

# 'Beautiful, energetic and proud'



## Vision

### The vision for the north west marine plan areas in 2041

The north west marine plan areas are distinctive for the growth and variety of the energy generation industry. Effective transboundary cooperation with partners across the Irish Sea is creating a regulatory environment which is benefitting a wide variety of cross-border activities. Diversification of marine industries provides new employment opportunities that make use of existing skills, as well as developing new skills. Coastal tourism is flourishing, with local centres such as Blackpool and the Lake District acting as a catalyst for further regional development of recreation and tourism opportunities up and down the coast. The exceptional quality and quantity of the natural environment provides a safe haven for birds and other species located across the plan areas.

# How will the north west marine plan areas look in 2041?

## **Economy**

By 2041, sustainable economic development is taking place throughout the North West, driven by both new and existing marine activities. The north west plan areas have benefited from growth in sectors such as ports and energy generation, as well as coastal tourism and recreation. Areas like Blackpool continue to attract some of the highest visitor numbers anywhere in England. The Port of Liverpool continues to bring in substantial economic benefit to the local area, with the other ports of the region thriving through diversification and enhancement of commercial and leisure activities. Opportunities within the energy production industry on the Wyre or the north Cumbrian coast are bringing wide ranging benefits to the plan area. Competition for space for new or expanding activities in areas of high activity, such as Liverpool bay, is managed and opportunities for coexistence are being effectively exploited.

## **Social**

By 2041, those who live, work and visit the north west marine plan areas continue to have a sense of ownership of the local area and its attributes. A clean, diverse marine environment alongside improved access to hard-to-reach areas such as the Cumbrian coast has enabled enjoyment of the marine area for local communities and visitors, which in turn improves health and wellbeing. The effects of climate change are being effectively managed to reduce the impact on coastal communities such as those on the Cumbrian and Fylde coast. Development of the region's seaside towns has helped attract investment for regeneration, increasing tourism and recreation activities as well as stimulating local communities like Fleetwood.

## **Environment**

By 2041, the marine and coastal environment is being conserved and enhanced, both for its intrinsic value and for the important role it plays in providing natural resources. Effective management of sites such as Morecambe Bay and other intertidal habitats, which make up so much of the North West's coastline, has improved the resilience of sensitive habitats and species. Marine development within the natural environment is being effectively managed, with reduced impacts on sensitive species from pressures such as pollution and underwater noise. Intertidal and sub-tidal habitats are being enhanced, resulting in thriving populations of breeding and overwintering species like the red throated diver and common scoter. The important role that the marine environment can play in mitigating climate change has been harnessed, particularly in coastal areas such as Marshside. Natural flood defences are contributing to the protection of local communities, while playing an important role in the local and regional ecosystem.

## **Governance and using sound science**

Governance structures in the north west plan areas are collaborating well to help enable sustainable growth. This includes decision making within the intertidal zone, with marine planning and terrestrial planning working effectively in tandem. Effective collaboration between the devolved administrations of England, Scotland, Wales and Northern Ireland, as well as other international partners, are providing strong compatibility of marine planning policy. This in turn is helping drive sustainable development and increase cross border partnerships. This alliance is being aided by the increase in our knowledge of the marine area, which has been brought about through the use of sound science and effective monitoring of activities. Sectors are also working together to ensure a better collective understanding of the marine area.