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| Report to: | Cabinet Council | Date of Meeting: | 7 September 2017 21 September 2017 |
| Subject: | Adoption of the Sefton Coast Plan | | |
| Report of: | Executive Director | Wards Affected: | All |
| Cabinet Portfolio: | | | |
| Is this a Key Decision: | Yes | Included in Forward Plan: | Yes |
| Exempt / Confidential Report: | No | | |

Summary:

The purpose of this report is to seek approval to adopt the Sefton Coast Plan.

Recommendation(s):

- (1) For Cabinet to recommend Council to adopt the Sefton Coast Plan.

- (2) For Council to adopt the Sefton Council Plan, subject to any recommendations from Cabinet

Reasons for the Recommendation(s):

The development of the Sefton Coast Plan is a requirement of the Local Plan and will also make a direct contribution to the outcomes of Sefton Vision 2030.

Alternative Options Considered and Rejected: (including any Risk Implications)

It would be possible to proceed with some of the actions identified within the Plan, such as the Nature Conservation Strategy and Visitor Management Strategy, without adopting the plan. However this approach would significantly undermine the Partnership working required to deliver these strategies as it signals a lack of commitment from the Council.

What will it cost and how will it be financed?

(A) Revenue Costs

The delivery of the Plan will be supported by all Partners within the Sefton Coast Landscape Partnership of which the Council is one partner. Our role will be delivered within existing revenue resources.

(B) Capital Costs

Capital costs to deliver the plan will be identified in the development of Strategies and Masterplans and no commitment to delivery will be made without capital resources being in place.

Implications of the Proposals:

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| Resource Implications (Financial, IT, Staffing and Assets): |
| None |
| Legal Implications: |
| None |
| Equality Implications: |
| There are no equality implications. |

Contribution to the Council's Core Purpose:

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| Protect the most vulnerable: Not Applicable |
| Facilitate confident and resilient communities: The role of volunteers and the voluntary sector is recognised in the plan both for the benefits of the work that volunteers contribute and the benefits that volunteers experience themselves. |
| Commission, broker and provide core services: The Council is supporting the delivery of the Plan through a Partnership. |
| Place – leadership and influencer: The 2030 Vision was used in the development of the Plan and the Plan supports the aspirations set out in the Vision. |
| Drivers of change and reform: The Council has played a key role in updating the Sefton Coast Plan to reflect the needs of our residents as set out in the 2030 Vision. |
| Facilitate sustainable economic prosperity: Not Applicable |
| Greater income for social investment: Not Applicable |
| Cleaner Greener: The Plan sets out an approach to how we will maintain and improve the natural beauty of the coastline whilst supporting the local economy in a sustainable way. |

What consultations have taken place on the proposals and when?

(A) Internal Consultations

The Head of Corporate Resources (FD 4059/17) and Head of Regulation and Compliance (LD LD4059/17) have been consulted and any comments have been incorporated into the report.

(B) External Consultations

The public and Partner organisations have been consulted on a draft version of the plan this spring; details are set out in the report.

Implementation Date for the Decision

Following the expiry of the “call-in” period for the Minutes of the Cabinet Meeting

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Appendices:

Coast Plan Consultation Report
The Sefton coast Plan

Background Papers:

The following background papers, which are not available elsewhere on the Internet, can be accessed on the Council website:

Topic Papers that inform the Sefton Coast Plan:

- Landscape and Nature
- Access and Recreation
- Health and Wellbeing
- Economy
- Regulation and Control
- Skills and Lifelong Learning and Employment
- Water Resources
- The Historic Environment
- Energy
- Flood and Coastal Erosion Risk Management
- Coastal Change, Climate Change and Adaptation
- Delivery through Partnership Working

1. Introduction/Background

- 1.1 In 2016, Sefton Council led a visioning exercise for the communities of Sefton to imagine the Borough they wished to live and work in - *Sefton Vision 2030*. The coast was identified as an important asset to be valued and cared for. The Sefton Coast Plan sets a course to deliver to the same time frame as Vision 2030, a life-span of 15 years from publication.

The Sefton Coast Plan is a non-statutory document prepared by the Sefton Coast Landscape Partnership (SCLP), comprised of Sefton Council, Natural England, the National Trust, the RSPB, the Mersey Forest, and Lancashire Wildlife Trust, which serves to deliver the Vision for the Sefton Coast as set out by SCLP:

Our vision is for the importance of the wonderful natural assets of the Sefton coast to be universally recognised and celebrated, and for the coast to be managed in a way which:

- **Conserves and enhances the important international, national and local network of natural and cultural sites, habitats and species, (Ecology)**
- **Enables local communities to benefit from sustainable economic growth and successfully adapt to coastal and climate change and (Economy)**
- **Provides long term benefits for the health and wellbeing of local communities, businesses and visitors to our coast. (People)**

- 1.2 The Plan has been prepared by Sefton Council on behalf of the SCLP and with their participation and input. The Sefton Coast Plan sets out by theme, the challenges for delivery, and the determination of priorities for action across a broad range of partners and communities, seascapes and landscapes. It takes an integrated approach to the management of the coast as many of the issues need to be addressed at a coastal scale, or on a thematic basis. The Sefton Coast Plan area is the whole of Sefton as it is widely used and valued by all the communities of Sefton, most of whom live within a short distance of the shoreline.
- 1.3 It clearly sets out that we have a coast that is under pressure from visitors, coastal change, climate change and development. There are key pressure points such as maintaining the extent and connectivity of the sand dune system that will require the removal of woodland; the proposed expansion of the Port which would require compensatory habitat to be successfully created; sustainable access to the coast which will need managing through visitor gateways and suitable infrastructure; sustainable development of housing and businesses as set out in the Local Plan. To be considered successful this Plan will have to address these issues and ensure that we have a strong partnership and resources to deliver it.
- 1.4 For the first time, this Coast Plan sets a new ambition to fully realise the opportunities that the Sefton Coast presents by balancing the needs of people and economic growth with those of the environment and ecology of the Coast. The

Plan sets out a route-map to both resolution of points of tension and full realisation of the opportunities.

2.0 Consultation

2.1 The consultation was undertaken from the 2nd of March to the 21st of April 2017.

2.2 We received over 500 responses from the public the details of which are available in the supporting document –‘Sefton Coast Plan Consultation Responses’.

2.3 The key points from the consultation responses are:

- The most popular uses for the coast are for walking, cycling, days out, nature trails, photography, quiet recreation and enjoying the views
- The respondents were generally happy with the cleanliness of the area and availability of parking.
- The respondents were not happy with the cost of parking, toilet facilities and refreshment facilities
- Key areas that respondents raised for improvements were parking, litter, toilets, refreshments and dogs – both better access for dogs and concerns over dog behaviour
- Respondents supported the strategic priorities we identified as part of our vision
- Respondents agreed with the big challenges we identified

2.4 At a meeting of the Sefton Coast Landscape Partnership Board on the 29th of June 2017 the following recommendations were presented to the Board and approved:

Recognise that the public responses are -

- an endorsement of the Plan,
- should be used as guidance for the subsequent plans and strategies
- should be used to inform co-ordinated operational action by the partnership

Recognise that the Partner responses –

- Support the Plan
- Identify some factual amendments
- Identify some amendments to emphasis
- Raise some concerns about delivery of the Plan
- Raise some concerns about readability of the document
- Do not require a rewrite of the document

Approve –

- The Communications and Tourism Task Group on behalf of the Partnership to undertake the minor edits around factual content and emphasis
- The Communications and Tourism Task Group on behalf of the Partnership to develop two summary documents that addresses some of the concerns over readability, the first an executive summary and the second a ‘taster’ summary for the public
- The Resources Task Group will develop a delivery plan with the support of the Partnership
- Adoption of the Plan by the Partnership and a recommendation to individual Partners to adopt the Plan within their organisations (once minor edits have been completed)

- The Communications and Tourism Task Group on behalf of the Partnership to collate Partners and public responses into a single document to be made publicly available

3.0 Next steps

- 3.1 Subject to adoption of the Sefton Coast Plan the actions identified within it will be largely delivered via the Sefton Coast Landscape Partnership. The delivery of the revised Nature Conservation Strategy and the Visitor Management Strategy are critical to the delivery of the Local Plan especially housing targets. The Nature Conservation Strategy will set out how we manage the biodiversity, habitats, sites and species on the coast. It will also identify those areas that are particularly vulnerable to change and pressure some or all of the time and propose actions by the partners to increase their resilience. The Visitor Management Strategy will set out how we will manage visitor and recreation pressure on-the coast so that they do not harm biodiversity on the coast. As many of the visitors to the Sefton coast come from outside the borough it is proposed that the geographical scope of the Visitor Management Strategy is city regional. The Visitor Management Strategy will need to provide evidence and a mechanism that can be used by developers including for new housing to protect vulnerable internationally important coastal habitats and species from harm from the potential impact of their developments. It also has the potential, as part of a coast-wide response, to enable investment in recreation and visitor management on Council-owned and other assets from the development process.