



The north west coastline is a mix of urban and rural areas, creating distinct surroundings with strong local communities.

The plan area is popular with water sports. The Royal Yachting Association sailing grounds cover up to 74% of the inshore plan area, with many supporting clubs. Blackpool is among the most iconic beach resorts in the country, and just recently has acquired blue flag status, the first in the north west.

The north west has some of the most deprived areas of the country (Blackpool and Liverpool), and other areas experience substantial difficulties which impact on the social growth of the coast.



### Opportunities

- O1. North West Coastal Trail and the Colourful Coasts Projects in the Copeland area [1] to improve wellbeing and tourism and employment opportunities
- O2. contribution of natural seascape, historic heritage, access to open space and recreation opportunities to improving communities' health and wellbeing [2, 3]
- O3. promote and support development that generates benefits for local communities of the coast, rivers and hinterland experiencing socio-economic deprivation [4, 5]
- O4. aquaculture is a developing activity and may expand in the north west, potentially increasing seafood supplies and employment [6]
- O5. port services for defence manufacturing, offshore wind industry and oil and gas (Barrow, Fleetwood and Heysham [7])

### Challenges

- C1. coastal communities are suffering from effects of industrial decline [6], with high levels of transience and an ageing population [9]
- C2. rural and urban coastal areas of the north west are known socially deprived areas [10]
- C3. many coastal golf links can restrict public coastal access [4]
- C4. activities that are not subject to licensing or public authority decision-making (recreation) and their impact on the conservation of heritage assets [3]
- C5. new activities and development impact on existing seascape [5], potentially affecting neighbouring areas (Isle of Man, Wales and Scotland) [2, 3]



### Evidence sources

[1] Sub-national policy review and Copeland Local Plan  
 [2] Marine Management Organisation (MMO)  
 [3] Sustainability appraisal scoping report  
 [4] MMO coastal offices  
 [5] MMO All Areas workshop  
 [6] ABPmer

[7] MMO Social impacts of fisheries, aquaculture, recreation, tourism and marine protected areas in marine plan areas in England 2013  
 [8] Peel Ports  
 [9] MMO Coastal Typologies: detailed method and outputs  
 [10] 2015 IMD, DCLG Indices of Deprivation Mapper LSOA Level 2015