results of monitoring .</p>	<p>Annual meeting of dune managers is an appropriate way of maintaining liaison and discussing the implications of survey results, Government guidance etc.</p> <p><i>Annual meetings to be convened by the Technical Services Director.</i></p>	<p>Meeting to be held in late 2000/early 2001No known progress</p>

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

MARINE ENVIRONMENTAL MANAGEMENT (percentage rating 0%)

Aim: To liaise with the competent agencies for the control of activities at sea to ensure that they are aware of the high amenity and conservation value of the Sefton Coast, and the impact their activities may have on terrestrial sites, and to work with others to promote the conservation and management of marine resources.

OBJECTIVE	POLICY	PRESCRIPTION	DESCRIPTION	PROGRESS to 2003
<p>0 Navigational and other port-related dredging To ensure that necessary dredging operations cause least interference to coastal processes affecting the Sefton Coast.</p>	<p>CMP 46 To urge the Port Authority to take account of the effects of, and options for beneficial uses of, the disposal of dredgings</p>	<p>To ask MAFF to clarify the impact of current dredging activity on the Sefton Coast.</p>	<p>Little is known of options for alternative dumping sites. <i>Research information published on the biological effects of dumping in the North Sea.</i></p>	<p>No further action on this issue.</p>
<p>0 Waste from Shipping To reduce the incidence of litter and pollution from shipping affecting the Sefton Coast.</p>	<p>CMP 47 Sefton Council and its partners will be pro-active in raising issues of concern on the full implementation of the MARPOL convention.</p>	<p>Sefton Council to raise concerns about waste from shipping at the Irish Sea Forum.</p>	<p>Stricter guidelines on shipping waste would reduce some of the problems on the beaches. <i>Issue of port waste management reported to Steering Group in 1999.</i></p>	<p>ANY ACTION IN 2000?</p>
<p>0 Dredging of marine aggregates To ensure that licensed dredging operations have no adverse affect on the Sefton Coast.</p>	<p>CMP 48 The effects of marine aggregate extraction should be considered as part of the Shoreline Management process.</p>	<p>Sefton Council to ask MAFF and DoE to consider the impact of current dredging activities.</p>	<p>The disruption of natural coastal processes should be kept to a minimum.</p>	<p>No progress on this item.</p>
<p>0 Marine Safety To reduce the risk of shipping accidents in Liverpool Bay.</p>	<p>CMP 49 The Sefton Coast Management Scheme should continue to be represented on Marine Safety committees.</p>	<p>Sefton Council to raise concerns about marine safety issues at the appropriate fora.</p>	<p>Sefton Council will maintain a watching brief on the issue. The Council and partners are not experts but are concerned.</p>	<p>Participation in marine safety fora maintained. HAVE WE ANY REPORTS?</p>

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2003
<p>0</p> <p>Oil and Gas Exploration and Production</p> <p>To ensure that the offshore oil and gas industry gives highest regard to the sensitivity of the Sefton Coast.</p>	<p>CMP 50</p> <p>Sefton Council and partners will urge the Department of Trade and Industry to have regard for Liverpool Bay as a 'sensitive area' to ensure the highest environmental concern by the oil and gas industry</p>	<p>Sefton Council will be represented at any Standing Conference on Oil and Gas development in Liverpool Bay.</p>	<p>Sefton Council and partners should ensure that they are involved in discussions on issues relating to the oil and gas industry.</p> <p><i>Pollution incident on Sefton Coast in October 1999 raises safety and environment concerns.</i></p>	<p>No Standing Conference formed to date. One avenue for making views known is the Irish Sea Forum.</p> <p>MORE INFO?</p>
<p>0</p> <p>Fishing</p> <p>To ensure that fishing activity along the Sefton Coast is sustainable and has regard to the nature conservation value of the foreshores and inshore waters.</p>	<p>CMP 51</p> <p>Partners will work with the North West and North Wales Sea Fisheries Committee and the Environment Agency to seek a sustainable local fishery, consistent with international legislation.</p>	<p>Fishery issues, including zoning, to be discussed at the level of the Estuary Management Plans.</p>	<p>A wider regional perspective is required. More information should become available through the conservation work of the NWNWSFC.</p> <p><i>NWNWSFC produce a newsletter.</i></p>	<p>Still a need to better disseminate information from NWNWSFC to partners and others.</p>
0		<p>Develop a closer working relationship with the Sea Fisheries Committee.</p>	<p>Regular liaison with the Committee at all levels will improve the co-ordination of coastal zone management.</p>	<p>Liaison has become more frequent, especially at management level.</p> <p>LEISURE SERVICES/PUBLIC PROTECTION LINKS?</p>
0		<p>Encourage recreational fishermen to collate and submit information on catches.</p>	<p>Catch data is a very useful measure of the health of inshore waters. The fishermen also have a wealth of local knowledge which can help advise the coastal managers. Such data could support the set of coastal indicators.</p>	<p>No progress on this item. Information through the Beach Management Liaison Group would be one mechanism.</p> <p>WORTH PURSUING?</p>

PUBLIC HEALTH AND AMENITY (percentage rating 50%)

Aim: To protect and enhance the environment by reducing pollution and promoting public health.

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2003
<p>1</p> <p>Beach Litter</p> <p>To maintain amenity beaches to the highest standards.</p>	<p>CMP 52</p> <p>To introduce an integrated coastwide approach to beach cleansing in</p>	<p>Sefton Council to revise and introduce a new contract by 1997.</p>	<p>Cleansing contract runs for a period of 5 years and substantially determines what is practicable in</p>	<p>New contract introduced</p> <p>UPDATE FROM D MC</p>

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

	accordance with Beach Cleansing Guidelines.		terms of cleansing of beaches.	A pilot cleansing programme has been in operation during 2002 and the conclusion of this will be reported to sefton Cabinet members in 2003 with a view to producing the Beach Cleansing Plan. Cleansing on the promenade and associated sand blow was included as part of this pilot.
2		To revise and issue the code of practice for beach cleansing	Information is provided for cleansing operatives on the nature conservation value of the beach area.	No progress on this item. Refer to proposed beach management plan
2	CMP 53 Partners will support initiatives that campaign for cleaner beaches and will support survey and monitoring exercises.	Establish a permanent monitoring programme , compatible with national studies.	Standardised monitoring is useful to compare the situation in Sefton from year to year and also to other parts of the UK and Europe. This forms one of the indicators for the Plan.	National Aquatic Litter Group have devised a standard methodology for the assessment of beach littering. To be used by Environment Agency, TBG, Marine Conservation Society and others. Refer to proposed beach management plan
0		Support will be given for voluntary clean-ups and national surveys	Surveys by organisations such as the Marine Conservation Society collect useful data to complement a more permanent monitoring programme.	Ongoing English Nature - Marine Natural Area Profiles complete

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2003
<p>2 Bathing Water Quality The EA's target is for all bathing waters to meet mandatory water quality standards by 1996. Sefton Council's long-term aim is for Ainsdale to meet guideline water quality standards and for improvements to be consistent and sustained.</p>	<p>CMP54 Sefton Council will encourage the EA to set a long term target for guideline water quality standard at Ainsdale and to extend sampling to other beach areas and the marine lakes.</p>	<p>Encourage the EA to set a long term target of Guideline water quality, at least at Ainsdale beach.</p>	<p>If Ainsdale beach could achieve guideline water quality it would be eligible for a European Blue Flag award, the highest accolade for beach management in Europe. The statutory monitoring programme is one of the indicators in this Plan.</p>	<p>Environment Agency established North West Bathing Waters Forum in 2000, which is now part of NWCF</p> <p>Research work indicates that the inputs from agricultural land are significant especially in storm water conditions.</p>
<p>2</p>		<p>Seek resources to extend the sampling programme.</p>	<p>There is a need for increased water sampling to be carried out over the next 5 years to assess changes at Crosby and areas of beach between official bathing beaches.</p>	<p>Some additional samples taken but further resources required for a more detailed monitoring programme.</p> <p>Bathing water quality test results are being put on the SMBC website, and ways of putting them on coastal websites are being developed.</p>
<p>0 Public Protection To protect the public from danger from the consumption of contaminated fish and shellfish, from pollution, noise and other health risks.</p>	<p>CMP 55 Partners will coordinate their activities to share information on risks to the public, will follow appropriate guidelines and will inform the public as necessary.</p>	<p>Chief Environment and Consumer Protection Officer to prepare a guidance note on hazards.</p>	<p>Such a note is needed by coastal field staff who are often first to attend the scene of pollution</p>	<p>An assessment of risks in the coastal zone is required. Important to progress this issue.</p> <p>No known progress</p>

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2003
<p>0 Prevention of Pollution To encourage responsible agencies, and partners, to address the effects of pollutants on the Sefton Coast.</p>	<p>CMP 56 Partners will adopt good environmental practice and will support local awareness campaigns to counter pollution of air, land and water.</p>	<p>A local code of conduct for partners to be prepared as part of the Scheme's contribution to Local Agenda 21.</p>	<p>It is important that partners actions are environmentally sound.</p>	<p>No progress on this item. An audit of partners actions would be a useful starting point.</p>
<p>0</p>		<p>Partners will support and participate in the Local Agenda 21 process in Sefton.</p>	<p>Local Agenda 21 is a mechanism of bringing environmental issues together into a long-term framework.</p>	<p>Many of the events and education programmes of partners have a direct link to Local Agenda 21. In 2000 a Green Circus and Green Fayre were held on the coast.</p>

SEFTON COAST MANAGEMENT SCHEME - REVIEW 2003

IMPLEMENTATION AND REVIEW (percentage rating 75%)

Aim : To adopt a systematic and open approach to the delivery and monitoring of Plan outputs.

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2003
<p>2</p> <p>Working with the Community To identify, inform, involve and support local communities along the coast through improved communication and by organising events and activities.</p>	<p>CMP 57 Partners will inform the local community about management issues.</p>	<p>Produce Coastlines Magazine twice a year for local community</p>	<p>Coastlines is the SCMS Magazine produced on behalf of the Steering Group.</p>	<p>Coastlines continues to be produced twice a year.</p>
<p>2</p>		<p>Establish reference point in libraries.</p>	<p>Libraries are one of the best ways of providing information to the community. Information will be lodged in libraries</p>	<p>More liaison needed to establish reference points in libraries.</p> <p>There is now a Sefton Coast Partnership web site.</p>
<p>2</p>		<p>Establish a Sefton Coast Resource Centre.</p>	<p>The Resource Centre will be based at Formby and available for public and partners use.</p>	<p>The information centre is well used by staff, students and local people. Over 200 visits a year are recorded.</p> <p><u>Based at ADC and managed by Sefton's Coast and Countryside Ranger Service</u></p>
<p>0</p>	<p>CMP 58 Partners will encourage and develop opportunities for volunteering and will support volunteers with training and co-ordination.</p>	<p>Support a Coastal Volunteers Network</p>	<p>A volunteer network can help to promote opportunities, training and events for volunteers.</p>	<p>A volunteer network is no longer resourced. The operation could be reestablished if it was supported. Decision should be made as part of new partnership arrangements whether to reestablish a mechanism for supporting volunteers across the coast.</p>

OBJECTIVE	POLICY	PRESCRIPTION	OUTPUT	PROGRESS to 2003
1	CMP 59 Partners will welcome and encourage liaison with the wider community	Consider establishment of a community network.	Improved liaison with local community will assist delivery of the Scheme's aims.	English Nature employed a Community Officer in early 2000., The Beach Management Consultation Group has been established and a Sefton Coast Forum organised.
2 Understanding and Monitoring To maintain adequate information about the condition of the coast for management purposes and integrate research effort with the aims of management.	CMP 60 Partners will develop an information strategy for the Sefton Coast encompassing survey, research, monitoring and links to other coastal initiatives.	Prepare information strategy.	This will be linked to development of a resource centre. An annual research newsletter will be produced	Annual report on the work programme prepared in 1999. No research newsletter was published in 2000, a review is planned for 2001. The communication task group is continuing to review its communication strategy, including sourcing funds to support outreach work and is developing a research network.

Table 2**Section Heading Targets of the Coast Management Plan**

Land-Use and Economic Development:	
Targets	Achievements
<ul style="list-style-type: none"> Complete economic regeneration projects at Southport and Crosby 	Southport Action Plan and Crosby Coastal Park Master Plan
<ul style="list-style-type: none"> Increase employment in the coastal Zone from a 1997 baseline 	(No data to hand)

Nature Conservation Landscape and Land Management: 52/78, 66%	
Targets	Achievements
<ul style="list-style-type: none"> Complete the review of conservation designations and establish all nature reserves proposed in the 	Full - English Nature launched the renotification package in July 2000. Most of the sites notified on the Sefton Coast were confirmed in 2001 including the Sefton Coast SSSI and the related extensions to the cSAC. Extensions to the Ribble and Alt

Nature Conservation Landscape and Land Management: 52/78, 66%	
Plan	<u>Estuary SPA and Ramar soite resulting from the new Sefton Coast SSSI were notified in 2001. An additional SSSI, the Mersey Narrows, which includes the Seaforth Lagoons is confirmed?</u> Sefton Council have approved extensions to the Ainsdale and Birkdale Sandhills LNR (to include outlying dune areas) and the Ravenmeols Sandhills In 2001 a Wildlife Enhancement Scheme for the LNRs was established through agreement with English Nature for a further 2 years. Complete consultation on Ainsdale and Birkdale Hills LNR management plans and finalise plans by May 2003, including possible extensions to LNRs
<ul style="list-style-type: none"> Return all 'priority habitats' and rare species to favourable conservation status' in accordance with EC directives 	Start – Beach Management Strategy, Biodiversity Co-ordinating Group (EAS), Outline proposal for Nature Conservation and Biodiversity Delivery Plan, National Vegetation Classification for the coast completed.
<ul style="list-style-type: none"> Complete a landscape assessment of the Sefton Coast 	Part – <u>A future target is to finalise Landscape Character Assessment Survey and Guidance for coastal areas (part of Borough-wide survey) and agree with partners</u>
<ul style="list-style-type: none"> Prepare a strategy to ensure the continuity of woodland cover on the coast 	Full - Sefton Coast Woodlands Forest Plan agreed by partners. Currently being implemented
<ul style="list-style-type: none"> Tackle remaining problems of visual amenity in the Plan 	

Recreation, Leisure and Tourism: 81/102, 80%	
<ul style="list-style-type: none"> Develop Crosby Coastal Park as a regional recreation center 	Feasibility Study for Water Centre complete by summer 2005. Draft Master Plan for Crosby Coastal Park, launched at 2005 Forum (Leisure Services)
<ul style="list-style-type: none"> Develop a coastal 'woodland path' and cyclerooute 	Draft Physical Access Study completed, includes proposal for developing the Sefton Coastal Way. Implementation Programme to be developed
<ul style="list-style-type: none"> Increase the use of public transport from a 1997 baseline 	No data to hand Would need to check with STPU
<ul style="list-style-type: none"> Develop recreation and conservation management strategies for the marine lakes 	Crosby Marine Lake - Water Centre Study complete by summer 2005 Southport Marine Lake – Master Plan complete, feasibility work in preparation (Scott Wilson)

Shoreline Management: 8/10, 80%	
<ul style="list-style-type: none"> See the completion of Shoreline Management Plans 	
<ul style="list-style-type: none"> Manage the nuisance of sandblow in the Crosby 	Now managed by the Sefton Coast and Countryside Unit

Shoreline Management: 8/10, 80%	
area	
<ul style="list-style-type: none"> • Decide on a Coast Protection scheme for the coast from Hall Road to Hightown 	
<ul style="list-style-type: none"> • Investigate options for erosion control at Formby Point 	

Marine Environmental Management: 0/16, 0%	
<ul style="list-style-type: none"> • Achieve 'special area' status for the Irish Sea under MARPOL 	Marine Natural Area Profiles prepared by English Nature
<ul style="list-style-type: none"> • Achieve recognition of Liverpool Bay as a Marine Environmental High Risk Area 	
<ul style="list-style-type: none"> • Have all local shellfish beds open as a result of coastal clean-ups 	Sefton Beach Management Strategy prepared