

## Our approach

Looking at UK deprivation and Blackpool data was a key driver as part of ocean recovery – how can we use ocean recovery as a catalyst for coastal own regeneration and acceleration in combination with other regeneration schemes run by Blackpool council. We also took inspiration from the [Monmouthshire Council](#) for the ocean whom are an inland town who decided to clean up their river as part of supporting ocean recovery in the UK. Although Blackpool doesn't have any rivers within its boundaries it was important to us as part of our approach to work with partners locally and across the Northwest as part of an ocean recovery network for the Northwest.

In this search we created a Motion for the Ocean membership of local stakeholders, Blackpool citizens and members from across the northwest. Including the Irish Sea network. We had speakers from the Wildlife Trusts Living Seas Network for the Irish Sea, the Business Intelligence Officer for West Lancs working on a Sustainable Tourism Approach and a talk from Youth Ocean Engagement Charity based in Manchester; Ocean Generation. These speakers helped to help inform discussions as part of the action plan development. This workshop is where the following actions and approvals for our objectives and themes came from. We would also like to follow this up with a public engagement exercise with Infusion on the plan to achieve a more coproduced ocean recovery plan to meet the regenerative and wellbeing objectives of the motion for the ocean.

## Our aims

### 1. To embed ocean based solutions thinking as part of reaching net zero 2030

The ocean absorbs over 90% of heat and a third of carbon dioxide humans have ever created, and producing over half the oxygen we breathe. According to scientists the planet would be 35 degrees warmer without the oceans absorption rates.<sup>i</sup> Some of the most effected parts of the British Isles from climate change

will be low lying areas and coastal towns, due to the impacts of sea level rise on flooding and storm risk<sup>ii</sup>. In their 2022 report the International Panel on Climate Change called for policy makers to start taking climate adaptation seriously, especially in deprived areas where populations are at greater risk from climate change due to lack of resources<sup>iii</sup>. Coastal protection and climate adaptation considerations naturally fit together, as can be seen from the scientific context and as such has been identified as an aim of this marine plan and is why this plan also has an initial 2030 timeframe to coincide with the climate emergency declaration.

### 2. To challenge UK wide seaside deprivation status by developing an ocean recovery model which provides social benefit for the community

According to National Office of Statistics data, coastal towns are at higher risk of economic deprivation and shorter lifespans. Between 2008 and 2019 coastal towns lost 50% of their employment opportunities compared with 37% in their inland counterparts<sup>iv</sup>. At the same time blue spaces are known to have strong positive wellbeing and health benefits<sup>v</sup>. Research suggests there is potential to use ocean recovery as a catalyst to strengthen coastal town resilience to climate change and economic shocks.

### 3. To reduce the impact of the local tourism industry on our ocean

Tourism and hospitality can have negative and positive impacts on our coastline, especially in relation to sustainable fish supply and in contributing to address plastic pollution challenges. The Tourism industry in Blackpool and the Fylde Coast are an important part of the local economy, this is why tackling its impacts as a challenge to increase future benefits for the tourist industry through sustainability has been highlighted as an aim of the Blackpool Marine Plan.

### 4. To tackle waste and pollution threats at source through a town to ocean approach (including considering inland watercourses which feed into the ocean)

The Monmouthshire Motion for the Ocean plan has demonstrated the importance of ocean recovery collaboration with inland towns, due to the impact

inland actions and river flows have on our ocean. This impact is why it is essential to include inland activity as an aim for a successful ocean recovery plan.

**5. To give all of our children in Blackpool the opportunity to connect with blue spaces**

Ocean literacy is important for health and wellbeing and in instilling a feeling of stewardship for the ocean.

**6. To embed ocean recovery and adaptation considerations into local construction and planning projects**

The impacts of construction and planning processes can impact on water courses through chemical leaching, smart planning can also help alleviate flooding and ground water impacts.

**7. To identify areas of research and partnership building opportunities for ocean recovery on principally the Fylde coast but also within the Northwest**

As waterways don't have hard boundaries and because the impacts on waterways can come from various sources the management of habitats and implementation of solutions need to be done in partnership with other stakeholders.

**8. To consider adopting nature based solutions and rights of species thinking in decision making to protect wildlife in the marine protected zones surrounding Blackpool on the Fylde Coast**

The impact of biodiversity loss on our coastal systems and fisheries, as indicators as ocean health is significant. Increasing the presence of water filtering shellfish for example can increase the quality of water. The Northwest is also home to some vital natural carbon sinks and the need to restore these habitats as collaborators increases as the risk of climate change grows.

## Our key themes & objectives

To deliver the comprehensive approach needed to change how we do things, we have identified ten key themes under which we have grouped our actions. These themes and objectives were reached at the ocean recovery workshop and these themes seek to encompass the essential category areas of our aims to get Blackpool in the right direction of travel towards our ambitious aims for ocean recovery in the region.

### 1. Health and Wellbeing through the utilization of blue spaces

This theme was chosen to align with aim 2; challenging seaside deprivation, from a health and wellbeing provision angle. The objective developed for this theme is to: Decrease health and wellbeing vulnerability associated with seaside towns through boosting access to positive benefits provided by blue spaces.

### 2. Sustainable blue economy, tourism & coastal regeneration

This theme was also chosen to align with aim 2 from an increasing economic and skills opportunity perspective. This theme was also chosen to align with aim 3; reduce the impact of the local tourism industry. For this reason the following 2 objectives were chosen to base the actions upon.

- a. Increase opportunity for building local blue skills and identify further sustainable economic diversification opportunities using ocean recovery as a lever to increase employability and reduce deprivation associated with seaside towns due to their heavy reliance on seasonal work.

b. Increase sustainability of tourism offer in Blackpool, to reduce single-use plastic pollution associated with the hospitality industry and increase a pride in Blackpool response from tourists through a holistic sustainable approach to tourism.

### 3. Education and engagement: residents, commercial and tourists

This theme was chosen to encompass aim 5; to give our children the opportunity to connect with blue spaces and also it will encompass the commercial and tourist sector due to the importance of education and engagement in encouraging behaviour change across groups. To reflect this in the Blackpool Marine plan direction of travel the following objectives were reached;

- a. Increase town to sea education, concerning the impact of lifestyles on ocean pollution particularly for families and children; linking in with practical pollution reduction programmes and access to blue career pathways
- b. To engage with the commercial sector on ocean recovery and resilience considerations, including reducing their impacts and increasing employability and skills opportunities for residents where appropriate  
To promote the ocean recovery and blue sustainability amongst tourists to increase attractiveness of Blackpool as a tourist destination

### 4. Coastal protection and climate change

This theme relates to aim 1 of the action plan and the objective to get us in the right direction of travel is as follows.

**Objective:** increase resilience to climate change impacts caused by proximity to the ocean through identifying innovative solutions to adaptation which support and consider local natural carbon sinks, sustainable design, nature recovery and bathing water quality.

### 5. Biodiversity protection and restoration

This theme was suggested to encompass aim 8 for ocean recovery objective: to increase the health of blue habitats in and around Blackpool and increase the diversity of wildlife found in these habitats

### 6. Waste and pollution reduction

This theme encompasses aim 4 & 6.

- a. Decrease inland chemical pollution leeching into the waterways from local construction and chemical usage
- b. Decrease the single-use plastic pollution associated with the tourism industry

### 7. Research and development

This theme is designed to cut across all of the plans aims, to embed ocean recovery across the Councils operations

**Objective:** to embed ocean based solutions thinking as part of council operations and the net zero 2030 approach.

### 8. Collaboration with partners locally and across the Northwest

This theme covers aim 7.

**Objective:** increase the opportunity to collaborate on borderless topics such as habitat management & migrant species (such as sea birds, marine mammals, fish & elasmobranchs), pollution of waters ways and climate change

**Objective:** to increase awareness and appreciation for our North West coastline and connectivity for visitors and residents to appreciate the North West coastline and its assets

## Monitoring and updates

In the next section is contained the 41 actions for ocean recovery. An annual update on the progress of these actions will take place, with a significant update of the action plan itself taking place in 2027. This significant update half way through the action plans timeline will take

place in order to improve, add or change action based off new evidence that has arisen. For many of these themes and actions more research must be taken place in data deficient areas to enable smarter targets for ocean recovery in Blackpool to be made.

## Appendix 1a: Blackpool Marine Plan

### Blackpool Marine Plan 2024-2030

**The initial 41 Actions developed with intention of setting Blackpool in the right direction towards ocean recovery combined with a coastal town resilience approach (based off UK government coastal town deprivation data)**

#### Aims:

1. To embed ocean based solutions thinking as part of reaching net zero 2030
2. To challenge UK wide seaside deprivation status by developing an ocean recovery model which provides social benefit for the community
3. To the impact of the local tourism industry on our ocean
4. To tackle waste and pollution threats at source through a town to ocean approach (including considering inland watercourses which feed into the ocean)
5. To give all of our children in Blackpool the opportunity to connect with blue spaces
6. To embed ocean recovery and adaptation considerations into local construction and planning projects
7. To identify areas of research and partnership building opportunities for ocean recovery on principally the Fylde coast but also within the Northwest
8. To consider adopting nature based solutions and rights of species thinking in decision making to protect wildlife in the marine protected zones surrounding Blackpool on the Fylde Coast

## Theme 1: Health and wellbeing through utilization of blue spaces

**Objective:** Decrease health and wellbeing vulnerability associated with seaside towns through boosting access to positive benefits provided by blue spaces

	Action	Targets & timescales	Delivery mechanism & monitoring	Delivery lead & collaborators	Updates & completions
1.	Support blue prescribing programmes in Blackpool	<ul style="list-style-type: none"> <li>i. To increase blue prescribing offers available in Blackpool by the addition of 5 services by <b>2027</b></li> <li>ii. To increase signposting and accessibility to blue spaces through greater connectivity between social prescribing programmes, council services and the NHS by <b>2027</b></li> </ul>	<p><b>Delivery mechanism</b> To be decided with the lead</p> <p><b>Monitoring</b> To be decided with the lead</p>	<p><b>Lead officer:</b> Public health</p> <p><b>Support officer:</b> Coastal protection</p> <p><b>Collaborators:</b> NHS, mental health hubs,</p>	
2.	Consider launching a coastal health and wellbeing community hub in the vein of Wells next to the Sea, Norfolk	<ul style="list-style-type: none"> <li>i. Establish 1 coastal health and wellbeing hub in Blackpool by <b>2027</b> <a href="#">Home   Coastal Health &amp; Wellbeing   Community Hub   Wells-next-the-Sea   Norfolk (coastalhealthwellbeing.org.uk)</a></li> </ul>	<p><b>Delivery mechanism</b> To be decided with the lead</p> <p><b>Monitoring</b> To be decided with the lead</p>	<p><b>Lead officer:</b> Public Health</p> <p><b>Support officer:</b> Coastal Protection</p> <p><b>Collaborators:</b> To be confirmed</p>	
3.	Explore the encouragement of quiet wellbeing zones on the promenade in zones beyond the main tourism stretch	<ul style="list-style-type: none"> <li>i. To explore collaborating with the North Shore Regeneration Group to create a quiet wellbeing zone at the Jubilee Gardens <b>2025</b></li> </ul>	<p><b>Delivery mechanism</b> To be confirmed</p> <p><b>Monitoring</b> To be confirmed</p>	<p><b>Lead</b> North Shore Regeneration group</p> <p><b>Support officer:</b> Coastal protection</p>	

			<b>Collaborators:</b> No be confirmed	
4.	<p>Increase coastal facilities and promote public eating areas for residents and visitors to increase recycling rates in the main tourist areas of the promenade</p>	<p>i. Encourage picnicking at Waterloo headland and potentially at the beach area near the pleasure beach.</p> <p>ii. <a href="#">Google Maps</a> link to the suggested area</p>	<p><b>Delivery mechanism</b> To encourage public to eat at these designated areas through Comms, increased targeted recycling facilities and potentially increased facilities such as tables and shelters to encourage eating and recycling</p> <p><b>Monitoring</b> measure recycling rates through number of recycling taking place at the bin</p>	<p><b>Lead:</b> ENVECO</p> <p><b>Support officer:</b> Waste Management</p> <p><b>Collaborators:</b> Comms and tourism Highways</p>
5.	<p>Reinstate the Love my Beach campaign</p>	<p>i. To have reinstated the Love My Beach Campaign by <b>2025</b> &amp; appoint a Love My Beach officer</p>	<p><b>Delivery mechanism</b> To reinvigorate love my beach partnership and funding to establish the love my beach project and potentially work in partnership with the Morecambe love my beach campaign to share learning and northwest coastal connectivity</p> <p><b>Monitoring</b></p> <ul style="list-style-type: none"> <li>Regular progress reports on the developments and achievements of the re-established programme</li> </ul>	<p><b>Lead officer:</b> Coastal protection</p> <p><b>Support officer:</b></p> <p><b>Collaborators:</b> To be confirmed</p>

<p>6. To explore ways of creative positive connections for residents to their coastline.</p>	<p>i. To create a temporary space on the coastline. A space that encourages people to “look again” to learn and explore from, to recognise the benefits it can have for residents and start to explore positive relationships that residents can have with the sea by <b>2024</b>.</p>	<p><b>Delivery mechanism</b> Left Coast will commission the creation of the space but we are keen for partners to work with us to create the programme with in the space.</p> <p><b>Monitoring</b> Outcomes of the project in terms of number of residents engaged and how they have been inspired to have positive relationships with the sea.</p>	<p><b>Lead:</b> Left Coast</p> <p><b>Support officer:</b> Coastal protection</p> <p><b>Collaborators:</b> to be confirmed</p>	
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## **Theme 2: Sustainable blue economy, tourism & coastal regeneration**

### **Objectives:**

- a. Increase opportunity for building local blue skills and identify further sustainable economic diversification opportunities using ocean recovery as a lever to increase employability and reduce deprivation associated with seaside towns due to their heavy reliance on seasonal work.*
- b. Increase sustainability of tourism offer in Blackpool, to reduce single-use plastic pollution associated with the hospitality industry and increase a pride in Blackpool response from tourists through a holistic sustainable approach to tourism.*

<b>Action</b>	<b>Targets &amp; timescales</b>	<b>Delivery mechanism &amp; monitoring</b>	<b>Delivery officers &amp; collaborators</b>	<b>Updates &amp; completions</b>
<p>7. Explore introducing filtrating shellfish farms such as oyster off the coast</p>	<p>i. To explore the feasibility of introducing shellfish for filtration and farming purposes off the coastline by <b>2026</b></p>	<p><b>Delivery mechanism</b> To be confirmed</p> <p><b>Monitoring</b> To be confirmed</p>	<p><b>Lead:</b> Coastal protection</p> <p><b>Support officer:</b> Regen</p> <p><b>Collaborators:</b></p>	

			To be confirmed		
8.	Support local, sustainable seafood	<p>i. Support MSC certified seafood across all food and catering procurement for councils including schools through links with the healthy weight strategy <b>2024</b></p> <p>ii. Create a Blackpool fish town in the vein of the Edinburgh fish city project <b>2027</b> <a href="#">New city campaign supports sustainable seafood – The City of Edinburgh Council</a></p>	<p><b>Delivery mechanism</b> To be confirmed with leads</p> <p><b>Monitoring</b> To be confirmed with leads</p>	<p><b>Lead:</b></p> <p>i. Procurement</p> <p>ii. Head of business Growth</p> <p><b>Support officer:</b> Coastal protection</p> <p><b>Collaborators:</b> To be confirmed</p>	
9.	Explore implementing a blue tourism approach	<p>i. Work with partners to develop a blue tourism approach in Blackpool by <b>2025</b></p>	<p><b>Delivery mechanism</b> To form a working group to tackle the impacts of the tourism industry head on and develop a more sustainable approach, which encourages further pride in place and stimulates economic growth with conscientious consumer markets for hospitality</p> <p><b>Monitoring</b> This will be monitored by the membership, meetings and formulation of an approach by the member group.</p>	<p><b>Lead officer:</b> Tourism</p> <p><b>Support officer:</b> Coastal protection</p> <p><b>Collaborators:</b> Pride of place partnership</p>	
		<p>i. Target is to get people out of work or in seasonal employment</p>	<p><b>Delivery mechanism</b> To be confirmed</p>	<p><b>Lead officer:</b> To be confirmed</p>	



<b>10.</b> Explore a blue just transition through increasing access to blue skills with partners such as the nautical campus in Fleetwood, BAE systems, Sustainable shipping Initiative	re-skilled and into blue careers. <b>2027</b>	<b>Monitoring</b> To be confirmed	<b>Support officer:</b> Coastal Protection  <b>Collaborators:</b> The Platform & Positive steps into work	
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**Theme 3: Education and engagement: residents, commercial and tourists**

**Objectives:**

- c. Increase town to sea education, concerning the impact of lifestyles on ocean pollution particularly for families and children; linking in with practical pollution reduction programmes and access to blue career pathways*
- d. To engage with the commercial sector on ocean recovery and resilience considerations, including reducing their impacts and increasing employability and skills opportunities for residents where appropriate*
- e. To promote the ocean recovery and blue sustainability amongst tourists to increase attractiveness of Blackpool as a tourist destination*

<b>Action</b>	<b>Targets &amp; timescales</b>	<b>Delivery mechanisms &amp; monitoring</b>	<b>Delivery officers &amp; collaborators</b>	<b>Updates &amp; completions</b>
<b>11.</b> Collaborate on coastal and marine related national events days	To promote current and future events that take place in Blackpool for Marine Week more widely <b>2024</b> .	<b>Delivery mechanism</b> To be decided with lead  <b>Monitoring</b> To be decided with lead	<b>Lead:</b> Tourism  <b>Support officer:</b> To be confirmed  <b>Collaborators:</b> To be confirmed	

<p><b>12.</b> Increase interest of the taller sea walls, to make them more engaging to the public and boost biodiversity and learning where appropriate</p>	<p>i. Commission local young artists to create engaging murals of local nature and sign post this <b>2025</b></p>	<p><b>Delivery mechanism</b> To be decided with lead</p> <p><b>Monitoring</b> To be decided with lead</p>	<p><b>Lead officer:</b> Head of Arts</p> <p><b>Support officer:</b> Coastal protection</p> <p><b>Collaborators:</b> Local wildlife experts, local artists</p>	
<p><b>13.</b> Increase access to blue skills, career opportunities and holistic “think ocean” knowledge through an early years to young adult youth engagement programme</p>	<p>i. Link partner university marine departments with Blackpool colleges and high schools to boost career opportunities and reduce barriers to high education <b>2027</b></p> <p>iii. Support the free Ocean generation programme in local schools and through the libraries services <b>2024</b></p>	<p><b>Delivery mechanism</b> To be decided with lead</p> <p><b>Monitoring</b> To be decided with lead</p>	<p><b>Lead officer:</b> Education</p> <p><b>Support officer:</b> Cultural services</p> <p><b>Collaborators:</b> Ocean Generation</p>	
<p><b>14.</b> Explore a family hubs ocean engagement offer and support programmes</p>	<p>i. Work with the family hubs to increase recycling and reuse rates and sustainable product offers which reduce single use plastic pollution such as sustainable women’s health dupe products in bathrooms. <b>2025</b></p> <p>ii. Sign post and support local families and children’s access to blue spaces, share the wildlife trust nature trail map etc. <b>2025</b> <a href="http://livingseasnw.org.uk">Buck the Barnacle of Blackpool   Living Seas North West (livingseasnw.org.uk)</a></p>	<p><b>Delivery mechanism</b> To be decided with lead</p> <p><b>Monitoring</b> To be decided with lead</p>	<p><b>Lead officer:</b> Family hubs</p> <p><b>Support officer:</b> Coastal protection</p> <p><b>Collaborators:</b> To be confirmed</p>	

**Theme 4: Coastal protection and climate change**

**Objective:** increase resilience to climate change impacts caused by proximity to the ocean through identifying innovative solutions to adaptation which support and consider local natural carbon sinks, sustainable design, nature recovery and bathing water quality.

	<b>Action</b>	<b>Targets &amp; timescales</b>	<b>Delivery mechanisms &amp; monitoring</b>	<b>Delivery officers &amp; collaborators</b>	<b>Updates &amp; completions</b>
<b>15.</b>	Keep abreast of National Government marine net gain policy	i. Keep abreast of National Government marine net gain policy. <b>Ongoing</b>	<b>Delivery mechanism</b> To be decided with lead  <b>Monitoring</b> To be decided with lead	<b>Lead officer:</b> Coastal protection  <b>Support officer:</b> To be confirmed  <b>Collaborators:</b> To be confirmed	
<b>16.</b>	Explore potential to retrofit habitats onto existing coastal defences	i. 2024-2027	<b>Delivery mechanism</b> To be confirmed  <b>Monitoring</b> Through Biodiversity Net Gain regulations	<b>Lead officer:</b> Coastal protection  <b>Support officer:</b> Procurement  <b>Collaborators:</b> To be confirmed	
<b>17.</b>	Always consider sustainable design and nature based solutions as part of coastal defence procurement	i. 2024-2027	<b>Delivery mechanism</b> To be confirmed  <b>Monitoring</b> To be confirmed	<b>Lead officer:</b> Coastal protection  <b>Support officer:</b> Procurement	

			<b>Collaborators:</b> To be confirmed	
<b>18.</b>	Explore data with partners on marine related climate impacts to help inform any future town wide climate adaptation plans	i. 2025-2027	<b>Delivery mechanism</b> To be confirmed  <b>Monitoring</b> To be confirmed	<b>Lead officer:</b> Coastal protection  <b>Support officer:</b> Policy and climate  <b>Collaborators:</b> To be confirmed
<b>19.</b>	Always follow sustainable marine planning considerations for Blackpool Council projects	i. 2024-2027	<b>Delivery mechanism</b> To be confirmed  <b>Monitoring</b> To be confirmed	<b>Lead officer:</b> Planning  <b>Support officer:</b> Coastal protection  <b>Collaborators:</b> To be confirmed
<b>20.</b>	Work across all directorates to identify funding for projects related to ocean recovery and climate adaptation associated with ocean related risk when appropriate	i. 2024-2027	<b>Delivery mechanism</b> To be confirmed  <b>Monitoring</b> To be confirmed	<b>Lead officer:</b> Coastal protection  <b>Support officer:</b> To be confirmed  <b>Collaborators:</b> To be confirmed

21.	Support implementation of the waste water strategy, through identifying funding pots to reduce impacts of water wastage and misuse internally and externally on the ocean and waterways, to help boost water security in Blackpool.	i. 2025 -2027	<p><b>Delivery mechanism</b> To be confirmed</p> <p><b>Monitoring</b> To be confirmed</p>	<p><b>Lead</b> United utilities</p> <p><b>Support officer:</b> Coastal protection</p> <p><b>Collaborators:</b> To be confirmed</p>	
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### **Theme 5: Biodiversity protection and restoration**

**Objective:** to increase the health of blue habitats in and around Blackpool and increase the diversity of wildlife found in these habitats

	<b>Action</b>	<b>Targets &amp; timescales</b>	<b>Delivery mechanisms &amp; monitoring</b>	<b>Delivery officers &amp; collaborators</b>	<b>Updates &amp; completions</b>
22.	Engage public about local marine protected zone	i. Share public information at relevant information hubs where local people access information such as green and blue spaces and cultural centres by <b>2025</b>	<p><b>Delivery mechanism</b> To be decided with lead</p> <p><b>Monitoring</b> To be decided with lead</p>	<p><b>Lead officer:</b> Comms</p> <p><b>Support officer:</b> Cultural services, Parks</p> <p><b>Collaborators:</b> To be confirmed</p>	
23.	Work with wildlife organisations local to Blackpool and the Fylde to boost local engagement with coastal wildlife through	i. To explore increasing local involvement with coastal related citizen science projects by 2025	<p><b>Delivery mechanism</b> To be decided with lead</p> <p><b>Monitoring</b> To be decided with lead</p>	<p><b>Lead officer:</b> Parks</p> <p><b>Support officer:</b> Coastal protection</p>	

	citizen science programmes			<b>Collaborators:</b> To be confirmed	
<b>24.</b>	Improve knowledge of local wildlife to inform decision making	i. Increase knowledge of coastal seabirds in Blackpool and current and historic wildlife off of the coast that could be re-introduced by commissioning student projects with partners by <b>2026</b>	<b>Delivery mechanism</b> To be decided  <b>Monitoring</b> To be decided	<b>Lead officer:</b> Universities  <b>Support officer:</b> To be confirmed  <b>Collaborators:</b> To be confirmed	
<b>25.</b>	Link in with Green & Blue infrastructure strategy to strengthen support for coastal spaces	i. To explore how to further strengthen links with the G&B strategy by <b>2024</b>	<b>Delivery mechanism</b> To be decided  <b>Monitoring</b> To be decided	<b>Lead officer:</b> Coastal protection  <b>Support officer:</b> Parks  <b>Collaborators:</b> To be confirmed	

**Theme 6: Waste and pollution reduction**

**Objectives:**

- c. Decrease inland chemical pollution leeching into the waterways from local construction and chemical usage
- b. Decrease the single-use plastic pollution associated with the tourism industry

	<b>Action</b>	<b>Targets &amp; timescales</b>	<b>Delivery mechanisms &amp; monitoring</b>	<b>Delivery officers &amp; collaborators</b>	<b>Updates &amp; completions</b>
27.	Recognise the influence of taking a Stop the block approach to reducing pressure on water pipes through a 3 pronged approach;	i. Address the 3 prongs target timescale 2027  <b>The 3 prongs:</b> <ul style="list-style-type: none"> <li>a. promoting and facilitating activities to help reduce non flushable products</li> <li>b. to engage the public about stop the block initiatives,</li> <li>c. To identify barriers and processes in the commercial and public sector to reduce impacts.</li> </ul> j.	<b>Delivery mechanism</b> To be confirmed  <b>Monitoring</b> To be confirmed	<b>Lead officer:</b> Love my beach -  <b>Support officer:</b> Waste management  <b>Collaborators:</b> UU, ENVECO	
28.	Consider ocean recovery in the sustainable procurement strategy and embed into council procurement exercises and supplier charters	i. To include ocean recovery considerations to the suppliers charter, under Green and Sustainable subheading for the next update <b>2024</b>	<b>Delivery mechanism</b> To be decided  <b>Monitoring</b> To be decided	<b>Lead officer:</b> Procurement  <b>Support officer:</b> Coastal protection  <b>Collaborators:</b> To be confirmed	

<p><b>29.</b> To explore sustainable urban drainage, permeable paving materials, recycled and sustainable design choices and chemical leaching reduction associated across the entire life cycle of procurement, services and practices associated with highways, construction and planning processes.</p>	<p>i. Need to understand more about the current evidence basis for these objectives to be able to give meaningful smart targets <b>2026</b></p>	<p><b>Delivery mechanism</b> To be decided</p> <p><b>Monitoring</b> To be decided</p>	<p><b>Lead officer:</b> Lead Local Flood Authority</p> <p><b>Support officer:</b> Parks</p> <p><b>Collaborators:</b> To be confirmed</p>	
<p><b>30.</b> Investigate including ocean protection considerations into the renewal of the public protection order</p>	<p>i. Review of public space protection order <b>2024</b></p>	<p><b>Delivery mechanism</b> To be updated at the next public space protection consultation and update</p>	<p><b>Lead officer:</b> Public protection</p> <p><b>Support officer:</b> Coastal protection</p> <p><b>Collaborators:</b> To be confirmed</p>	
<p><b>31.</b> Support the development of an internal recycling and reuse policy for Blackpool Council Assets, wholly owned companies and explore</p>	<p>i. Increase rate of buildings with improved recycling for owned assets and number of renters approached by <b>2027</b></p> <p>j. Explore the inclusion of reuse options by <b>2027</b></p>	<p><b>Delivery mechanism</b> Through the creation of a policy</p> <p><b>Monitoring</b> Numbers of assets with facilities and services available and usage rates of these facilities and services</p>	<p><b>Lead officer:</b> Policy</p> <p><b>Support officer:</b> Coastal protection</p> <p><b>Collaborators:</b></p>	



conversations with renters of council assets.			Council assets, waste management	
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### Theme 7: Research and development

**Objective:** to embed ocean based solutions thinking as part of council operations and the net zero 2030 approach.

	Action	Targets & timescales	Delivery mechanism & monitoring	Delivery officers & collaborators	Updates & completions
32.	Create an online portal to support and update the public on ocean recovery progress in Blackpool and the Fylde	i. Add an ocean recovery section to the Council Flooding area on the Council website in <b>2024</b>	<p><b>Delivery mechanism</b> Update the website every 3 months, with a major update every Jan</p> <p><b>Monitoring</b> reviewing number of engagements with the ocean recovery pages</p>	<p><b>Lead officer:</b> Coastal protection</p> <p><b>Support officer:</b> To be confirmed</p> <p><b>Collaborators:</b> To be confirmed</p>	
33.	Carry out mapping exercises with support from the Community Connectors Service and Coproduction team, to fill in information gaps to help improve decision making	i. Commission research into local usage of the coastal zone with the aim of developing 1 coproduced project to address the findings of each research piece where relevant by <b>2027</b> .	<p><b>Research areas:</b></p> <ul style="list-style-type: none"> <li>“most used areas of the beach” to understand where best to target services and information campaigns</li> <li>“who is using the coastal zone and why” to identify barriers to engagement and if local families are using the beach so support can be identified if needed</li> <li>“All existing relevant groups” to understand how to best utilise and maximise ocean</li> </ul>	<p><b>Lead officer:</b> Community connectors</p> <p><b>Support officer:</b> Coastal protection</p> <p><b>Collaborators:</b> Coproduction</p>	

		recovery collaboration in the town.			
<b>34.</b>	Embed a “think ocean” approach into Council operations, through inclusion in upcoming strategies and policies alongside net zero considerations	<p>i. To have ocean recovery and climate change be represented together across all new strategies <b>Ongoing</b></p>	<p><b>Delivery mechanism</b> To have ocean recovery as a standing item at each climate emergency steering group meeting</p> <p><b>Monitoring</b> Number of strategies including ocean recovery</p>	<p><b>Lead officer:</b> Policy</p> <p><b>Support officer:</b> Coastal protection</p> <p><b>Collaborators:</b> To be confirmed</p>	
<b>35.</b>	Continue working with the Turning Tides Partnership and share on Business Improvement District (tourism & town centre, Fylde Peninsula Water Management Partnership and Fylde and Wyre climate partnership boards to increase reach of collaborative ocean recovery opportunities across Blackpool and the Fylde	<p>i. To have established 2 ocean related projects or connected 10 partners through at least 2 of the named groups by <b>2027</b></p>	<p><b>Delivery mechanism</b> To share relevant ocean recovery information and schemes through relevant local stakeholder/influence groups</p> <p><b>Monitoring</b> Document the number of items at groups and follow up opportunities coming from attendance at these meetings</p>	<p><b>Lead officer:</b> Coastal protection</p> <p><b>Support officer:</b> To be confirmed</p> <p><b>Collaborators:</b> To be confirmed</p>	

36.	Lobby national government to aim for net ocean recovery by 2030	i. Lobby national government to aim for net ocean recovery by <b>2030</b>	<p><b>Delivery mechanism</b> Through membership of the LGA and collaboration with local coastal groups declaring a motion for the ocean and Lancashire county council</p> <p><b>Monitoring</b> Keep an eye on national government reception and implementation of ocean recovery in national policy through the LGA</p>	<p><b>Lead officer:</b> LGA</p> <p><b>Support officer:</b> Coastal protection</p> <p><b>Collaborators:</b> To be confirmed</p>	
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**Theme 8: Collaboration with partners locally and across the Northwest**

**Objective:** increase the opportunity to collaborate on borderless topics such as habitat management & migrant species (such as sea birds, marine mammals, fish & elasmobranchs), pollution of waters ways and climate change

**Objective:** to increase awareness and appreciation for our North West coastline and connectivity for visitors and residents to appreciate the North West coastline and its assets

	<b>Action</b>	<b>Targets &amp; timescales</b>	<b>Delivery mechanism &amp; monitoring</b>	<b>Delivery officers &amp; collaborators</b>	<b>Updates &amp; completions</b>
37.	Explore links with the Northern Eden project in Morecambe, to increase the celebration of and access to the Northwest's Coastal region through connectivity projects. I.e. exploring the	i. Create a Northwest Coastal Connectors Pass in vein of the Jurassic Coaster by <b>2026</b>	<p><b>Delivery mechanism</b></p> <p>i. Discussions and agreements between Morecambe and Fylde Coast stakeholders</p> <p><b>Monitoring</b></p> <p>i. Number of discussions and processes for pass to be created</p>	<p><b>Lead officer:</b> Regen</p> <p><b>Support officer:</b> Tourism</p> <p><b>Collaborators:</b> To be confirmed</p>	

	development of a Northwest Coastal Connectors pass, with reduced rates for local residents of coastal towns.				
38.	Increase collaborative reach of water quality impact on the Irish sea, through development of local authority partnerships to manage healthy waterways which include authorities further inland such as the Trough of Bowland.	<ul style="list-style-type: none"> <li>i. Extend local authority membership to Turning tides meeting to support inland waterway management <b>2024-2027</b></li> </ul>	<p><b>Delivery mechanism</b> To be decided</p> <p><b>Monitoring</b> To be decided</p>	<p><b>Lead officer:</b> Turning tides</p> <p><b>Support officer:</b> To be confirmed</p> <p><b>Collaborators:</b> To be confirmed</p>	
39.	Encourage neighbouring authorities to declare their own ocean recoveries and collaborate with Blackpool Council for increased successful ocean recovery outcomes	<ul style="list-style-type: none"> <li>i. Fylde and Wyre to have declared their own ocean recovery declarations by <b>2025</b></li> <li>ii. OR to have collaborated with Blackpool Council on at least 2 cross boundary ocean recovery projects by <b>2030</b>.</li> </ul>	<p><b>Delivery mechanism</b></p> <ul style="list-style-type: none"> <li>i. Encourage declarations through the Turning Tides partnership</li> <li>ii. To work together on specific projects that align with Fylde coast</li> <li>iii. OR to agree to an overarching Fylde Coast ocean recovery plan</li> </ul>	<p><b>Lead officer:</b> Coastal protection</p> <p><b>Support officer:</b> To be confirmed</p> <p><b>Collaborators:</b> Fylde and Wyre Councils</p>	

		<p>eventually through the Turning Tides partnership?</p> <p><b>Monitoring</b></p> <ul style="list-style-type: none"> <li>i. Number of local councils who have declared their own ocean recovery through the motion for the ocean declaration with the Ocean Conservation Trust</li> <li>ii. The formation of a cross Fylde Coast Ocean Recovery Plan</li> </ul>		
<p><b>40.</b> Explore the potential for a North West inland and coastal town waterways protection partnership to embed a town to river to ocean approach to ocean recovery</p>	<ul style="list-style-type: none"> <li>i. Establish an inland – coastal waterway agreement or partnership through the Lancashire Nature Partnership by <b>2026</b></li> <li>ii. AND to have the group commit to at least 1 inland-waterway protection project by <b>2027</b></li> </ul>	<p><b>Delivery mechanism</b></p> <ul style="list-style-type: none"> <li>i. To introduce the need for ocean recovery and the idea for a inland-waterway agreement through the group</li> <li>ii. For Blackpool Council to chair the newly formed NW action group</li> </ul> <p><b>Monitoring</b></p> <ul style="list-style-type: none"> <li>i. Evidence of presentation and number of</li> </ul>	<p><b>Lead officer:</b> Coastal protection</p> <p><b>Support officer:</b> To be confirmed</p> <p><b>Collaborators:</b> Lancashire Nature Partnership</p>	

		<p>ii. members interested in joining action group</p> <p>Identification of funding and meeting of delivery objectives of projects</p>		
<p>41. Explore the potential for an oceanography educational hub on Blackpool seafront through partnership connections, in compliment to other oceanographic work across the Fylde Coast.</p>	<p>i. Establish 1 pilot oceanography and educational centre on the seafront for public and visitors in collaboration with university partners and/ or the National Marine Observatory in Liverpool by <b>2028</b>.</p>	<p><b>Delivery mechanism</b></p> <p>Source a pilot hub on the seafront which incorporates coastal processes, climate change and biodiversity into its educational remit through working with the universities on its creation</p> <p><b>Monitoring</b></p> <p>The establishment and sourcing of funding for the project</p>	<p><b>Lead:</b></p> <p>Regen</p> <p><b>Support officer:</b></p> <p>Coastal protection</p> <p><b>Collaborators:</b></p> <p>Universities</p>	

## References

<sup>i</sup> [Ocean-heat-uptake---Grantham-BP-15.pdf \(imperial.ac.uk\)](#)

<sup>ii</sup> [Effects of climate change - Met Office](#)

<sup>iii</sup> [Climate Change 2022: Impacts, Adaptation and Vulnerability | Climate Change 2022: Impacts, Adaptation and Vulnerability \(ipcc.ch\)](#)

<sup>iv</sup> [Coastal towns in England and Wales - Office for National Statistics \(ons.gov.uk\)](#)

<sup>v</sup> [Marine and coastal areas linked with better health and well-being - GOV.UK \(www.gov.uk\)](#)