



# Living Coast

**Outdoor Recreation Network  
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Living Coast Project Manager**

# LIVING COAST



- Introduction to Living Coast - a new flagship partnership project
- What it will achieve
- How we will deliver it



# Living Coast



**More than just a coast path**

**Using the England Coast Path to secure a better future for people and the environment. Our vision is that:**

***More people from more sectors of society benefit from the environmental, economic and social services provided by the England Coast Path.***

# Why is the project needed?



- 45% of people never or rarely visit the coast but would like to. (MENE)
- Coastal communities face higher than average socio-economic and environmental deprivation.
- Health and Wellbeing. One in nine children never visit greenspace.
- National Trails provide significant economic opportunities. Need to grow this for the ECP.
- Domestic coastal tourism is worth £8 billion a year- potential to grow.

# Living Coast Objectives.

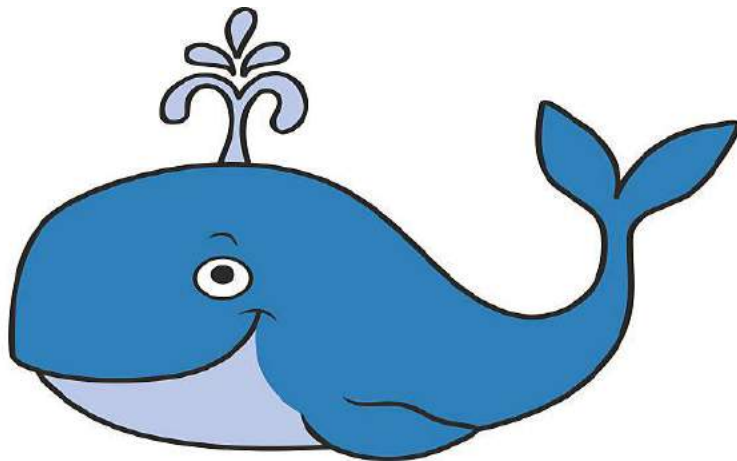


1. To increase the number and inclusivity of visits to the coast
2. To develop the England Coast Path as a high quality responsible tourism destination
3. To build local economies that value ECP and the environment and so invest in the coastal corridor to help manage and improve these assets.

# We want to achieve



- An increase in number and **diversity** of visitors to the coast.
- People from more age groups and backgrounds receiving **health and wellbeing** benefits from the coastal environment.
- New opportunities for all sectors of coastal communities to **connect** with their local environment.



Canadian writer J. B MacKinnon:

***"If you know that whales belong to Vancouver's past, then it becomes possible to imagine their presence in the future. If you aren't aware of that history, then the absence of whales will seem perfectly normal – natural, in fact."***

# What we want to achieve



People recognising the benefits of the coastal environment, **valuing** it, making **decisions** & taking **action** to help sustain and enhance it.

# We want to achieve



- The natural environment & ECP driving **sustainable local economies >>> investment** that benefits coastal communities and the environment
- Coastal sites & landscapes that are less fragmented, **more resilient** with more secure management.
- A wildlife rich corridor around the entire coast.





# How will Living Coast work?



- **Where?** - the whole coast
- **National** co-ordination/brand. **Local** needs/local activity.
- **Testing** through collaboration with local communities & partners. **Developing mixed funding** sources. **National rollout** once ECP completed.
- **Integrated 'coastscape scale' projects** targeting multiple outcomes.

# Coastscape Partnership Projects

## Multiple funding/investment.

- ✓ Inclusive ECP celebrations
- ✓ Breaking down barriers to coastal visits.
- ✓ Natural health, health walks, wellbeing initiatives
- ✓ Connecting schools to coastal & marine environment
- ✓ Circular walks, cycle links, sustainable transport
- ✓ Celebrating/telling story of cultural and natural heritage
- ✓ Creating new habitat. Managing existing habitat better
- ✓ Coast/ECP ambassadors, volunteers/warden schemes
- ✓ Increasing public engagement on NNRs, sites & coastline.
- ✓ Responsible tourism promotion, initiatives, toolkits.
- ✓ Securing sustainable local funding from business and industry

**Blue/  
green  
gyms**

**Beach  
schools**

**Marine  
videos**

**Beach  
cleans**

# Living Coast Pilot projects.



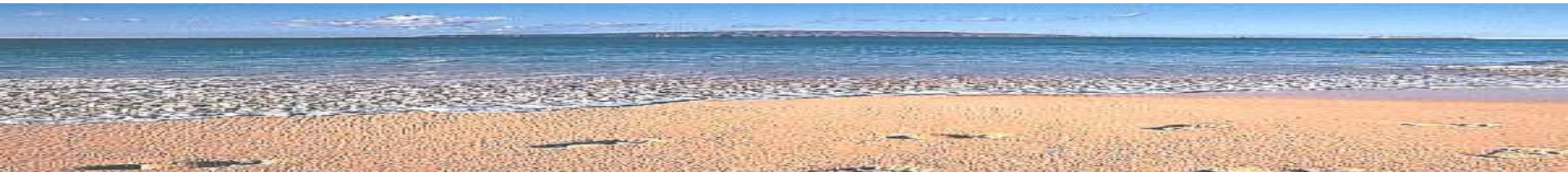
- **Cumbria Coast.** Working with local industry, business & Coastal Community Teams. Developing sustainable visitor experiences, a new ECP partnership, a beach school model for NNRs and partner reserves.
- **Solent** – Portsmouth & IOW. Working with the local tourism sector. Ensuring responsible and sustainable coastal recreation – e.g. with Bird Aware. Using net gain at the coast to provide health & wellbeing benefits for communities.
- **Tyne to Tees.** Collaborating with Durham Seascapes Partnership. New ways to engage and connect people to the marine and coast environment - developing local pride in their natural and cultural heritage. Improving access to ECP and from ECP to the beach.

# But do we know what local people want?



Within the pilot project areas we are looking deeper into what people value about their local coastal environment, how they access, use and connect with it, what barriers exist to access.

1. National Level : [MENE. Visits to the English Coast](#)
2. Local Level : Local MENE analysis.
3. Local Level : New community participatory research.



# Thank You



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