

Sefton
2030

A confident and connected borough



SEFTON
COAST
PLAN

2030 and beyond

Consultation Report



Forward by Chair of Sefton Coast Landscape Partnership

The Sefton Coast Landscape Partnership recognises that the coastline is a key element in the character for the borough. Because this is such a special place, we wanted to develop and adopt a Plan for the Coast for 2017 – 2030. Our ambition is to maximise the value of our unique coast for people, wildlife and a thriving economy and our aspiration for this Plan is that it will help broaden our Partnership.

The consultation showed how much people value the coast for walking, cycling, days out, nature trails, photography, quiet recreation and enjoying the views. Key areas for improvements were parking, litter, toilets, refreshments, dogs – both better access for dogs and concerns about dogs. Businesses also highlighted how important the coast is for them and the local economy.

There was strong support for strategic priorities set out in the Plan and agreement about the big challenges we face. It is also important that we use the consultation results when we are developing any associated plans and we will continue to work together and involve our local communities and residents as we develop and shape these plans.

On behalf of the Sefton Coast Landscape Partnership, I would like to thank everyone who has shown their commitment and support and to people and organisations who took part in the consultation.

Paul Nolan OBE

Chair of the Sefton Coast Landscape Partnership

July 2017

Contents:

	PAGE
Feedback from the Consultation and Engagement on the draft Sefton Coast Plan	4
What were the aims of the engagement process?	5
Communication and Social Media	6
Key Messages from the engagement and consultation process	7
Letters of representation from Partners and Elected Member groups	9
Area Committees	9
Response to the Public questionnaire	10
Response from the focus groups	23
Social Media Campaign	28
Verbatim Comments for Q11, Q12, Q14, Q19, Q20	31

Feedback from the Consultation and Engagement on the draft Sefton Coast Plan

This report provides the findings from the engagement process undertaken by the Sefton Coast Landscape Partnership (SCLP) on the draft Sefton Coast Plan. The Sefton Coast Landscape Partnership worked closely with partners, businesses, private sector organisations, the voluntary, community and faith sector and the community to deliver the Vision for the Sefton Coast to 2030 and beyond, 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)**

The aim of the Plan is to take stock of the pressures and opportunities that affect the people, landscape and economy of the coast and deliver a new vision for the Sefton Coast to 2030 and beyond. Our Plan must balance the need to conserve and enhance the coastline and the habitats it provides with needs of communities. It must also identify how the coast can support a sustainable local economy and so help to reduce health and economic inequality across the borough.

The Sefton Coast Plan identifies “7 Big Challenges” that the Sefton Coast Landscape Partnership and other partners should work together to resolve.

A number of Topic Papers have been produced that provide the facts, evidence and explanatory context of the issues that need to be addressed.

As the Sefton Coast Plan is delivered, there will be a further requirement to consult on specific Strategies associated with the Sefton Coast Plan, for example, the Nature Conservation Strategy and the Visitor Management Strategy. There will be public information on these draft Strategies and how you will be able to get involved. Any relevant feedback from the consultation on the Sefton Coast Plan will be considered in any future consultations.

The engagement process was developed by the SCLP Tourism and Communications Task Group and signed off by the SCLP Board. It took place over an eight week period from 2nd March until 21st April 2017. This report brings together the feedback and lays out the key messages that have emerged through our conversation with the public and stakeholders over the recent months.

What were the aims of the engagement process?

We knew from the consultation undertaken on the Sefton 2030 Vision in 2016 that resident and business communities and visitors to the borough value the Coast and wish for its assets to be cared for. There was an overwhelming connection to the sea and landscapes and the surrounding areas.

Extensive consultation with both internal colleagues and external partners has been undertaken to prepare the draft Plan. This has taken form of one-to-one meetings, workshops, email correspondence and letters of representation.

The Sefton Coast Landscape Partnership agreed that the engagement would raise awareness of the importance of having a collective vision for the Sefton coast, the emerging topics and the challenges to be addressed, be participative, interactive and suitable for everyone to take part.

Aims:

- To create awareness of the draft Coast Plan and provide information on how people can comment
- To create awareness of the Sefton Coast Landscape Partnership and the activity it is involved in
- To develop a multi-faceted approach that engages with our target audiences, that makes the best use of resources
- To get as many written responses as possible from those who are interested.
- To understand further what people value about the coast
- To seek views on whether there are any gaps within the topic themes
- To gather insight and understanding that will inform future consultations

The consultation and engagement plan was a mixed methods approach that included a wide range of methods including information on social media (promoted by partners), developing a dedicated website, an on-line survey, hard copy surveys, promotion to schools and local businesses, discussions at Area Committee meetings, team meetings and focus groups with local community groups/residents. The Tourism and Communications Task group identified key messages which supported the engagement:

Coast Plan Key Message

We are stronger working together
Our coast is under pressure
Our coast is changing, always has, always will
We need to take action to conserve and enhance our coast
Our coast is a wonderful place to celebrate and discover
Our coast can contribute to us living and thriving

The associated visual and social media campaign enabled people to become more aware of the intentions set out in the document to support participation in the consultation by providing information electronically and asking people to take part interactively or by conducting conversations face-to-face.

There were a number of elements central to the engagement approach:

- Use the numerous existing communication and promotional tools that we currently use as the Sefton Coast Landscape Partnership and individual partners.
- Build on the excellent partnerships and involvement that we have and to increase involvement and maximise our media profile.
- Work flexibly and with other current/planned communication campaigns to identify opportunities to engage and raise the profile of the Coast Plan
- Work within a coordinated joined up approach for the consultation on the Coast Plan and other relevant consultation streams that will take place in the next 18 months.

Communication and Social Media

A comprehensive communication and social media campaign was a key element of the engagement process for the Sefton Coast Plan. A dedicated website www.seftoncoast.co.uk/plan was developed with links to information on the Sefton Year of the Coast 2017 and event's calendar and how people could get involved. The social media campaign was supported by partner organisations. Some of the statistics are below, with a full list as appendix 1.

Between the Council and the Sefton Coast Landscape Partnership we reached 3,264 people and there were 6,290 views to tweets. This resulted in a total of 1599 page views to the consultation page (2017, The Year of Sefton's Coast website). 1388 of these page views were unique visitors. This equates to nearly 40% of all traffic to the website for the period 2nd March – 21st April.

Key messages from the consultation and engagement process:

In total in excess of 500 people and 11 partner organisations responded to this consultation process. There were some common messages that emerged during the engagement process:

- Respondents identified a main coastal site they visited but many also visit other sites along the coast
- 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 and the 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 and parking charges, litter, toilets, refreshments and dogs – both better access for dogs and concerns over dogs, sand management/clearance, signage and information and access to some coastal sites
- Respondents suggested that there should be more activities and events and education and learning
- Respondents supported the strategic priorities we identified as part of our vision
- Respondents agreed with the big challenges we identified.
- Respondents made some comments to the style and content of the draft Plan and Topic Papers

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 a 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

We would like to thank those who have taken the time to consider the Plan and respond to the consultation, the responses are reported below.

Letters of Representation from partners

Partners and Elected Member groups were given an opportunity to provide a response to the draft Sefton Coast Plan. Eleven responses were received from the following organisations/individuals:

Wildlife Trust
Sefton CVS
National Trust
The Environment Agency
Natural England
Nature Connected
Liberal Democrat Group
Crosby & Waterloo Coastal Communities Team
Mersey Forest
Marine Management Organisation
Mr CW

The responses included some suggestions on how the content could be amended and on the style and presentation of the Plan and Topic Papers. In addition, a summary of the responses highlighted:

- There is support for the Sefton Coast Plan and the 7 Big Challenges identified;
- There is the need to have a strategic approach to the implementing and monitoring of the Plan and any subsequent Plans, including the Visitor Management Strategy and Nature Conservation Strategy;
- The Plan should emphasise the Borough as a whole and the assets within and promote the benefits the coast brings to the Borough;
- The Plan should explore the relationship with the Liverpool City Region (LCR)
- The Plan needs to place more emphasis on the cross-sector objectives, identifying specific economic, health and education related issues;
- The implementation of the Plan would benefit from the strengthening the role of existing organisational involvement and develop new opportunities, including the role of volunteers from all age groups

Area Committees

A report on the draft Sefton Coast plan was tabled at the following Area Committee meetings:

Central Area Committee – 9 March 2017
South Sefton Area Committee – 15 March 2017
Southport Area Committee - 22 March 2017

The report was noted at each meeting and information and surveys were distributed and attendees were encouraged to promote the consultation,

Response to the Public Questionnaire

A survey was available on line (via e-Consult) and as a hard copy version. The hard copy version was also available in an easy read format. They were available for people to complete over an 8 week period from 2nd March to 21st July 2017.

Accompanying the survey was the draft Coast Plan, a group of Topic Papers and an Executive Summary of the Coast Plan.

The questionnaire was to give residents, visitors and organisations an opportunity to comment on the Sefton Coast Plan. In total 1576 people viewed the information and 421 went on to complete the questionnaire.

There were 3 sections to the questionnaire and respondents were given the option on to only complete part of the survey.

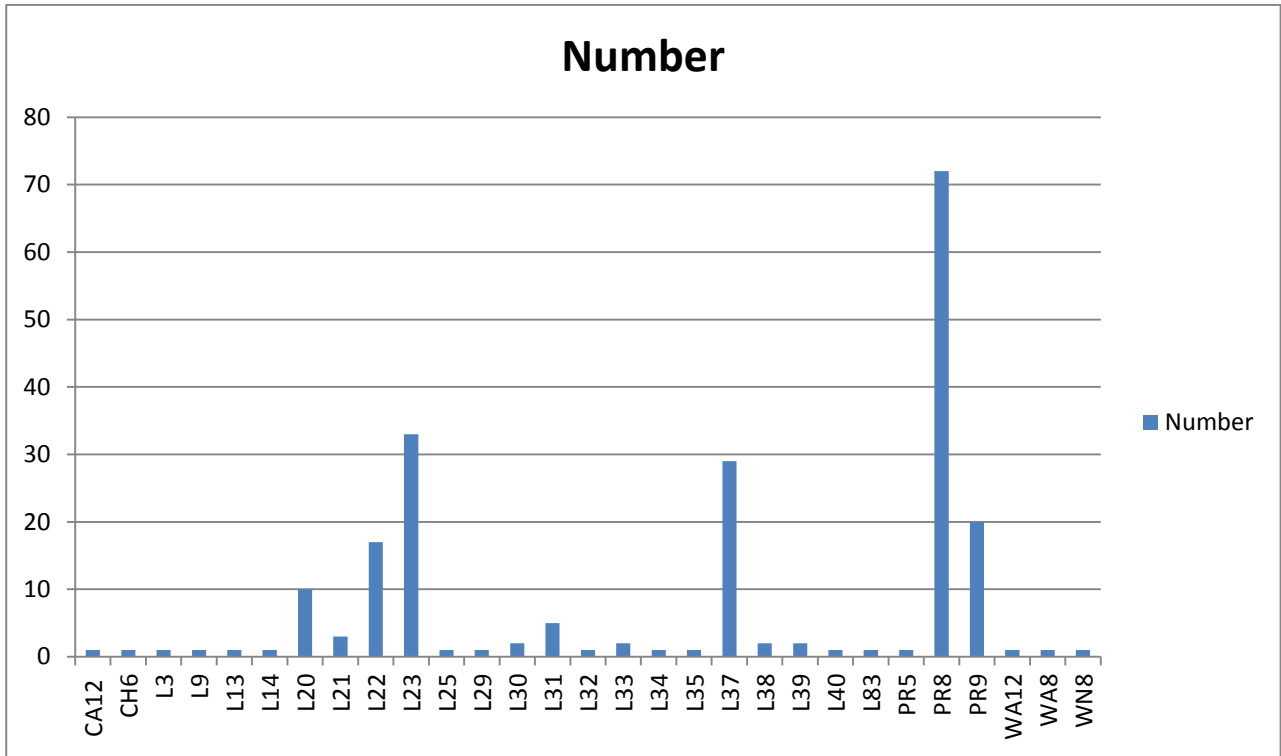
Section 1 - Was to help us to find out more about how respondents use the coast, what they think of the facilities and what they think the challenges are and how things can be different. (416 responses)

Section 2 - These are questions about the Draft Sefton Coast Plan. We wanted to know respondents thoughts on the Strategic Priorities, the 7 Big Challenges and the Topic Papers and any other comments they may have. (290 responses)

Section 3 - These are equality and diversity questions and were not compulsory to complete. These questions will help us to understand who is using our services and who is taking part in the survey (and who isn't), so we can tailor information and services to ensure they are inclusive and targeted, where necessary. (231 responses)

Section 1

Q1. Please tell us the first 3 or 4 characters of your postcode



Q2. How did you find out about the Sefton Coast Plan Consultation? Please tick one only

Council website	29
Partner Website	13
By Letter/email	13
Library	6
One Stop Shop	0
Other community building	5
Press article	13
Other (please specify)	Facebook 19 Twitter 59 Friend 10 Meeting 8

Q3. Are you responding to this survey as:

(Please tick the option that best applies)

Sefton resident	187
An organisation	4
Visitor to the Borough	17
Coast Champion	0
Volunteer working on the Coast	4
A local business	1
An employee, who works on the coast.	4
Other (please specify)	

Q4. If you are responding as an organisation and would like to be involved in the Coast Partnership, please provide your contact details below

Contact details were provided by 9 organisations/individuals who expressed an interest in being involved in the Coast Partnership

Q5. How often do you visit Sefton's coast?

Every day	74
Once a week	70
Once a fortnight	26
Monthly	38
Less often	13
Never visited	0
Don't know	0

If you have never visited the coast, please go to question 11

Q6. If you visit the coast, which of these coast sites do you visit **most often**? *(Please tick one only)*

Crosby/Waterloo	77
Hightown	2
Formby	43
Ainsdale	47
Southport	36
Marshside	2
Other (please specify)	

Q7. If you visit the Coast, please let us know which **other** coast sites you visit? *(Tick all the others that apply)*

Crosby/Waterloo	154
Hightown	134
Formby	218
Ainsdale	144
Southport	198
Marshside	64
Other (please specify)	New Brighton Hall Road LNRs City Centre Wirral Coast

Q8. How do you travel to the Coast? (please tick all that apply)

Walk	248
Public transport - bus	32
Public transport – train	93
By Car	289
Cycle	105
Other (please specify)	Run 3 Coach 1 Horse 1

Q9. What are the main reasons for visiting and/or using Sefton's Coast? (Please tick all that apply)

Walking (including walking the dog/s)	333
Cycling	117
Running	53
Days out on the beach	165
Nature trails	140
Flying Kites, Kite bugging, land boards	12
Playing golf	13
Photography	109
Fishing	7
Beach clean-ups	33
Conservation and ecology	46
Swimming	8
Horse riding	5
Boat launching	8
Bird watching	68

Quiet recreation	195
A place to picnic	84
Enjoying views	260
Visiting family and friends	51
Work	20
Other (please specify)	Heritage Flying my drone Researching coastal history Geocaching Looking for shipwreck material after storms Drawing, writing Collecting pebbles, shells and driftwood Kids playground Caravan Living next to it Historical wrecks Windsurfing
I don't visit/use Sefton's Coast	0

Q10. Thinking about **where you visit the most**, how would you rate the following?

	Excellent	Very Good	Good	Satisfactory	Poor
The cleanliness	23	102	137	85	43
The availability of parking	23	67	108	100	84
The cost of parking	18	36	53	121	143
The toilet facilities	4	22	48	101	205
Refreshment facilities	4	31	61	113	173
As a safe place to visit	58	132	115	72	13
The opportunity for learning about the coast and the environment	36	78	103	87	85

Q11. Please tell us your **top 3 things that you would like to be different** about Sefton's Coast

See appendix for verbatim answers split by primary site that they visit
Summary of responses by area:

Ainsdale

Key areas raised were

- Parking,
- Access,
- Dogs,
- Litter,
- Toilets,
- Nature and
- Refreshments.

Crosby/Waterloo:

Key areas raised were

- Improved facilities including seating, education and cafes
- Litter
- Car parking
- Toilets
- Management of sand dunes and wind-blown sand
- Dogs

Formby

Key areas raised were

- Improved facilities including signage, education and refreshment areas
- Litter

- Car parking
- Toilets
- Nature conservation
- Locals – impact on and special facilities for
- Dogs

Hightown

Key areas raised were

- Parking

Southport

Key areas raised were

- Litter
- Parking – including suggestions for more off beach parking and ceasing parking on the beach
- Sand vs mud/grass
- Dogs
- Toilets
- Improved facilities

Q12. Please tell us your **top 3 challenges** that you have about Sefton’s Coast

See appendix for verbatim answers split by primary site that they visit

This question was not clearly presented judging by some of the responses. Many other responses are the reiteration of question 11. Key elements to come out that are different relate to climate change and dealing with natural process along with financial constraints.

Section 2

Q13. The Sefton Coast Plan identifies three overarching Strategic Priorities. To what extent do you agree or disagree with the three priorities?

Proposed Strategic Priority	Strongly agree	Agree	Disagree	Strongly disagree
Looking after the coast - Conservation and enhancement of nature and the environment	199	78	7	2
Managing visitors to the coast to avoid damage to the environment whilst increasing tourism	156	109	16	2
Development of a sustainable and competitive coastal economy	135	113	18	11

Q14. Please use the space below for any comments you have on the proposed Strategic Priorities.

See appendix for verbatim answers split by primary site that they visit

A number of **Topic Papers** have been produced to capture the context and issues relating to a particular theme. For more information on the Topic Papers, please see the supporting documents. The topics are:

Topic Paper	Brief description
Landscape and Nature	Includes how our use of the coast as humans and how climate and weather combine to influence the extent and quality of land and seascapes, wildlife habitats and the species that depend on them.
Access and Recreation	Includes how the coast is currently used for both formal (tourism and events) and informal (i.e. walking and running) recreation and how all visitor access and recreation add to the pressure and if not properly managed, will cause damage to coastal habitats.
Health and Wellbeing	Includes how the coast and the natural environment contributes towards improved health and wellbeing
Economy	Includes how the Sefton Coast is significant as a contributing asset and opportunity to attract more visitors to Sefton, increase their stay time and spend within the visitor economy and how the full potential of the Port of Liverpool can be harnessed whilst considering any environmental and ecological pressure.
Regulation and Control	Includes how the Sefton Coast Plan will act with the Sefton Local Plan and other relevant plans and avoid conflict with the policies and directions of these plans.
Skills and Lifelong Learning and Employment	Includes how Sefton's coast and wider green infrastructure across the Borough provides opportunities, both formal and informal, for developing skills and knowledge, job creation and volunteering.
Water Resources	Includes how the natural environment of the Sefton Coast is dependent on healthy water resources and suggests a coordinated approach to the management of water.
The Historic Environment	Includes how the historic features we have along the Coast, i.e. ship wrecks and ancient footprints are important to the area, and how we need to record the discovery of any historic features.
Energy	Includes how the Sefton Coast offers opportunities for the development of low carbon and renewable energy technologies
Flood and Coastal Erosion Risk Management	Includes how flood and coastal erosion are significant challenges for Sefton and how any environmental impact has to be considered at the time of development. Recognises

	that schemes have to be considered over the long-term and that a key element has to be about helping communities to do more.
Coastal Change, Climate Change and Adaptation	Includes how the coast is eroding and how climate change is rising and how the Coast Plan provides an opportunity to reduce the impact of coastal and climate change.
Delivery through Partnership Working	Includes how to achieve the Strategic Priorities and Actions and address the challenges in the Coast Plan, there is a need to work together as partners and local communities.

Q15. We are interested to understand a bit more about which of the topics interest you **now**. From the list below, please indicate which of the topics interests you **the most** at the present time. **(Please tick one only)**

Topic that interests you the most	Tick
Landscape and Nature	98
Access and Recreation	70
Health and Wellbeing	40
Economy	13
Regulation and Control	2
Skills and Lifelong Learning and Employment	7
Water Resources	3
The Historic Environment	11
Energy	3
Flood and Coastal Erosion Risk Management	10
Coastal Change, Climate Change and Adaptation	26
Delivery through Partnership Working	3

Q16. Please let us know **all the other topics** that interest you at the present time (tick all the others that apply)

Other Topics that interest you	Tick
Landscape and Nature	166
Access and Recreation	163
Health and Wellbeing	159
Economy	91
Regulation and Control	64
Skills and Lifelong Learning and Employment	78
Water Resources	70
The Historic Environment	136
Energy	63
Flood and Coastal Erosion Risk Management	131
Coastal Change, Climate Change and Adaptation	139
Delivery through Partnership Working	40

Q17. If you have any comments on any of the Topic Papers, please use the box below to record your comments. **Please indicate which Topic Papers your comment/s relates to.**

See appendix for verbatim answers

Q18. The Sefton Coast Plan identifies 7 Big Challenges that need to be addressed and suggestions on how to resolve the tensions. To what extent do you agree or disagree with the suggested big challenges?

Suggested Big Challenges	Strongly agree	Agree	Disagree	Strongly disagree
The sustainable management of the natural environment	171	99	5	2
Identification of sustainable resourcing for the management of the coast	127	126	13	3
Developing sustainable access to the coast	145	117	11	2
The Coast not being resilient due to increasing pressure from people, climate and coastal change	108	126	29	5
Investment in Infrastructure and Management	92	133	27	10
Sustainable Economic Growth of the Port of Liverpool	70	134	41	19
Housing and Employment Growth	61	121	57	26

Q19. Please use the space below for any comments you have on the suggested Big Challenges.

See appendix for verbatim answers split by primary site that they visit

Q20. Please use the space below to let us know if there is anything else you would like to say about the Draft Coast Plan

See appendix for verbatim answers split by primary site that they visit

Q21. I would like to be kept informed about the developments with the Coast Plan.

Yes	129
No	121

Q22. I would like to find out more about how I can volunteer on the Coast.

Yes	65
No	168

Section 3

ABOUT YOU

You do not have to complete the next few questions if you don't want to.

These questions help us to understand who is using our services and taking part in our surveys.

You can find more information about why we collect this information in the "What's it got to do with you?" booklet which is available on the Council website and in Council buildings.

1. What is the first part of your postcode
(the first 3 or 4 letters and numbers) – see Q1 of the survey above

2. Are you

Male	83	Female	144
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3. What is your age?

Under 18	2	18-29	15	30-39	36	40-49	52
50-59	60	60-69	51	70-79	1	80-84	2
85+	1						

4. Disability: Do you have any of the following (please tick all that apply):

Physical Impairment

11

Visual Impairment

2

Learning Difficulty

12

Hearing Impairment/deaf

10

Mental health/mental distress

11

Long term illness that affects
your daily activity

16

Other (please specify in the box
below)

Chronic Pain

Asthma

Diabetes

Response from the Focus Groups

Venue: Strandbyme

Date: 7th April 2017

10 participants



Which part of the coast do people use?

Southport, Marina at Waterloo, Crosby and

Formby

Accessibility

- The coast is not accessible by public transport
- The coastline is particularly not accessible for those who are physically impaired
- One participant mentioned that the Rangers can pick up from the train stations in Formby – however, other participants were not aware of this and wonders if it is signposted enough?
- There needs to be an arrangement with the bus companies. There is no bus from Southport Town Centre to the Ocean Plaza.
- Getting to the front, particularly at Crosby is difficult
- Walking on sand and access onto the beach/promenade is difficult – need a boardwalk
- Use the train as there is less parking and the parking there is, you have to pay for
- Having a bus-pass helps

Facilities

- Barriers include:
 - £ for facilities
 - £ for parking
- There should be free parking
- Lack of refreshment facilities.
- People who use the coast could also use the surrounding areas as well, i.e., South Road, Waterloo, but they don't know about it. People come and see the Iron Men and should be encouraged to stay in the local area – needs more promotion
- There are refreshment and toilet facilities provided at St. Lukes Church
- Toilets on the coast are awful
- People are stopping coming to Southport to shop – they are going on line. Southport needs to re-invent itself – it used to be seen as a 'big day out'

- The gardens at Waterloo are poor
- Ainsdale Beach could be improved if they didn't let horse-riders, cars and dogs loose on the leads
- Sefton could do with a lido facility

Why people use the coast

- Walking
- Fresh air
- Spending the day on the beach
- Picnics
- To see the sea lions
- To see the squirrels and other species
- Looking at the gardens
- To have a sense of freedom
- For free activities

“If you don't use it, you lose it”

Safety

- Never felt un-safe
- Lack of police – presence
- There should be an emergency phone along the coastline and first aid spots

Challenges

- Lack of £
- The environmental impacts
- Coastal erosion
- A sea wall would dramatically reduce erosion
- Quality of sea water
- The appearance of the environment
- Pollution
- Investment in surrounding shops
- Is there any funding (investments) from the Harbour Dock Board?

Improvements

- More portable toilets
- More promotion – Sefton needs to be a destination point
- Need to link the coastline – a boardwalk
- More Signage along the coast
- Could there be a private sponsor?

SPOC (Crosby) meeting

Venue: Crosby Library

Date: 10th April 2017

12 participants

The aim of attending was to provide an update on the Sefton 2030 consultation, promote the Sefton Coast Plan consultation and seek interested in joining the mailing list for the Sefton 2030 and The Coast Plan.

Some issues were discussed in connection to the Sefton Coast Plan.

Accessibility

- Access to the coast is poor – particularly to CLAC/Marina
- There is no bus from Lord Street to the Ocean Plaza
- Could a business sponsor a bus?
- Is there any funding from Peel Ports?

Facilities

- The toilet facilities on the coast need improving – there should be more. As people age, they need to use facilities more.

Challenges

- Dog fouling – although there might be bins – people do not use them and there is a lot of fouling
- The weeds on roads surrounding the coast are bad.
- Is there any road cleaners?
- There needs to be investment in the infrastructure surrounding the coast – perhaps a tram for the whole coast line
-

“Do something special for Sefton”

Other

- How much does the consultation materials cost?
- Does consultation really make a difference?

SPOC (Bootle) meeting

Venue: St. Oswalds Court, Netherton

Date: 11th April 2017

15 participants

The aim of attending was to provide an update on the Sefton 2030 consultation, promote the Sefton Coast Plan consultation and seek whether people were interested in joining the mailing list for the Sefton 2030 and the Coast Plan. Some issues were discussed in connection to the Sefton Coast Plan.



Where do you visit the most?

- Burbo Bank
- Crosby Marina
- Southport

Accessibility

- You can get a bus near the coast but it is still too far away for those who find walking difficult
- The bus 206 goes around Crosby and touches the Marina and Hightown, but could it not be slightly extended to take people to the coast?
- Hardest to get to Crosby lakeside and Burbo-bank
- The cost of parking should be kept low
- The restrictions for parking (i.e. yellow lines) act as a barrier
- Parking in Southport can be difficult for people with LD/Older people – having to walk across the main road to get to the promenade
- There is no parking at Ainsdale
- There should be a road train/tram that goes along the coast
- A pensioners parking scheme would be a good idea, but would perhaps be too difficult to monitor

Facilities

- There should be more comfort stops
- As we want more visitors, then there should be more rest places, tea/coffee, toilets and shelter – particularly at busy times

Challenges

- Coastal erosion
- Abuse of the coast – fly-tipping
- Getting there – access
- Having the money to invest

Other

- What is happening to the nature reserve at Seaforth – peel port want to move it?
- What about Bootle – Bootle used to be a resort

Appendix 1 Social Media Campaign

Sefton Coast Plan promotion/consultation details:

www.facebook.com/seftoncoast:

6/3/17: Ran piece/link to documents and questionnaires on Sefton Coast facebook page.

1,485 people reached.

6/3/17: Embedded Prezi plan file on Sefton coast facebook page.

726 people reached.

13/3/17: Ran new piece on link to plan and questionnaire.

273 people reached.

13/4/17: Ran piece on extended consultation period.

390 people reached.

21/4/17: Last chance to have your say piece.

390 people reached.

TOTAL: 3,264 reached.

[@theseftoncoast:](#)

Tweets on:

6/3/17x2; 7/3/17; 8/3/17; 9/3/17; 10/3/17; 13/3/17; 15/3/17; 21/3/17;

TOTAL: 6,290 views.

+retweets of any mention of Sefton Coast Plan from Sefton Council/@seftoncoast2017, National Trust, Iron Man and Natural England accounts.

Talks/Walks/Presentations:

7/3/17: Heritage and Health Walk – discussed Sefton Coast Plan and how the 6 walkers could see it and respond.

9/3/17: Discussed plan and leafletted each attendee (40 people) during presentation on “Flora and Fauna of the Sefton Coast” at Sefton In Bloom meeting, Southport Town Hall.

10/3/17: Discussed plan, leafletted attendees (17 people) on National Trust shipwreck walk at Formby.

11/3/17: Promoted plan on public shipwreck walk (26 attendees) at Formby Point.

18/3/17: National Trust land transfer open day at Lifeboat Rd – discussed plan and consultation with c30 visitors (as did NT and Sefton Council staff). Handed out flyers and questionnaires, went through summary.

29/3/17: Sefton Partnership for Older Citizens forum, Lord St West URC. Presented consultation to forum (approx. 50 attendees), handed out flyers, printed questionnaires, Q&A.

3/4/17: Sefton Carers History Group, South Rd, Waterloo: Discussed consultation during presentation to group (approx. 30 people). Handed out flyers.

4/4/17: Plugged Sefton Coast Plan and consultation during Sandgrunder Radio interview.

7/4/17: Discussed plan/consultation in Formby with 19 attendees on Ravenmeols Walk.

10/4/17: Handed out flyers/discussed plan and consultation during “Bird Migration” events at Hall Rd, Crosby, and Ainsdale Dunes (44 people in total).

21/4/17: Reminded attendees on evening Natterjack Walk that today was closing date for consultation (14 people).

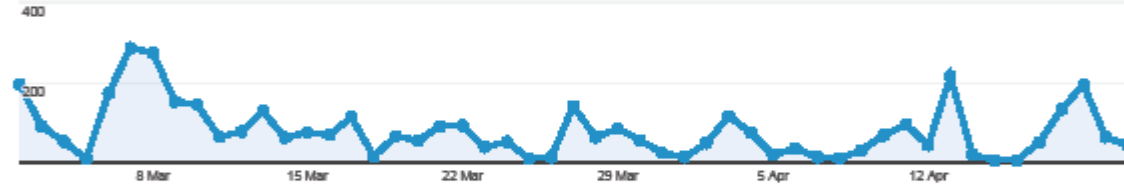
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	4,106 % of Total: 100.00% (4,106)	3,196 % of Total: 100.00% (3,196)	00:01:28 Avg for View: 00:01:28 (0.00%)	2,042 % of Total: 100.00% (2,042)	78.21% Avg for View: 78.21% (0.00%)	49.73% Avg for View: 49.73% (0.00%)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. 2017 The Year of Sefton's Coast - The Coast Plan 2017-2030	1,599 (38.94%)	1,388 (43.43%)	00:04:04	1,299 (63.61%)	89.76%	84.06%	US\$0.00 (0.00%)
2. 2017 The Year of Sefton's Coast - Find an event	748 (18.22%)	454 (14.21%)	00:00:32	82 (4.62%)	51.22%	13.77%	US\$0.00 (0.00%)
3. 2017 The Year of Sefton's Coast - Welcome	625 (15.22%)	409 (12.80%)	00:01:20	354 (17.34%)	40.40%	32.96%	US\$0.00 (0.00%)
4. 2017 The Year of Sefton's Coast - News Blog	147 (3.58%)	111 (3.47%)	00:00:45	46 (2.28%)	58.70%	35.37%	US\$0.00 (0.00%)
5. 2017 The Year of Sefton's Coast - Formby footprints walk (National Trust)	73 (1.78%)	60 (1.88%)	00:00:35	29 (1.42%)	89.66%	42.47%	US\$0.00 (0.00%)
6. 2017 The Year of Sefton's Coast - Create an Event	70 (1.70%)	64 (2.00%)	00:02:35	0 (0.00%)	0.00%	2.86%	US\$0.00 (0.00%)
7. 2017 The Year of Sefton's Coast - Our Mascots	54 (1.32%)	31 (0.97%)	00:02:52	10 (0.49%)	90.00%	37.04%	US\$0.00 (0.00%)
8. 2017 The Year of Sefton's Coast - Between Land & Sea: 10,000 Years of Sefton's Coast	49 (1.19%)	39 (1.22%)	00:00:47	1 (0.05%)	100.00%	24.49%	US\$0.00 (0.00%)
9. 2017 The Year of Sefton's Coast - Beachwatch beach clean event - Hightown	46 (1.12%)	41 (1.28%)	00:01:25	29 (1.42%)	82.76%	65.22%	US\$0.00 (0.00%)
10. 2017 The Year of Sefton's Coast - Outdoor Cinema	37 (0.90%)	29 (0.91%)	00:05:36	23 (1.13%)	73.91%	67.57%	US\$0.00 (0.00%)

Rows 1 - 10 of 120

Appendix 2

Q11. Please tell us your **top 3 things that you would like to be different** about Sefton's Coast

Verbatim comments split by primary area visited

Ainsdale

Accessibility	Less anti-social behaviour	Enforcement of laws and regulations
More dog control	Less litter	Less disturbance to wildlife
Re-open parking on Ainsdale beach	Information boards about eg local shipwrecks, prehistoric footprints etc	More parking around Ainsdale beach, less aggressive parking enforcement
More wardens (re dogs)	More litter bins	Better parking at Ainsdale out of season
More litter collection	More access	
Have free access to drive on to the beach	Dog wardens to ensure people are not taking too many dogs on to the beach at one time, as in dog walkers	Sorry, third one is still about dog fouling not being picked up. My husband and I always pick up after our dog. It gives us all a bad name. I would be devastated if dogs were banned from the beach. Please let's sort out the selfish people who don't pick up.
Toilet facilities	Refreshment facilities	more dog friendly
Access all year	Better toilets	Better cleanliness
Open beach during winter	Less grass between Ainsdale and Southport	
Larger car parking area	Better toilets	Better facilities
Remove more pines at Ainsdale nnr.	Add more deeper pools for dragonflies	
Cycle path along coastal road to Southport not wide enough	Toad hall ainsdale needs to be renovated	Less litter
Access all year	Better toilets	Better safety
Better access	Less horse manure on the beach	More dog friendly
More wastebins	Easier access to dog walking area	
Reasonable parking		
Poor free parking facilities	barely no facilities	pathways not cleared
safer environment -	contribution to	more protection for wildlife

especially summer evenings at Ainsdale	renewable energy - tidal lagoon	
no restrictions for dog walkers	repair of fences	more bins for poo bags
Parking on beach all year for kitesurfing		
more toilets at accessible spots	more rangers stations	more places for coffee without ruining the environment
Disabled access	Carparking	Grass on beaches
Open access to Ainsdale beach	Not giving it to National Trust	Free access to residents who already pay via council tax
Marshside needs improvement		
REFRESHMENT FACILITIES	Better public transport	More organised events
No parking on the beach	More yellow sand	More dog poo bins
Attractions and Events	Pathways and Trails	Maintenance and Information
Beach open all year	Residents park for free	Better exit/entrance to ainsdale beach
Beach open to cars all year	Better car parking off beach	
Rake southport beach	Ainsdale lido area updated	Toilets
more rubbish collection	pot holes filled in on paths	more rubbish bins
More parking especially ainsdale	Picnic area	Warden controlled
Remove barriers at Ainsdale beach	Extend parking area on Ainsdale beach	Sack (name removed)
Development of recreation sports	More respect for our coast, not see as a playground to joyride, drink and crime	A better balance between preservation of nature and social aspect so maybe a treehouse like in Alnwick. In Ainsdale maybe turn toad hall in to accommodation above but down below have coffee shops, ice cream parkour bike hire
Better toilet facilities	Better visitor facilities	Some investment
Less reliance on cars to get to the beach i.e. better public transport e.g. multiple beach park and rides	Better access for the less able-bodied or elderly, including more seats along trails	Better connections between coastal communities and the seafront - at Waterloo and Southport in particular i.e. towncentres to be more seaward facing and street scene to encourage movement between the two aspects of those communities. Ainsdale, Birkdale and Hightown too.
More parking (free would be good)	Public toilets	Cleaner

Parking / cost	Facilities	Education and learning
All year car access on the beach at Ainsdale (as local residents it's upsetting to see families with young kids struggle carrying things on to the beach during low of season)	Cleaned toilet facilities at Ainsdale beach - all year round	educational boards about areas of SSI

Crosby/Waterloo

more facilities for younger children, including baby changes	more educational things to do for free or a small charge	more parking
More signage	more rangers	more toilet facilities
there should be more toilets	there should be more tables	
more toilets	more bins	more bins for dog mess
A place for ten pin bowling		
tidyness	cleaness	rubbish
less dog poo	dogs kept on leads	Don't pay in the car-parks
free car-parks	clean toilets	playground for all ages
more bins	more benches	
more benches	clean toilets	seperate area for dogs
more bins		
more dog poo bins		
toilet facilities	cleanliness	safe place to visit
pathways cleaned	more amenities	publicity
sand to be removed more often at waterloo!!	prominard to be extended between burbo-bank and waterloo	refreshments at waterloo end
more toilets	more places for a drink	more places to sit
Paths clear of sand	Dune height management	More litter bins
Clear promenade	A cafe and visitor centre	Toilets
More facilities		
Available expertise to support schools on visits	Outdoor classroom facilities	Coastal footpaths
toilets at Waterloo end	Could be cleaner	More attention to South of coast
Better facilities	More parking	Cleaner
Stop cycling on promenade between Waterloo and Coastguard Station. Too narrow even with the now erased cycle lane.	Designated dog walking areas	Cleaner beaches removal of tidal debris
less litter	cafe at hall road end of sea wall	remove the ugly iron statues

Less dogs on the beach and grass areas		
nice place to eat/drink with dog and family	cleanliness	access for bikes/wheelchairs/prams
Beauty	It's ever changing nature	Local
A cafe	More toilets	?
Free parking	Better toilets	
Cleaner	Cycle lanes	
More security	Stop dog fouling	More toilet facilities
More litter bins and regular collections	More coastal education available	More activities
Better refreshments facilities	No parking fees	Boat launch improvements
A beach in southport - instead of a marsh	purpose built BBQ points	more events
Cleanliness of beaches	more refreshment facilities	more toilet facilities
More facilities	Sand cleared away more often	Dog laws enforcement
Better facilities	Safe cycle routes to the coast	
Stop car parking charges	More litter bins	Less litter on beach
Improved food and drink facilities to enjoy the view whilst eating	More education on flora and fauna	
Accessible	A cafe and visitor centre	Toilets
Sand cleared from paths	Dogs on leads	Better toilet facilities
More sculptures	Cycle. Trails	
Less dogs	Less rubbish	Transport linkd
Access to beach	Parking	Cleanliness
Sand free walkways		
A bit cleaner, less rubbish		
More cycle paths		
more seating	more wooden art pieces	cheaper parking for residents
less litter	fewer cars	better sand management
more cafes	better policing of dog owners	better walking paths
access to food and drink	signposting to local shops	promotion
Clamp down on litter offenders	More facilities on beach	Beach events
litter management after busy days especially at Waterloo	coherence of marketing	FREE parking - because it makes it accessible to everyone, and because otherwise I can't park on my street
Better infrastructure across the path certainly from Crosby Leisure Centre to Hightown, especially with regard to	better tourist information for visitors. This coast has MASSIVE potential	Better acretion management

refreshments		
More, sympathetic places of refreshment	Even more nature, history walks	More artworks
Have a cafe at Hall Road	Run by the Council	To generate income
Sandfree promenade	Interesting features	Free parking
Free parking	Litter clearing at busy times	Better information
Visitor facilities/cafe/toilets	Education events/facilities/volunteering / notice boards updated	Signage improvement
Less dog mess	More public toilets at various locations	Clearing sand from walkways
Education about the conservation of the coast	More toilet facilities	More education about the wildlife and species on Sefton's Coast
More outdoor childrens play areas	Increased seating in some areas	Increased use of areas and promotion of them locally
Better sand clearance of pathways	Better upkeep of coastal dunes	Better refreshment facilities
Paths cleared of sand	Dune height management	Litter bins
Cleaner	Better facilities coffee etc	
More effective litter collecting done over weekends	Larger bins that are secure for rubbish when it's windy	Money from the parking fee being transparently invested in full to maintaining and preserving the coast
Dogs always on a lead	More litter bins	
Free Parking	Cleaner	Improved Toilet Facilities
Beach clean up	Education to the public about keeping our coast clean	More signage about the coast line and history
Cost of parking puts us off going :(
More activities for kids	Cycle zone	More nature trails
Less litter	Better quality refreshments	Water taps to rinse sand off
Better toilet facilities	Feel safer	Better catering facilities
More accessible facilities	Nearer parking	More guided tours so people who can't walk far or parents with small children could ride in something like golf cars.
Sand cleared from promenade	Litter patrols & tougher fines	More frequent emptying of bins at busy periods
More bins for recyclable and unreachable waste	Barriers to prevent cycle paths being covered by sand	More tourist information about crosby and waterloo
Cleaner - less litter	recreation areas - wider range (all ages)	Marked or maintained access - pathways

		particularly around formby point
Cleaner		
Crosby/waterloo path free from sand	Better toilet facilities	Less dog dirt
Better facilities that generate revenue	Better beach clean ups	Different promenade solution inbetween Waterloo and Crosby
More information to public	More facilities - toilets, cafes	No.parking fees near burbo bank
Maintainance on the Crosby Promenade	Removing of rubbish beach	Better access for Horses
Cleaner beach at Crosby and Waterloo	Clear paths of sand all year round	More dog poo bins
Free parking		
Safer at night		
Lighting on paths for evening walks	Public toilets closer to beach at marina end	Clearer paths for cycling, too sandy
More places to eat and socialise	Cleaner beaches	Beach huts and pods
tidier	coffee shops	less concrete
visitor centre	much better toilet facilities	more than 1 of both above - so it's something we can be proud of if visitors come
Less dog dirt	Better parking	Better toilet facilities
Toilets on or close to the seafront at Waterloo	More targetted sand clearance of pathsSand clea	
less litter	less dog mess	less overgrowth
Toilets/facilities	Upkeep of paths/railings	More community events
reduced car park prices	people not leaving rubbish on nice days	more rangers
Beach clean ups Waterloo/Crosby	Cycle path link fisherman's path surface potholes	Burbo bank carpark better provision for cyclists.
A bit cleaner		
Free Parking	Less dogs	Less litter on busy days
Pity that the sand has submerged the path around the marina.		
Better cycle way	Path clearing	More dog wardens
toilet facilities	picnic area	better pathways
Cleanliness	Maintenance of the path from Waterloo through Crosby	Education opportunities/facilities
Cleaner beaches	More promotion to encourage people to visit	Visitor facilities at formby
Better visitor facilities especially refreshments	Removal of building rubble	More regular litter-picking
free parking		
Remove parking charges	Toilet facilities	
cleaner	reopen access to prom	more seating on prom

	along Seaforth by containerbase	
Free parking	Clean litter	Public toilets
Crosby promenade should be kept clear so people can walk along it.	Dogs need to be under control, not banned.	
Toilet facilities	Improved walking and cycling routes	Free structured activities for all ages
visitor centres	improved accessibility from dunes to foreshore	restaurants, bars like new brighton would be good at Crosby
More beach clean ups	Free parking to encourage more people	More educational activities for kids
less litter	signs of sinking sand awareness	snack food facility's nine till five
More parking	Lower cost to park	More toilets
Reintroduce free parking	Keep paths more free of sand	(cycling/wheelchairs)
Free parking	Coffee stall	Nature information
More information boards	Coastguard back	Rangers about
parking fees	the weather	
better promotion	greater investment	improvements in common areas
No dog mess	Less litter	Easier for prams
Be able to sit in a cafe or restaurant and look out to sea	Not to have only Food vans for refreshments	More toilets
Less dogs	Less litter	Less cars
less run off into river via industry and agricultural eg Norton recycling	increased sand dune management	less traffic both commercial and public
More refreshments. Cafe not a van, preferably somewhere that dogs are allowed in at least part.	More toilets	More bins. There used to be lots along the seafront... now they are sparse.
fewer people	less damage to sanddunes	larger car parks
Clean up the prom	Clean up the beach and remove sanddunes creeping onto grass	Safer for pedestrians where bikes are concerned
Sand building up on promenade between the baths and Waterloo Marina makes it hard to run or walk and impossible for people to walk buggies and wheelchairs.	Build a cafe at Crosby beach	Better toilet facilities at Crosby beach
More bins	More dog poo bins	Running routes
Free parking	More toilets	Refreshments available
free parking	more refreshment areas	
No sand on promanade	free parking	Toilet/refreshment facilities
Free parking	More regular cleaning	Better policing
Toilets	Refreshments	Information site

Zero development on the beaches	Protection of the sand dunes	Segregated cycle lanes
Paths cleaned	Sand brushed off paths	Rubbish removed
More wildlife	More cycle routes	
free/cheap parking	better refreshments	regular sand clearing
Free Parking	A coffee shop/restaurant	More walking routes
Free parking	Removal of sand from promenade path	Cleanliness
People picking up their dog poo	People taking home their litter	Better toilet facilities at Hall Rd
Less litter	Free parking	Facilities
more family activities	free parking	better control of dogs
Social commercialisation	Key asset that can bring economic growth	Key asset to bring well being
Clear paths	More for visitors	
Na		
Burbo Bank is one of my favourite places in the world. It would be great to have some kind of cafe there. I don't think it should be turned into some kind of shopping centre, but something better than a van that also takes advantage of it as a beauty spot.		
Better toilet facilities	I can't believe we don't have a beach front cafe / bar	More litter bins
car park charges	car park charges	car park charges

Formby

Better car parking	Refreshment facilities	Information notice boards
see q12 below	see q12 below	
Visitor impact and appropriate use of snaddunes		
toilet and refreshment facilities needed relatively nearby (say at Shorrocks Hill etc)		
Removal of all the bricks	free parking for residents	
More toilets	Baby facilities	Cheaper parking
More bins at Formby	Snack bar at Formby	Toilets at Formby
Clear sand from cycle paths Waterloo end	Much less litter @ Waterloo end	Discounted parking costs for local people
Maintance of the main footpaths	See less cars parked in residential areas at busy times	
More litter points.	Signs for visitors taking litter home with them.	More signs with regard to by-Laws.
Cleanliness	Free parking	Good Beach cafe
Parking near the military firing range area of the beach cabin woods or something	Toilets	Refreshments
Easy access to the beach	Park and ride to formby beaches	
More kids activities	Play area	More refreshments, cafe, beach

		shops for buckets etc
safe bridge at Fisherman's crossing	More environmentally OK car parks	Visitor Centre at NT
More conservation	Less marine debris	Less traffic
Better access for people with disabilities	More information on wildlife, identifying birds	Cheaper car parking
Cheaper parking rates	Better access to beach at Formby	More bins for litter
Less dog mess	NT sort their beach	Better conservation
More litter bins	Greater maintenance of walkways, bridges and fences	
Better toilet facilities	Better control of dogs	More information boards
More facilities	More litter bins	Better signage
Access to more of it	Better litter collection	
More bins on beach areas	Frequent emptying of bins especially on busy days	More work done for the dunes
More refreshment facilities	Better restrooms	N/A
More staff on the beach/dunes/car parks in the winter	More car parks - it's awful living in Freshfield in summer when I have to queue to get to my own house due to the roads being blocked by visitors.	Litter! After every weekend there's litter all over the beach and dunes. The locals are sick of it.
More refreshments ON the beach. An ice cream van or two stuck right up in the car parks doesn't exactly encourage you to stay on the beach very long.	Less dog poo!! Especially in the pinewoods and surrounding dunes (the beach doesn't seem too bad)	General cleanliness - in particular a regular, concise effort to get rid of the bricks/rubble that feature along the bottom end of Formby beach
Better walkways for disabled	Beaches kept clear of rubbish	More parking poor facilities
More sand	Less vegetation	Better parking
free entry for residents all year round.	permanent toilet facilities at Formby	More regular clean up's
Different visitor culture - less litter	Spread visitor load over year - less beach crowd more explorers	Better links with the broader local community
Less litter		
More toilets	More parking	Visitor centre with cafe
Less litter	More information	Free parking
A cafe at Formby or Freshfield to make money for the council	More patrols to stop antisocial behaviour	The national trust to be less officious
Cleanliness of Lifeboat Rd	Removal of ugly metal signs	Increased staff at Ravenmeols
More information boards	More refreshment facilities	More toilets
Differentiate between local residents who use the beach every day and summer visitors re: car park charges	More refreshment facilities, but done tastefully and in keeping with the environment	Bins that are emptied regularly

I quite like it as it is.		
Cleanliness of beach	Provision of refreshments	Access to beach
Less bricks!	Easier access across dunes	That's all
More toilets	More catering	
THE REDUCTION OF HOUSING NEAR THE DUNES - ESPECIALLY AT FORMBY.	NO EXPANSION OF THE CAR PARK AT FORMBY - TOO CROWDED ALREADY.	MORE CONTROL OVER LITTER - I.E. SUMMER VISITOR RUBBISH
seawall	better access in formby	more policing
Free parking	Cycle routes	More bins
The ability to walk in nature	The closeness to my home	Very good public paths
More regular removal of rubbish	Consultation on conservation projects	Free access to all areas for everyone
encourage people to use PT	Less litter	
Improved maintenance	More publicity	More refreshment places
Improved access/parking	Beach clean Victoria Road	
Less rubbish	More information signs	
Removal of rubble from beach caused by coastal erosion to old access road at Freshfield.	Educate visitors to be more responsible for disposing of any fouling caused by their dog and any litter they may have.	Ensure the public has a better appreciation of the opportunities offered by the Sefton Coast and the conservation challenge faced in order to preserve the coastal environment.
free access for disabled drivers	more places to sit	
Better signage	Protection of habitats	Managed parking
Free parking		
Less use as an attraction, more natural	At busy times more staff to monitor fires, noise etc	More to encourage visitors to use public transport
Easier access onto the beach	more carparking	more cycle paths
Better parking facilities	More bins with covers	More toilet & refreshment facilities
No teenagers on mountain bikes	No possibility of fracking	Cheaper parking at Formby point
Areas that keep people out	Rewilding and natural landscaping	recognition of waders importance to coast
Prevention of incremental development e.g. firwood house and wicks lane	More opportunities for public education about the changing coast e.g. why the salt marsh at Southport is an important habitat	Improved or new toilet facilities in spaces that will not impact on the natural coast
More ranger staff	Police presence in summer	More information about the challenges of conserving the site
Pram access onto beach	Toilets	Cafe

More respect for nature	Control of dogs	Less urbanisation
Connected walk/cycle way	Amenities	
Free parking. Lifeboat road has no facilities at all		
Cafe at formby beach	Education centre for conservation	Nothing else, it's lovely really
more emphasis on getting there by public transport	vouchers for refreshments for people who walk or cycle there	improved ranger service / visibility to deter vandalism
less motor activity on dunes	more bins	more beach cleaning
Dog free areas on the beach	Heavy fines for dogs off leads	Dog specific areas away from people who dislike dogs
Bins emptied more often	Policed more	
More car parking		
Better facilities	Road congestion	
More protection for 'nature'	Less traffic	Less dog poo/litter
less traffic	more nature	less litter
better accomodation /holiday facilities at Ainsdale	better facilities near coast	More ecological buildings being built near / on coast
Open access	Proactive management	The National Trust to provide revenue to Sefton Council
Cleaner/tidier after sunny days	More info on coast and history	Refreshments eg beachside cafe/log cabin at Formby would be so popular
Cleaner	Better toilet facilities	Refreshment facilities

Hightown

Free parking	Cafe	Decent toilets at regular intervals
free parking	cafe at hall road	better maintainence of nature reserves
Less Difficult to park	No Charges at car park	Clear sand on footpaths
Beaches cleaner	Dog poo picked up	Less cyclists on coastal path

Marshside

Better cycling/walking paths	More cleaning around main roads/roundabouts	Better promotion of bird watching
Stronger/more information about wildlife		
Too many cars parking inconsiderately	Stop shops on Neville St. blocking pavemennts	

Southport

Sandy beaches to return	Grass cleared from	Beach to be clean
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	beach	
More litter bins	plastic bag dispensers	informationn
cleaner beaches	keep dogs on a lead	clean up after dogs
Better transport links, bus stops with shelters and litter bins. Park and ride to coast should be for everyone, not just drivers	More recepticles for litter and information about litter policy - better waste management	More police/community officers/warden for information and safety from anti-social behaviour and illegal cycling on pavements
free parking	more parking	later parking
less litter	no poo bags!!	no fracking
Free parking	Toilets	
Cleaner		
Investment in Southport	clean beaches	better access
The beach to be used more for events - there used to be bmx/motorcross racing, drive in movies	To find a balance between the grass and sand	to provide more toilets and bins
Accessibility	Grass build up at Southport beach	Funding for lifeboat
less weeds	less mud	access all year round
Beach cleaning	Dune cleaning	No cars on beach
Clean golden sands	Cleanup the disgusting muddy mess	Pay display car park weld road road
More information boards	A visitor centre	Easier access
Bins for dog poo	Dogs allowed on beach - if cars are allowed, dogs should be too	More woodland like Ainsdale
Stop parking on Southport beach	stop building ugly building like ocean plaza on seafront	
More visitors.	Inkeeping enterprise.	Innovative marketing.
Cleaner beaches	More environmental info	Better toilets
Cars banned from beach	Bigger Off beach car parks	Park and ride to beach
Cleaner	Sandier	More benches
Dog fouling on pavements	Provision of dog bins	Litter collection dreadful
More opportunities for wildlife	Less cars	to be more natural
Accessibility	More things to do	Cater for the number of visitors
Birkdale to southport beach cleaned	Tidying of coast road by pleasure land	Better parking facilities
Cleaner	Better maintained	Less grass on the beach
Public toilet availability all year round	Safe areas maintained for sea/sun bathing beach recreation	Improved dog and litter management
Cleaner beach	More attractions	Less sand on oatg
Safe areas to walk dog	Cleanliness	Education
Cleaner	Cheaper	Better facilities toielts
More promotion of the area in	More litter bins	

other towns/cities		
Less interference	Parking away from beach	Less cost to access freshfield
Free parking for residents	Better toilet facilities	Sand cleared from the cycle path

No Primary site identified

more benches	more bins for dog poo	seperate area for dogs
More public awareness of fragile dune habitat and conservation work	More environmental education opportunities	More public awareness of issues with dogs (poo bags/unruly dogs not being on leads)
off lead dog walking areas	better tidal management	better communication
A cleaner beach which is raked	Improved Toilet and Parking facilities	More bins which actually get emptied!
Cleaner	Easier to park//bike	More information
Ainsdale beach should be developed in order to generate income for the Council.	Car parking should be possible all year round.	Areas of the beach have been overtaken by grass. This needs to be contained.

Q12. Please tell us your **top 3 challenges** that you have about Sefton's Coast

Verbatim comments split by primary area visited

Ainsdale

Changing ecological system	Anti-social behaviour	Understanding of the nature of the coast
Human disturbance	Scrub encroachment	Climate change
See all above points		
Grass invasion	water quality	Accessability
Litter		
Grass invasion	The tidal erosion	Litter
Decreasing open sand in the dunes	Its always difficult to accomodate everyone.	
The green beach	The tidal erosion	The lack of bins
Better year round access	Better toilets	
Parking	Cleanliness	
cattle on and next to pathways	lots of manure	dunes not advertised for family walks
boy racers on the sands in the evenings	lack of sensible parking when the tide is high	intrusive alien species in dunes
litter from irresponsible picnics	more wardens on beach	bins emptied regularly in summer
Discount to local residents for beach		

pass		
not enough toilets	not enough places for a coffee	
Getting on with no parking in winter as I am disabled	Reduced parking area in summer at Ainsdale means overcrowding	Poor toilet facilities
Ownership....it belongs to the public, not the Council		
Marshside	Litter	
Fracking	Litter	Access
Finding a clean quiet spot	Not getting run down by cars	Walking for longer without a loo be closer
Southport grass and diminishing sand	Maintaining reputation for visitors	Budget cuts
Sefton have no money to spend to keep beach open annually	Sefton do not have resources to clear away overgrown trees or bushes, especially along ainsdale pinewoods	Sefton do not police dog mess or have enough receptacles as people leave bins overflowing
Beach closed unnecessarily	Impossible to get to Formby point by car at weekends	
Grass growing on southport beach	Ainsdale closed To cars in winter	Run down area around Ains beach
more bins for dog poo bags	bins to be emptied more often	pathe maintained better
Parking	Safety	Cleanliness
Being allowed to enjoy it without interference from Council employees	Grass ruining the beaches	(name deleted) idiotic personal crusade to rid the beaches of people.
Amount of dogs out of control	Lack of amenities near the beach	Pontins and it's ability to pull in worst people and crime to what should be a good one for sefton
Impacts of both natural coastal change and long term climate change on the very sensitive habitats - room for roll back to cope with coastal squeeze from rising sea levels and increased erosion, but also taking into account accreting areas e.g. salt marsh and how to change people's understanding of the value to people of salt marsh as a carbon sink, natural coastal defence and its value for wildlife.	Impacts of development and a rising North West England population, potentially increasing visitor and residential pressure on the coast and its habitats and species and its ability to respond to the challenges in point 1.	Effective long term management of the coastal assets, including good integration between marine and terrestrial planning. It requires will and resource, both of which may be lacking with funding cuts to government agencies and local government.
Parking		
Easy access parking	Gacikities	Learning more about it
No all yr car access to Ainsdale beach	Hopeless access to beach at Birkdale -too muddy	Lack of basic facilities at key access points to the beaches

Crosby/Waterloo

Dunes eroding on prom		
Look after the coast	Make the coast calm	Make the coast clean
more benches		
Safety		
not enough seats	not enough toilets	dogs running free and where children are
dog poo		
dog fouling		
access	be able to walk from beach to beach	toilet facilities
getting to the beach through all the sand	There is nothing to buy to celebrate seeing the iron men	That people and visitors should look after the coast and take rubbish home with them
small lake at marina drained - its just a cess pit at the moment - the water is bright yellow as of 12 April!	small lake at marina drained - its just a cess pit at the moment - the water is bright yellow as of 12 April!	
car parking charges	dog mess	No shops
Cannot cycle in Waterloo and Crosby due to sand	Views obstructed because of dune height	Concerned about safety of dunes and broken railings. (Waterloo and Crosby)
Accessing all of prom	Toilets	Cleanliness
Sand blocking paths		
Safety on beach during visits	Cost of transport to and from coast for school parties	Knowledge of practitioners undertaking a visit
Toilets	Litter control	Alcohol control
sand covering sections of the sea wall	amount of litter	dog waste
Council cuts		
Dogs running loose in beach	Sand not cleared from paths	Litter (sometimes(
Lack of toilets	Lack of parking	
Make more child friendly	Stop trying to make Southport into a mini Blackpool	Spend more money on Crosby coast
Beach litter	Lack of educational opportunities	More promotion needed
Erosion	Flooding	Dangerous mud
Accessing all of prom	Toilets	
Busy		
Less dogs	Less rubbish	Better transport links
Day trip litter louts		
sorry not sure what you mean by challenges		

litter	too many cars running their engines	safety
not friendly to people who aren't dog lovers/owners	recreational activities are too expensive	better recreational opportunities are needed
pathways accessible		
Litter		
marketing and maximising opportunities to bring income to the area	fixing it as something special in local people's minds - source of pride and ownership and identity	keeping it clean after a busy day
How to manage accretion particularly across the promenade path from radar station to the coast guard station	Development of a visitor friendly environment	How to make the whole coast more accessible and still retain its uniqueness
Doggie bags left on or near paths. Why?	Littering.	Speeding bikes
The Council who need	a bit of forward planning	
Sandfree promenade	More controlled dunes	Litter free
Litter and food waste	Wheelchair access to some sites	
Less dog mess	Less litter on beach	Clearing sand from walkways for prams and wheelchairs
Conservation of species and habitats	Making people aware of what there is down on the Coast	
Volume of people to limited popular areas	Lack of dog free areas on beaches	Lack of access to quality and affordable refreshments in some areas
Sand building up at back of garden	Unable to access beach due to being disabled and pathways not cleared	Upkeep of residential home
Walking and cycling on paths	Views obstructed by dunes	Unsafe and broken railings
Litter	Dog poo pick up	
adequate rubbish and litter managemnet	Keeping the promenade free of blown sand	Stopping motorbikes driving on the grass and path to Hightown
Peel Ports encroaching on land	Peel Ports is eyesore	Dogs unleashed
Beach clean up		
Cost of parking		
Litter	Sand on walkway	Limited catering
improve toilets	buggy friendly	clean up litter
Work full time so can't access as much as would like	Cost of parking in places like Squirrel Woods is a barrier	
Cycle paths along coastal road Ainsdale are poor quality	More finances are spent in the north of the borough instead of being used in the south	Air and other Pollution from the docks

maintaining sea defenses	balancing flood risk vs natural environment	cost - to local authority
Trying to walk when the path is blocked by drifted sand	Avoiding bikes Tec where the path is narrow/ none existent due to drifted sand	Missing barriers/ hand rails
Cycling along the Crosby promenade	Rubbish after a weekend in the summer	Motorbikes late at night
Litter	Animal welfare	Anti social behaviour
n/a	n/a	n/a
This question	Is confusing	It doesn't make sense
Cost of parking		
People littering	Dogs with no muzzel	
Clearer cycle/walking lanes		
Increased visitor numbers could lead to further litter	The impact of attracting more footfall on local residents and the impact on their amenity	Sustaining any developments against further cuts
litter		
don't feel proud when bring people	inadequate toilets for such a busy area	missed opportunity to educate people about our coast - learn more from random programmes on the TV
Cleanliness	ASB of some users	Parking facilities
Some of the paths are now completely buried in sand	A lot of litter is left in the summer.	
clean up litter	more bins	tidy overgrown areas
Nighttime safety	Cycling in burbo bank carpark	The weather
Littering is still a problem on the beach and more so in the parks.		
Shifting sands	People's attitude towards litter	Dog walkers not clearing up after their dog
Refuse collection not frequent enough	Sefton MBC not valuing as a resource	No facilities for visitors
Pollution		
Erosion	Protection of habitats for wildlife	Generating benefits for the local economy
poor public transport	prom blocked by sand in places	lack of seating on prom Waterloo end
See above - q11 is essentially the same question		
climate change	tourism	accessibility
Unsavory items left littering marina	Quality of water around Crosby	Sand dunes drifting and blocking paths
park litted signs bins	life guard seen many people struggling in quick sand	rangers to rid rubbish
Finding a way to encourage visitors to remove litter		

No lifeguard	No swimming	Too many dogs
Safe sand	Cost of parking	Clean sand
sand		
lack of funding/money	erosion/weather	
Dog mess	Litter	Pram access
Council realising its full potential		
Less dog mess	Less litter	Less cars
increased funding	to reduce the negative environmental impact of encroaching industrialisation	sustainability
Sand not cleared often enough along some paths	Nowhere to grab a convenient coffee	No toilets apart from at the swimming pool... and I can't take a dog in there!
too many visitors	too many cars irresponsibly parked	fires
Access to beach due to walkways not accessible	Lost steps and rails due to access sand which is getting worse	Prom not wide enough for pedestrians and cyclists going fast
Sand build up on the promenade between Crosby baths and Waterloo Marina. Simple metal panels fixed on the sea-side of the walkway would stop this.		
Sand dunes blocking prom in waterloo		
parking cost	regular cleaning	keeping the red squirrels at Formby
Sefton Council doing something other than using the facility as a cash cow	Not wasting money on things like the High Ropes	The waterloo festival and car park in costal park
Accessibility due to lack of maintenance on the Crosby/Waterloo promenade	Unsocial behaviour - scrambler bikes	Litter
Coast not equipped for large number on sunny days	Dog walkers not cleaning up	
Clean paths	Clear rubbish	Clear walking area
this is not a proper sentence!		
Parking	Food on offer	
See above		
Too much litter	No public toilets	Difficult without a car
Lack of ambition whilst ensuring protection	Risk adverse council	Sand drift
Blocked paths		
Charging for parking. Look, I understand, but is there a slicker way of doing it than the way you currently do at Burbo Bank?		
Lack of toiletibg facilities	Beach access with a buggy	Nowhere to park up bikes / scooters
car park charges	car park charges	car park charges

Formby

Erosion of dunes at Formby	Rubble on beach at Freshfield	Too many dogs
The state of Alexandra Road		
Visitor impact	Protection of sand dune habitat	Erosion at Formby
Wildlife attraction - more work needed to support rare species		
Trying to avoid horse manure on Formby beach	Not enough bins	Need snacks and drinks
Overcrowding	Dune erosion	Flora/fauna conversation
Future flood defence	Erosion of the sandhills	
Maintain public right-of-way down St. Luke's Church Road. & Albert Road past (Lord Mc.Combe's) Firwood Hall.	To keep certain parts of the shoreline natural & undeveloped.	Not to develop Lifeboat Road car park (Visitor centre etc) as a cash cow for the council - this can be done at Ainsdale where there is more space.
Going to the loo	Navigating the dunes	Being thirsty
Traffic formby	Parking southport	
Problems of erosion	Dog droppings	Interpretation
Littee	Traffic	Too bust at times
All year round parking /access at ainsdale		
Conservation	Reduce car use	Visitor pressure
Not enough litter bins	Rotting wood walkways, bridges and fences	Cyclists forcing walkers from paths
Litter	Access	Finding out about activities
Rubbish	Preserving our dunes	Antisocial behaviour effecting our beautiful area I.e. Squirrel walk (which I have been visiting since I was little)
Weekend visitors - too much litter	Horse riders on the disabled boardwalk entrance to the beach. Rules don't appear to apply to them.	Traffic- cars blocking driveways and roads in the summer.
Congestion/access issues on sunny days - limited parking outside of designated car parks and poor provision for any visitors wanting to explore Formby village	Keeping on top of any increase in visitor numbers by keeping on top of litter by beach cleaning, litter bins (inc dog poo bins)	
Poor visitor facilities	Erosion of sand dunes	Wild life diminishing
Southport's "beach"	Traffic management	Better facilities
nothing	nothingn	nothing
Disabled access		

Littering	Visitor understanding of coast	Lack of catering
Volume of visitors during summer	Misconception about Southport and the importance of protecting the salt marsh	Dog attacks on beach. Perhaps less likely if more wardens on beach during summer
Protection of dunes	Minimising litter	Generating revenue
Get the coast to make money for the council	Ensure that Formby residents get priority	Sort out the parking on neighbouring roads when it is a nice day at the weekend
Volume of traffic at times	People's rubbish	Horses galloping with no regard for other beach users
Erosion at Formby	Handling and facilities for large number of visitors	Patrols by rangers to manage bad behaviours
Litter at south end of Formby point coast	Erosion and management of dune environment	Retaining 'wild' nature of coastline but balancing against better management of increasing numbers of visitors
Erosion of the dune front	Litter	
Not sure		
TO MAKE THE COAST ACCESSIBLE TO VISITORS - BUT TO REGULATE THE AMOUNT OF VEHICLES SOMEHOW.	ACCESS TO ST. LUKE'S CHURCH ROAD & ALEXANRA ROAD - REF. FIRWOOD HALL (MR. Mc.COMBE'S LITTLE EMPIRE! & ACCESS RANGE LANE.	
Erosion	summer visitors disrespect the formby	English Heritage destruction of woodland
Dog fouling	Erosion	Litter
Parking more so Formby Hightown	More activities needed	Not many cafes or establishments to eat to make it a day out
Rubbish especially after bank holidays	Better access for disabled	No areas restricted to dogs
Volume of cars and parking facilities	Litter especially Formby	maintaining and improving the coast
Dog fouling	Visitor Mgmt	
Effective conservation of coastline, flora and fauna whilst still allowing responsible public access	Funding/manpower restrictions limit what can be done.	Agencies working better together with shared aims and values.
access as I am disabled	lack of seating as I can not walk far	
Bikes etc degrading area	Abandoned litter	Effect of parking on community.
The possibility of fracking	The possibility of fracking	The possibility of fracking

Too many visitors causing traffic chaos, especially on Formby bypass	Noise and rubbish left by visitors	Maintaining the dunes system with large numbers of visitors
a cleaner safer beach	managing cars	more facilities
Too busy!		
People	encroaching human development	Fracking
This question makes no sense		
Antisocial behaviour	High visitor numbers on sunny days	Litter and dog fouling
Better access for prams, very difficult at formby to access beach		
Keeping it wild	Zoning recreation	Resources for conservation
Waste bins in winter	carpark charging in summer with no benefit.	
To restrict erosion as far as possible		
Coastal erosion	Conserving wildlife	Access for elderly or disabled at formby
too many cars clogging up streets on approach to shore	reduced funding for ranger service	litter
disposing of rubbish	protection of current landscape	dog poo bags left around
Dogs	Dogs	Too many dogs
Traffic	Traffic	Traffic
Erosion	Litter	History
volume and speed of traffic	pressure on wildlife	noise
Access - not clear where to get access other than NT and towns	start enf point for walks/facilities don't exist	
Traffic management	Population growth	It being a dynamic environment.

Hightown

Encouraging visitors	Keeping it clean	Education
keeping area clean	improve maintainence of nature reserves	improve visitor facilities
Glass on beach	Overcrowded parking	Charges at car park
Erosion of the coastline	Erosion of dunes by cyclists on specialist bikes	Litter

Marshside

Litter	Beach deterioration due to grassing over	Quality of paths
Cars on pavements making	Shop merchandise in Neville st making pedestrians	

pedestrians walk in road	walk in road
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Southport

Southport - disgusting beach : no sand	Birkdale - Disgusting beach : no sand	
directions	seating	finding litter bins
Climate change	Coastal erosion	Too much human interference (housing, waste disposal, exploiting the earth by fracking, at the expense of safe green/sand space and the conservation of rare species)
keeping it clean	over use	environmental damage
Attitude of Council	Mud on Southport beach	
Cleanliness		
access	facilities	cost
more landmarks towards the ainsdale southport end. we have the iron men, we have formby point then theres a huge opportunity in between there and the marshside bird reserve	Worried about how clean it will be kept if we don't have european standards	
Accessibility	Grass build up at Southport beach	Anti social behaviour
birds	vehicle access	too many rules
Too many shops	Not enough signposts	Not enough visitor facilities
No bins at start of Ainsdale Fishermans Path walk	Cant walk Dog on Southport section of beach	Poor parking at Ainsdale and Birkdale
Continued concervation of the amazing coastal flora and fauna	overdevelopment of the coast	
Themed signage.	Vandalism.	Understanding wildlife.
Overgrown	Litter	Sand on path
Erosion	Litter collection	
too developed in places	too many cars	Think there should be less parking on the beach
Queuing to park	Cost of parking	Lack of signage
Being allowed to walk dog on beach as lack of dog walking now in the area		
Public toilet availability	Maintenance of beaches	Dog fouling and general litter, plastic bottles etc
Too much sand on path	Not tidy	Parking prices
Accessing information about our coast	Rubbish on beach	
Litter	Dogs off lead	Toilets

See above	Above	Above
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No Primary site identified

Beach erosion/loss of dune habitat	Litter - especially dog poo bags	Endangered species (Natterjacks/sand lizards)
Communication	Participation	Cooperation
Cleanliness	Access for all	Sand and not mud and grass - Southport
Litter	Vandalism	Cleanliness

Q14. Please use the space below for any comments you have on the proposed Strategic Priorities.

Verbatim answers split by primary site that they visit

Ainsdale

Funding and resources have to be allocated and in place to deliver the priorities. I am convinced this is the case
We are fortunate to have an extensive coastline so surely there should be room for all of us to enjoy. I think that there is great work being undertaken in conservation but I think that it is unfair to put a complete ban on cars on the beach without having to pay. Our beautiful coastline should be there for us to enjoy without us having to pay for every visit. Not everyone can afford to pay. We are trying to encourage people to stay healthy and enjoy the outdoors.
It would seem that Coast and Courty are not really interested in tourism. Their aim is to prevent visitors to the LNRs and beach. Rangers have expressed that viewpoint and this survey does too.
I walk my dog everyday in the Ainsdale and Birkdale sandunes. This keeps us both healthy and fit. I have no concerns about my safety and find the people and dogs I meet friendly and approachable. I walk my dog "off lead" once away from the road. In an hours walk I see a few people and generally they also have dogs "off lead".
Why don't we have a a cafe, toilets, mini-shops, in a large visitor center with free parking at or near the Ainsdale beach entrance. It could be a private initiative on council land. This would encourage more visitors to the area which would bring in more revenue to the Southport area.
They are very generic so hard to disagree with but I would have liked to have seen something specific about local residents/council tax payers rather than being lumped in with visitors in general.
Need to sort out free parking a bit futher away so people can park and then walk to the beach like Salou making it look beautiful and not like a car park and litter everywhere - limit Icecream vans - limit horse boxes etc - limit dogs - it should be for kids and families to walk, play etc - have special events like sport, music, etc
I would add maximizing the value and use by the public whilst protecting the environment. The above may have the highest Strategic Importance but may not be the Strategic Priorities. The Highest Strategic Priority is more likely to be developing a more effective Operating Model and Stakeholder Strategy. Looks like the other stuff is well understood.

Ainsdale and southport should encourage visitors to the area, instead of discouraged, beaches closed, inadequate parking spot and facilities. Children and their families should come and see nature, explore the coast and its flora and fauna.
The second point is deliberately evasive.
Tourism is incredibly important to Southport, so why are visitors banned from parking on the beach so often and for the whole of October to March? Ridiculous! At very high tides, yes fair enough but the rest of the time it causes chaos as there is no alternative parking available. Cars have used the beach from Ainsdale to Southport for a hundred years and should be able to continue doing so. The green beach is a disgrace and an eyesore. There is plenty of dune habitat, we don't need more.
The coast should be regarded as a gold mine to the sefton area. Southern areas in Devon etc are no more beautiful than Ainsdale and Formby but we fill them with cheap fairs, places like pontins, allow people joy riding on the beach. We could make a lot of money locally from our setting. Pontins needs to go and a leisure development that is respectful for to the nature reserve should be developed. Once pontins has gone, the sands pub would be invested in. The attached lake is under used and could be developed for boats, benches, hides, picnic areas etc. protecting wildlife and eco system so important but sometimes so much emphasis no one is allowed to enjoy it. Toad hall she be developed, with coffee shop, restaurant, beach bike hire underneath . There should be more tours and learning opportunities for people to understand about the reserve. People should be charged for parking and this should fund wardens and security on all times even in winter. Formby squirrel woods is a fantastic asset but again something respectful to its environment like a treehouse in a small part would be great serving refreshments. We should be proud and try to start to engender the respect the reserve deserves
I'm sorry but I couldn't find any mention of these 3 strategic priorities in the consultation document. The document has 4 references to 'strategic priorities' but nowhere does it list them or give any indication what they actually are. I also think that people should be at the heart of this plan and they don't appear to be. There should be a strategic priority relating to the health and wellbeing of coastal communities. With regard to the visitor management issue - I strongly agree that this is a priority but the wording could be improved.
Don't know what is meant in Q13 point 3 to comment. Whilst strongly supported conservation, I also think tourism & facilities are important. Southport has commercial opportunities whilst other areas could develop more outdoor activities e.g. Hiking,

Crosby/Waterloo

Pleased to see at last the Coastal Plan moving up the ladder
Have more information to tell people about the coast
More benches and tables or chairs to sit on. I think there is a need to look after the beach and pick up the rubbish
Looking after the visitors who visit the coast and to keep everybody safe - more security Dog mess/fowling and dog bins - keep the coast tidy More benches needed
Tell people how to look after the coast More police around
I think there is too much litter about
I would like to see the coastal areas high in tourism but ensuring there is no impact on nature/environment. A clean safe place for all ages to enjoy. Possibly a board walk from Bootle right through to Southport with various stop off points would be great. Also cleaner sea water (not sure how - but wishful)

<p>It would be nice to have a promenade along the whole front from seaforth - waterloo - brighton le sands, blundelsands, instead of the mish-mash that we have now. Tourists have said to me what a mess and disappointment, coming to see the iron men - Walking across the marina grass from the car-parks, the section at Brighton Le Sands is an assault course with blown sand. I know it must be a hell of a problem for you!! I do LOVE my beach. I have been fishing and scrimping for pleasure for over 50 years and I am 74 and I walk it more than ever, as I am retired. Thank you</p>
<p>Lots of management speak would help to translate into action</p>
<p>The sustainable conservation of this area is key</p>
<p>They all follow on from one another, but they could be all summarised as " Put developing the visitor economy at the heart of the development plan, whilst preserving and sustaining the environment. See the Somme estuary developments and infrastructure in Northern France</p>
<p>Clearly thought through and attractively presented</p>
<p>Create a cafe and facilities at Hall Road. It's been done at Otterspool Why not here? This would be somewhere to take our service users and be used by many of our aging population and also put some activities in for the children. These things would compliment the iron men.</p>
<p>Economic competitiveness is not the key priority for most users of the beach, all we want is a well maintained, clean environment that our families can enjoy, we do not want to loose any of our coast to business development, which will encroach on our peaceful enjoyment of our beautiful coast.</p>
<p>Stricter rules on people who leave rubbish. More recycling bins for plastic bottles etc. Stricter rules on drinking alcohol</p>
<p>I don't understand the third strategy. " Competitive coastal economy"? Are you referring to parking charges? I agree with the first two. Sometimes I think trying to hold back the sand dunes in Crosby is pointless. I played in those dunes in Seaforth over 50 years ago as a child. Then the Marina and promenade were built but for all these years the dunes have fought back. Maybe the money and manpower could be used just keeping the huge litter problem in order. More investment is needed particularly from plastic. Our coastal environment and wildlife are threatened by plastic.</p>
<p>The conservation of the habitats of wildlife is vital. Sustainability and encouragement of environmentally sound practises are important too. Solar powered buildings along the coast. Facilities and information for cyclists</p>
<p>the coast is a natural resource - its important not to sell this out in order to create a strong economy. A strong economy is only justifiable if the the other 2 objectives are fully met</p>
<p>Drop car parking charges</p>
<p>Don't understand why a beach voted in the top 10 in the world for sunsets has been ruined by wind farms! And no local benefits realisation to be seen.</p>
<p>I wholeheartedly support this proposal and think you could learn from working in partnership with the National Trust whose experience and knowledge. They could help Sefton avoid any unnecessary costly mistakes from lack of experience.</p>
<p>I believe the Coastline is Sefton's to look after for future generations - I don't believe you have the right to sell off land for housing or profit - we need to maintain these green and open spaces and encourage plant and animal diversity as well as space for people to 'be'</p>
<p>While the natural environment is very important, so is the availability of recreational spaces for people - who are of course really part of nature as well. The areas need to be managed to benefit both, and if this means closing some areas to people, so be it.</p>
<p>Totally agree</p>

There does not need to be any further expansion of the port unless the appropriate on shore infrastructure is completed first (not after).
There are rumours that there will be restricted access to dogs. I think that this would be really unfair to the majority of responsible dog owners who visit every day of the year and are often involved in cleaning up rubbish on the beach that non dog owners have left.
the parking fee structure is totally wrong - as it is for all of Crosby.
has to be more done to increase/sustain wildlife as the local urban areas are only going to increase
Concerned about dogs off leads and dog mess
I visit Leigh-on-sea regularly to see my good friend from school. They have a tiny stretch of coast in comparison to Sefton, but they utilise it so well. Fish and Chip shops/restaurants, public houses, public toilets, cafes, ice cream parlours, etc I suggest Sefton council visit places similar to these to see what can be done quite easily. It should be our major attraction and bring in much needed revenue, to the council and local businesses.
People need to stick to paths and not wander on the sand dunes and grasslands
Agree with sustainability, but competitive and economy usually means cheap and nasty
I don't believe that dogs should be limited in their access to the coast.
Not sure visitor numbers have ever been 'managed' but parking to pay will put people off....
I agree with the aspiration, but as with most things in this area there is alot of talk, plans, non-elected groups ...but little action
I dont feel like the area representing a competitive coastal economy should be such a high priority, its natural qualities speak for itself and it should be an area that is divorced from development focusing on its natural qualities
We have a valuable asset, please do not think that you can commercial it without being socially aware... open your minds, there are people out there that could enhance the place without destroying the place. Be clear with your requirements, think about the future and suststaining public services through good growth and commerce
Would hate to see it commercialised and just about profit making.

Formby

THE CONSERVATION OF THE COAST SHOULD BE TOP PRIORITY & NOT A MONEY SPINNER FOR SEFTON COUNCIL - I. E. PARKING CHARGES, ICE CREAM SELLERS ETC. - ALSO THE NUMBER OF CARS VISITING ESPECIALLY FORMBY REDUCED - MORE USE SHOULD BE ENCOURAGED AT AINSDALE AS FORMBY IS TO SMALL & EXPANSION AVOIDED AT ALL COSTS - THINK OF THE LOCALS. AINSDALE HAS THE ROOM FOR EXPANSION. COASTAL ECONOMY SHOULD BE BUFFERED AWAY FROM THE BEACHES - THIS IS WHAT GOES ON IN SOUTHPORT & CROSBY & LIVERPOOL. NOT ON NATURE RESERVES. ITS THE WILD LIFE THAT NEEDS LOOKING AFTER NOT PEOPLES WALLETS.
Please help the entire coastline, not just Formby lifeboat road. There is also the area near the firing range.
Third statement is beyond stupid, competitive with what?
Different parts of the coast should have different priorities. For example, Southport and Crosby can be economy focused whereas Ainsdale Formby and Hightown need more of a conservation focus. All areas need to encourage visitors but for different

reasons.
I am concerned you may prevent dogs on the beach. Most regular dog walkers are very respectful and their dogs are well behaved. Please don't penalise us all.
A coastal economy for Formby would be fantastic but there needs to be more done to make the beach area more of a full day out. Refreshments are necessary - café provision on a permit basis for sunny / busy days would be the ideal solution. This needs to be on/nearer the beach as a couple of ice cream vans on the car parks, which are far too far away to traipse back and forth to are not the solution. Extra toilets and bins to cope with the increased demand would be required.
The last two come with some caveats. Does coastal tourism need to be increased, and does that naturally lead to an economy based on an unsustainable resource? Would spreading visitor pressure over the year be a more manageable goal? Could 'quality over quantity' of tourist work here e.g. ones that later spend a relaxed time in cafes and bars in the local village.
Visitor centre at formby would integrate community more and also tickets to get in may reduce visitor traffic. Maybe traffic light system (red-very busy, no spaces/green, spaces available) advertised on social media more than currently communicated to pre advise/reduce congestion
Increasing tourism is great but the natural habitat needs to remain as is
I think they sum up perfectly what the objectives should capture
Agree with tourism side but there is often litter left, and all the bricks are sometimes a hazard
THE CONSERVATION OF THE COAST AND ECO-SYSTEM SHOULD BE TOP PRIORITY & AND NOT BE SEEN AS A CASH COW FOR SEFTON COUNCIL TO MAKE UP SHORTFALLS FROM GOVERNMENT.- VISITORS TO THE COAST ESPECIALLY AT FORMBY IN THE SUMMER ARE TOO MANY FOR THE AREA CAUSING CONGESTION FOR LOCAL RESIDENTS NEARBY & VISITORS SHOULD BE RE-DIRECTED TO AINSDALE WHERE THERE IS ABUNDANT PARKING & ADDITIONAL FACILITIES. - JUST TAKE THE N. T. AT FRESHFIELD THEY SUFFER AS FORMBY DOES.WITH THE INCREASED TRAFFIC OVERCROWDING. - BY THE WAY I AM NOT A NIMBY!
These would be my top 3 priorities. See the responses I gave to questions 11 and 12 before I had sight of these Coastal Plan priorities.
Please don't let fracking come in to this area it would be ruined. We have so few areas of natural beauty these days, please please don't let us lose the beach, woods, wildlife and our safety for a pathetic attempt at squeezing the earth's resources further than is wise.
We must protect the coast from any dangers from proposed fracking
Create areas of separation especially free roaming dogs being kept out to allow areas for ground nesting birds, make sure no fracking can happen on or under the land the land and keep the space as natural as possible. Minimise traffic impacts
I do believe that education, particularly on a local scale, is of equal importance in promoting the future well being of the coast.
No access or restricted access zones are necessary to ensure that coastal wildlife is protected. Recreation and access management must be developed with nature conservation management to achieve the best results.
Surely the best tactic is to attract visitors to the coast to generate revenue and create sustainability, not extract revenue from current visitors who move elsewhere, and do not recommend the Sefton coast line to there friends and family.
I think you've identified priorities very well indeed. I've been a very regular beach goer at formby since I was a lad in the 1970's. Back then there was a lot of oil in the sand,

<p>dumped by ships out at sea. It was vile. Now the beach is clean and I notice folk are WAY more mindful of taking home litter than 20 or 30 years ago. The community values it far more and I think they like being involved. It is sympathetically managed and a credit to those involved.</p>
<p>More dog friendly routes for people using it day in day out along with facilities to bin poo along newly.marked paths. Maybe washing facilities from rain water</p>
<p>Living in Formby it is a nightmare when there is lovely weather. There are far too many people who come for the size of the area. Add to that the number of dogs that they bring with them, some of them clearly out of control, makes going to the beach on a nice day out of the question. I have two small children and we don't feel we can enjoy tge lovely places on our doorstep because of inconsiderate dog owners.</p>
<p>Given the vulnerability of the coastline re coastal erosion and storm damage, anything which helps to protect the area has to be a priority.</p>
<p>Too much traffic. Live on route to beach, don't use our local patch of coast on sunny weekends/holidays as too many people there, many of whom do not respect the place judging by the amount of litter left. Fed up with the volume of traffic. A change in the weather one Sunday meant gridlock in our area, traffic stretching from Cross House Inn to the Lighthouse roundabout. Too many houses being built here, increasing pressure on the coast and yet more traffic.</p>
<p>No need to increase tourism will only ruin what we have</p>
<p>natural flood management excellent - need more environment for nature so less hard surfaces. worried about plans for more roads, more roads only leads to more traffic. far too much traffic. Need alternatives to car, far too much traffic on roads, volume and speed a worry. have lost count of number of red squirrels I have picked up which have been run over. walking etc need to be encouraged, needs to be a crackdown on parking on pavements, the built environment needs to be more pleasant to encourage more urban walking/cycling. too many houses being built in area. is there really such demand? they only bring more pressure on coastal strip and, yes, more traffic. no mention of fracking, surely a big issue for water management, pollution events, traffic, loss of green/agricultural space. too many visitors to the coast do not bring any positives but leave too much litter. don't go the coast ourselves at busy times, depressing to see the amount of litter etc people leave at times. too much anti social behaviour at night on dunes/car parks, fireworks, drug parties - after which they presumably drive. camping, caravans using the car park as a site. too many dogs/people trampling over potential nest sites how many more visitors can this area take? surely too much visitor pressure on an area makes it increasingly unpleasant for residents, how do you measure sustainability? I hear the variety of wildflowers etc on the rifle range is amazing because of lack of visitors - what is the future of the rifle range and why can we not have the same range/volume of 'nature' over a wider area. nature increasingly confined to tiny areas due to human pressure we need to do more to help it.</p>
<p>There is a need for long term conservation for whole coastline, not just short term development.</p>
<p>The National Trust SHOULD NOT be able to close the Sandhills, pinewoods or shore at Lifeboat Road. The National Trust should proactively manage the traffic on busy days And./Or make a contribution to the cost of policing the area. There should be a sign on the Bypass that says that the car parks are full and that the wait is n minutes.</p>

Hightown

There needs to be a balance between promoting the area as a recreational destination whilst preserving the natural habitat. As a Hightown resident, the worst thing for us has been expansion of the coastal path, which is rapidly being seen as a cycle path. Our peace and tranquility has been shattered forever and the promised eco finish to the path at the top of Blundell Road was replaced with Tarmac. So much for an area of natural beauty.

Southport

Southport has the worst beach in the country. We have business colleagues from all over the world who visit the town regularly. Every one asks why the beach looks so unsightly with unkempt green areas rather than sand. We should be thoroughly ashamed of our beaches. Because of the absence of sand in Southport, we are grammatically incorrect to use the term beach
Protected areas for certain species High interest areas with charges Wayfinding apps for mobile phones
On paper very good. It must be holistic recognising the inter-dependence of plants, animals, humans alongside sustainable economic growth and a safe and clean social environment. Fracking is the biggest threat if Aurora gets its way with the Sefton Council which even if it goes against it, central government under conservatives will over-ride. They have done this to Fylde Coast. FRACKING WILL RUIN SEFTON COAST economically, socially and environmentally with an increase in heavy traffic, visual presence of rigs with leaking methane and polluted water supply. It has been banned in many countries.
The Marshside Nature Reserve could be so much more and the Eco Centre is not publicised enough The beach area has too many car parks
We are lucky to live & work with a zone of stunning value, the challenge is to make the assests work now for our children & grandchildrens benefit.
I think that there should be more use of public transport - the park and ride is close to the beach in southport so why do people need to park on the beach.
Sounds like an excuse to leave the grass on the beach
What does development of a sustainable and competetive costal economy mean? If it means listening to local voices about what hinders the economic wellbeing of coastal businesses and activities, then I strongly agree. But it means the council will need to change and actually start listening to those voices.

No primary site identified

Tell people how to look after the coast more police around making sure people pick up their rubbish after eating on the beach
get the above balance wrong and the economy will not be able to provide for all parties.
Southport especially has been neglected as a beach under the guise of a natural environment. The natural environment exists at Marshside where all the birds are (not on the RSPB's stupid "bird field"). Return Southport beach to a beach next to a seaside resort.
Managing dog walkers and educating them on their responsibilities to others and conservation- keeping dogs under control and poo. Keeping the beaches clear of litter, glass and general rubbish and how that impacts on wildlife

Q19 Please use the space below for any comments you have on the suggested Big Challenges.

Ainsdale

<p>You need to facilitate access to the beach for disabled users and open the beach ALL year round. Closing the beach to tourists is not good economically. Revenue is required for sustaining council funds and creating jobs.</p>
<p>Have given up with this survey it is pure jargon !!! The people of seftom want to access the beach in safety with the knowledge that Sefton council behind the scenes aren't spending thousands on this type of consultancy . How many people have answered this questionnaire and how many people like myself gave up now. Open the beach for the Sefton residents for free charge outsiders and set up More community groups to manage the issues. Simple why make things so complicated with jargon from consultancy companies ridiculous</p>
<p>Include making the best strategic use of the coast for the community and the nation.</p>
<p>Re. Investment in Management - please invest in someone as an alternative to (name removed). He has no idea how to run the beaches and coastline.</p>
<p>There needs to be better transport facilities to the coast. Liverpool is developing more and more and we should capilise on this we have wonderful assets and should try and capture more tourists busing the city. Previous councils were short sighted and got rid of the railway that used to disembark at Ainsdale beach. With the transformation of the dock area over next 30 years a fast green shuttle along the coast would be amazing bringing people to our great coast like. Nature reserves like ours around the world are respected, used more we need to develop our assets. We also need to develop it as a golf resort and let black pool do the tacky beach fair thing. Lytham st Anne's is a great example to Southport. Is there a way we could link up boat transportation and travel with liverpool</p>
<p>How do the Big Challenges link to the Strategic Priorities? Resourcing will always be an issue - this plan is an opportunity to demonstrate why coastal management should be resourced and to use to unlock future funding sources, whatever they may be. It is not a deal breaker if no sources can currently be identified. Coastal resilience - strongly agree with the concept, disagree with the way this is worded. Given that visitor pressure on natural sites was the key driver for developing this plan it perhaps deserves to be a big challenge in its own right. Investment in infrastructure and management - management is already mentioned in the sustainable resourcing. Does it mean infrastructure management? Sustainable economic growth of the Port and housing and employment growth are challenges for the Local Plan not the Sefton Coast Plan. They are factors which impact upon the coast and the Plan should consider the issues posed by these and support, where appropriate, sustainable solutions but given that the focus of the Plan seems now to be what the Sefton Coast Landscape Partnership can deliver it might be more appropriate to have one big challenge incorporating the impacts of economic and population growth on the coast.</p>

Crosby/Waterloo

<p>Sefton Council to try and get Peel Ports to put money into the Coastal Plan</p>
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<p>It is important to have economic growth of the Port of Liverpool but it shouldn't encroach on the marina we have and the same with housing and employment. Employment could increase on maintaining what we have</p>
<p>I feel Sefton is the poor relation!! compared to the proms at Liverpool (Albert Dock to Garston) and the prom at New Brighton to Seacombe. Wouldn't it be nice to have a nice stroll from Hall Road to Seaforth without the assault course and a loo at either end. I feel for the rangers and tractor workers on the front - they do a good job and work hard. PS In the 1960's before the Marina was built there were no sand dunes. nature will always win</p>
<p>Whilst the last 2 are important, they are less so in terms of their impact on the Sefton Coast.</p>
<p>We have lots of brownfield sites for housing growth, and you are already encroaching on green belt land in Sefton we don't need anymore growth near the coastal area. Peel Ports should never have been allowed to build the new dock this is a disgrace to local people, they do not rely on Peel for jobs, as Peel sacked most of them in the 80's and 90's. We would prefer Sefton Council to work harder and building alternative economic growth, through investment in local small businesses, training for young people and stronger employment requirements to allow local people to access local jobs</p>
<p>This is already a heavily populated, crowded, air polluted (due to traffic area). Unless alternative transport to roads is invested in we cannot take any more traffic from increased port use.</p>
<p>I don't understand what is meant by a number of the titles. I would need to see the proposals in more detail. The Port of Liverpool does concern me though. Peel Holdings have invaded more than land. They have taken our peace and health with their noise, smells, pollution etc. I live close to Blundellsands and I'm affected by the noise of the docks and recently that dreadful oil or fat smell that always hangs around the Bootle Rimrose Road/Seaforth area. Peel will stop at nothing for a profit so if they continue to behave in the River Mersey as they have done with poor Seaforth, Bootle and now maybe Rimrose Valley there is no telling what they would do to our coast if not monitored.</p>
<p>Peel ports should be held accountable for their production of pollution. They should fund infrastructure. It is vital our green spaces and coast are protected as the ecological value could not be regenerated easily if lost.</p>
<p>some are far more important to me than others. Maintaining the coast as a natural resource is more important than developing it as an economic resource. If all of these things can be balanced then that would be great. If they can't then housing and employment growth and economic growth of the port of Liverpool must come below the others</p>
<p>The growth of the port of Liverpool needs to meet everyone's needs not just that of corporate business. They do not seem to care about the environmental impact of those of us living close by. They need to consult with us and listen to how its growth will impact on us and our coast line</p>
<p>By engaging with and utilising the community, projects could be organised which could help to manage the coast. There are a lot of schools within walking distance of the coast, they could be a focus for organised beach cleans.</p>
<p>why is "infrastructure" and "Management" put together? Investment in infrastructure is great, spending on management is not, if it means more consultants and stupid questionnaires</p>
<p>Changes cant happen unless we sort out the basics - the causes of a polluted environment - industry and increased freight</p>

As long as the growth of the economy doesn't impact excessively on the landscape and wildlife of the area. Finding the right balance is key.
While the last three items are important they are wider than Coastal - and are probably a distraction for this exercise
Housing and employment on the coast... are you actually nuts!? Its an area that is praised for its natural and unique beauty and is under threat by climate change. THIS IS THE LAST PLACE IN MERSEYSIDE WHERE HOMES AND EMPLOYMENT LAND SHOULD BE LOCATED!!

Formby

Not really agree or disagree statements. This is a terrible survey. As someone currently out of work, even with a degree, I could have produced something much better.
Port and housing are threats to the natural coast
Why do you need more management?
Peel Holdings are responsible for the Port of Liverpool.
They are a clear outlining of the potential conflicts that must be resolved along the Sefton Coast.
THE NATURAL ENVIRONMENT HAS TO COME FIRST BEFORE HOUSES & EMPLOYMENT. AN OLD MAN ONCE SAID TO ME "YOU HAVE TO LOOK AFTER THE LAND & DON'T LOSE IT - BECAUSE THEY DON'T MAKE IT ANY MORE".THERE NEEDS TO BE A BUFFER ZONE BETWEEN THE TOWNS OF LIVERPOOL & AND ITS SUBURBS & THE SAME AT SOUTHPORT. - WITH ALL THE NATURE RESERVES AT FORMBY IT WOULD BE CRAZY TO BUILD MORE HOUSES - MORE CARS - MORE FACTORIES. - WE SHOULD BE EXPANDING THE NATURE RESERVES & LESS HOUSING.
I view the first 4 challenges as Sefton Coast specific. I view the last 3 challenges as being applicable on a broader scale - to the sustained development of the whole of Merseyside. Such investment in the economic and domestic infrastructure should be addressed on a regional level.
Nature Nature Nature - we humans have enough lets give something back.....
There must be crossover between developing plans for nature and access. Sometimes it seems that there are years when nature is the priority, then years when access is the priority- the way forward is to integrate the two aspects of the coast from the start.
I love the idea that this amazing bit of our area can generate some jobs and education opportunities whilst protecting and conserving wildlife and the terrain.
Too many people, too many housing developments near sensitive areas, too many cars, heavy wagons. Concreting over a nature reserve so we can import more tat from abroad? How sustainable is that?
Stop building on green belt , and stop changing green status belt land to land you can suddenly develop. Start listening to community's about what they want and not how you can extract revenue at the expense of the community. You save money in the wrong places
fracking not mentioned. the threats (apart from fracking) were covered but not sure about the resolutions for example it was recognised that housing development close to the coast is a threat to wildlife yet there is no mention of curtailing such plans. any strip of land seems to be regarded as a potential housing cash cow, any other considerations, environment, traffic, infrastructure, barely considered. its just too

crowded here. some day visitors seem to care very little for the area they are visiting. depressing. not sure what economic benefits day trippers bring, although its nice when others appreciate it sometimes there are just too many people. other areas, such as urban parks could be managed to be more wildlife friendly and also take some of the pressure off the coast. beachsafe a good thing, needs extending to other times and wider area.
Need to protect the coast from the port of Liverpool and more houses
The big challenge will be once the UK has left the EU when environmental legislation/regulation are loosened. Fracking will also impact as the geology under the coast comes under pressure.
Any additional housing would be significantly detrimental to coastal and Greenbelt areas of Sefton.

Southport

The multi-national companies and central government must recognise the wishes and needs of the local people in the port of Liverpool and the application for fracking by Aurora. This has happened by Cuadrilla in Fylde where the conservatives and this multi-national firm have totally disregarded the wishes, safety and welfare of the local residents and the environment
What the hell does most of this mean? For example "Identification of sustainable resourcing for the management of the coast" It is only relevant to the sort of people you have paid to dream up the survey.
Where is the marketing plan, selling the benefits of this zone ? Visiting for events & leisure is relatively simple, but we need to develop key messages around the benefits and advantages of living & working on the coast. e.g. Brighton as London's coast, we are the coast for Liverpool. ~ Manchester & The Northern Powerhouse !
Agree with employment growth but not sure what you mean about housing growth. Don't want houses built near beaches or conservation areas.
I think the growth of the port of Liverpool will have an adverse impact on the Sefton Coast's natural beauty and wildlife

Q20 Please use the space below to let us know if there is anything else you would like to say about the Draft Coast Plan

Ainsdale

Please keep in mind that each organisation only manages their part of the coast on behalf of the people they are accountable to, the organisation itself does not own the land.....local tax payers do. The idea of Sefton Council handing over land owned by their local residents to a private organisation i.e. The National Trust is appalling.
The plan suggests that we have 7 major challenges and need to develop plans to address them. It didn't suggest any major initiatives or indicate any major challenges facing the teams/partnerships responsible for undertaking the work (other than funding). So where are we. Do we have everything under control and just need extra funding, do we need to start developing proposals from scratch, do we need to redesign our business model and/or programme model, what is the gap between where we are and where we need to be. How do we introduce "Smart" programmes and engage with the public.

The format is very poor and it is overly wordy, with long and complex sentences, terminology not always defined in the glossary and, currently, quite a few grammatical errors and incomplete sentences. In terms of layout it needs a succinct summary (no more than 16 pages) which sets out clearly: -who the plan is for - the vision (not Sefton Council's vision - that should be in an appendix as it is confusing having 2) - what makes the Sefton coast special - succinctly, with some facts and figures to excite people about how wonderful the coast is. This section should introduce the fact that there are detailed topic papers - there is then no need to duplicate the front end of each topic paper in the summary document. I was incredibly frustrated to find I didn't get to the meat and bones of the document until nearly the end of the document. - the 7 (or however many you end up with) big challenges -the 3 strategic priorities - which currently aren't listed at all and how these address the big challenges - the strategic actions from each of the topic papers (NB if these then don't easily align with the above and make sense it becomes clear that more work needs to be done on these). - delivery mechanism - who (the partnership AND other organisations - please note that throughout the document reference is made to the SCLP 'and other partners' - this should be 'and other organisations' as they may not consider themselves partners) and how - the delivery plan - reporting mechanism and timeframe for review/refresh There is a huge amount of duplication throughout both the Plan and the Topic Papers. A rewrite is needed to tighten up the text and express it more succinctly - say it well and say it once. There is also overuse of diagrams, some of which appear pretty meaningless when you really think about them. Again a rethink of the content would be useful here. There is a need to revisit the writing style - it is cumbersome and in some places quite patronising. It is not in plain English. Sefton Council and the North West Coastal Forum collaborated on a booklet on ICZM some years ago; I can supply the text from the ICZM principles which explained them simply if that would help. There is a reference to the 2006-11 Coast Plan as 'adopted'. As far as I am aware that plan was never completed and so was never adopted. I do appreciate the tremendous amount of work that has gone into getting the Plan to this stage, and the complexity of the job in hand but overall I think the actions lack ambition and there is a lack of policy to provide direction for people and organisations working on the coast. If suitable amended it could be an extremely valuable tool for the people and organisations in Sefton - and further afield - and be a major aid to facilitating the join up between marine and terrestrial planning and I hope that my comments, which are meant constructively, will help to achieve this.

Crosby/Waterloo

I think there is a lot of potential in the coast but at the minute it doesn't provide much recreational things to do for younger families who do not understand about the port and coast. I would like to see more facilities for people to enjoy a full day out at the coast instead of it being a walk as younger children will not enjoy as much

I know money is tight but if Sefton could just do one or two things to show Sefton residents that this is not just another paper exercise

More emphasis needs to be placed on the needs of people rather than the environment. The plan needs to go further to address the things that residents and visitors view as most important to them - good access, better recreational facilities and economically achievable access for all. In order to enhance the coast you need to first bring people to it so that they care about the sustainability of it. There is nothing that draws me to the coast at the moment so I don't personally invest in its sustainability. More enforcement around dogs and owners is crucial to make it a more welcoming

environment. There also needs to be better cafes and restaurants to make the most of the current trend and boom in people eating out. More things like amusement arcades would be good to attract people to the coast during the winter and on bad weather days.
I have visited many coastlines in many countries and the "wilderness" coast is declining as an attraction. As a destination, there needs to be other attractions to bring visitors in and help develop the visitor economy. I have lost count of the number of times I have spoken to visitors, many of them from abroad, who have enquired about places to eat, go to the toilet, read information etc. Any plan must include these aspects.
I feel that this questionnaire should have been posted to all residents along the coastal path, instead I found out about this through an individual's social media account 6 days after the consultation began!
It's vital that the primary aim for this coastal plan is not to charge more money for parking ,limit the places people can access the beach, or restrict access to dog walkers but the need to manage the litter that ruins the beach for so many of us.
I believe the Coast has been an integral part of what makes Sefton Special, I do not welcome large scale building developments on coastal areas. We are already seeing the eroding access to our coast with the building of hotel space at Crosby Lakeside and a new large adventure area, we want the land left open and accessible to all.
Need more information
Having a strategic plan is all well and good but what are you actually going to do?
allow for other activities at the coast eg. eating / drinking facilities with views, add more greenery and park areas, so people will still visit the coast but reduce the impact on one particular area i.e. the beach itself
We don't want the port area to be a dumping ground for the rest of the countries waste (e.g. Norton recycling) which is currently and indirectly negatively effecting the environment, wildlife and local population. We need a modern, clean and technologically advanced forward thinking industrial initiative. We also should seriously consider the use of rail to transport freight from the docks, the basics are in place, Peel Holdings need to invest in our future for the long term.
It's just another plan ... with some vague aspirations When there is soemthing more substantial it will be possible to comment further
how much did it cost? was it paid for from council tax?

Formby

I have no idea what the plan is. This survey is really poor.
Isn't this just a plan for the sake of having a plan, it's actually meaningless management waffle.
This plan should incorporate the reinvigoration of Formby village also. If people come all the way to Formby for the beach for a day out, it would be better if they could a) FIND the village and b) realise there are some good bars/restaurants to go to if only c) they could find somewhere free and easy to park their cars!!! THIS would help increase tourist numbers in the area.
Although the partnership working is strong, there is more room for engaging and growing local community groups. There is a strong sense of local ownership along the Sefton Coast. An engaged and understanding community would be a powerful asset in resolving challenges.
TIME & TIDE MOVE ON FOR EVERYONE - INCLUDING PEOPLE WHO ARE

FORTUNATE TO LIVE IN HIGHTOWN - FORMBY & FRESHFIELD. - THIS IS A GOLDEN OPPORTUNITY FOR SEFTON COUNCIL TO ENHANCE THE AREA ALONG THE COAST AND NOT TO OVER-DEVELOP IT. - AINSDALE HAS THE SPACE TO BE DEVELOPED THERE ARE LOTS OF EMPTY BUILDINGS ALONG THE SEA-FRONT TO PROVIDE VISITORS WITH VARIOUS AMENITIES NOT TO MENTION CAR PARKING FACILITIES - LOOK BACK IN YOUR ARCHIVES AT THE PHOTOS.
I would pay extra for Sefton to retain control rather than an autonomous and arrogant charity being gifted such a valuable asset. If it must go sell it at market value.
Perhaps we could make more use of the development of self managing volunteer conservation teams. There obviously would need to be a greater upfront investment in giving these teams the technical skills and equipment required to do the job but in the medium term it would, if managed properly and safely, pay dividends given the limited experienced employed staff available to support sustained coastal conservation and development.
Don't let fracking happen on our beautiful and precious coastline
It needs to be a strong tool to keep developers who are making money at bay, good development to maintain the coast as it is and to improve the area for wildlife is important -
I feel the plan is a little sparse on the actual detail about how the coast will be managed for change in the future. It is a useful summary of the problems faced but can it be seen as a plan if it does not outline any specific actions that will be taken?
No fracking. anywhere. bins with LIDS needed. its windy here. would like to see car use discouraged - more traffic control measures using green landscaping for instance rather than humps etc - more integrated path/cycle ways. no pavement parking. twenty mile per hour zones a useless waste of money and metal, putting a 20mph sign in a cul de sac of ten houses is a box ticking exercise, want to see real, practical more environmentally appropriate solutions. think like the Dutch. SUDS etc. to manage rainwater on roads. no more car parks/roads, they only need to more traffic, which you can probably tell, i'm increasingly concerned about. more done to help wildlife, fencing off areas for example. dog restrictions perhaps. we have the red squirrel here yet I don't feel they are valued enough, why cant road signs be put up warning of the possibilities of red squirrels running across the road. need more urban trees. thank you for the new ones on bushbys lane btw.

Southport

Yes, it's mostly bollocks.
Understanding & capitising on our natural assesets will depend on 'connectivity' in its widest sense.

Q 17 If you have any comments on any of the Topic Papers, please use the box below to record your comments.

<p>I walked the marina today with my dog. Walking back past the big lake on the path there was a young lad - maybe 10 - 12 in an electric wheelchair. On getting home, I realised he get up the path rising up to the prom. NO, it was full of sand blown in overnight. Mums with prams would really struggle.</p>
<p>I use the Ainsdale and Birkdale sandhills each day to walk my dog. I enjoy the landscape and nature but need the access to continue to do this. Good health and wellbeing are the result of the current access to this landscape. It would be nice if the Ainsdale Beach area had a better economy.</p>
<p>Do you REALLY fully understand what all these statements actually mean?</p>
<p>The Crosby Coastal Plan should include the ability to have refreshment and information sites all along its pathway. So that starting perhaps with the radar station, followed by lakeside, baths and then the coast guard station, there should be opportunities to have refreshments, coastal observation and examine visitor information about the whole coast and its history.</p>
<p>I just wonder how much Sefton has spent on consultancy i this project please advise</p>
<p>We need to protect our coastline and the environmental impacts of Peel Ports traffic on our health. This expansion of the docks will be so damaging that we cannot afford to loose anymore green/coastal space. Sefton Residents are already getting short changed by the Highways Dept and any further erosion of clean and green areas will have an even more detrimental impact on local peoples health and wellbeing.</p>
<p>I was losing the will to live reading all the paperwork you have generated & came to the conclusion you haven't said very much at all other than a list of aspirations or stating the obvious. Very hard to comment when I am left with pretty much no idea what you actually intend to do.</p>
<p>On partnership working: It is unclear how priorities will be determined across Strategic Initiatives, Tactical Initiatives, Business as Usual, and "Smart" Initiatives. It is also unclear how the public will engage and how communications will be undertaken. I would expect that A Stakeholder Strategy, Communications Strategy and Operating Model to be done hand in hand. I would expect the Business Strategy (or plan) to cover both Strategic Work and Business as Usual.</p>
<p>ACCESS. - ST. LUKE'S CHURCH ROAD - FORMBY - WHAT IS GOING TO HAPPEN TO ACCESS TO THE BEACH ALONG THIS & ALBERT ROAD. - REF: SIGNS "RESIDENTS ACCESS ONLY - VEHICLES WILL BE TOWED AWAY".. HAS THE MAN IN THE BIG HOUSE BOUGHT THIS ROAD? - SURELY IT IS A PUBLIC RIGHT-OF-WAY. BEING THE FORMER ROUTE ACROSS TO LITTLE CROSBY & INCE BLUNDELL. I WILL BE GRATEFUL IF SOMEONE COULD EXPLAIN THIS TO ME. THE HISTORIC ENVIRONMENT. - I HAVE BEEN RESEARCHING THE HISTORY OF THE COAST FOR MANY YEARS ESPECIALLY LIFEBOATS & SHIPWRECKS & WOULD LIKE TO KNOW WHAT IS PLANNED -IF ANYTHING ON THE OLD BOATHOUSE AT FORMBY. - I HAVE WITNESS A FEW TIMES WERE SEFTON RANGER'S LAND ROVERS & POSSIBLY SHRIMPING RIG'S ON LARGE TRAILERS - HAVE BEEN DRIVING OVER THE REMAINING FOUNDATIONS - SURELY THIS IS NOT CONSERVATION BY ANY MEANS? COASTAL EROSION. - IF THIS IS TO BE TAKEN SERIOUSLY WHY ARE HOUSES BEING BUILT SO CLOSE TO THE BEACH - ESPECIALLY AT ANDREW'S LANE FORMBY - & POSSIBLY MORE CLOSER ON THE FARMLAND NEARER TO THE BEACH. - THIS IS POSSIBLY THE AREA AROUND CABIN HILL - WHICH WOULD BE PRONE TO FLOODING MORE THAN ANY WHERE ELSE DUE THE LOW HEIGHT & DEPTH OF THE DUNES THERE (AGAIN THE OWNERS DOING THE WRONG THING FOR MONEY). ALSO BUILDING NEXT TOM THE RIVER ALT - THE NEARBY FARM</p>

CLOSE TO THE BEACH WAS NOT CALLED MARSH FARM FOR NOTHING. - SORRY FOR RAMBLING ON - BUT THIS WAS WHY THIS PART OF FORMBY WAS NEVER DEVELOPED AMONGST OTHER REASONS.
National Trust answer only to the Charity Commission which is not an effective control. Continuation of control by Sefton Council is answerable to the residents whereas the NT will not be. Keep the coast in Sefton's control.
I will comment after I have had the chance to fully digest and consider the content of each paper.
General comment - Make sure SMBC support National Trust, RSPB, LWT and other partners effectively to preserve what we have and stop any further encroachment and development - certain areas are already able to be better used - Southport seafront, Crosby seafront keep visitors to those areas leave other spaces to pedestrians and on paths
Regulation and control - Sustainable Economic Growth of the Port of Liverpool. Although The port operations provide important employment and wealth creation for local people, both directly and indirectly through other port-related businesses, I feel that this can bring about direct competition between a healthy and thriving environment and direct and indirect industrial pollution. For example, Norton recycling which pollutes the air and produces toxic run off of heavy metals into the river system. The expansion of the port has also seen a heavy increase in freight, again to the detriment of the local environment. What's the point of the plan if we don't sort these evident problems out.
I don't believe that dogs should be limited in their access to the coast.
General comments: The topic papers should each have a clear outcome which supports the overarching vision. What does a well managed coast look like for each topic? What are you trying to achieve? There should then be one or more policies for the topics, cross-linked/referenced as necessary, to guide action. Actions will change over time as some are completed and new ones are brought in. Without clear policy that people and organisations can sign up to there is a risk that not only do new actions not get added as time goes by but that other organisations struggle to work in ways which help to achieve the desired outcome. Policy should support but not replicate policies in other key documents such as terrestrial and marine plans. Assuming that what the Sefton coast needs can only be delivered by working in partnership is dangerous. Many issues do need addressing in this way but individual organisations also carry out their own activity (e.g. businesses) and may not need to work with others at all. However what they do can have great impacts and they may well be very willing to try and adhere to policy if they have a clear message what this is and why it is important. Overuse of the word 'strategic'. There are no non-strategic actions, issues, challenges or opportunities so the word becomes both redundant and slightly irritating. Also many of the issues are challenges and the challenges are opportunities. The majority need a rethink about what is actually being said and how best to express it. Consistency - some have introductions, some don't. Why the difference? All need references to the relevant Local Plan policies as this document is supposed to support the Local Plan. Only the Historic Environment Topic Paper does this. All need cross referencing to each other as appropriate. While the level of detail is generally good there are some factual inaccuracies and they should be, as far as possible, expressed in plain English. The language is over-complex, sentences are over-long and the glossary - which in any case isn't attached to the Topic Papers - does not capture all the technical terms used (e.g. 'scheme provider' - I think 'developer' is a more commonly used term for what I think is intended although I appreciate it may not be an appropriate replacement in all cases). Partnership working - I do not understand why the governance review section is here. Who is the audience for this? The questions in particularly seem totally inappropriate. I am a member of the SCLP Board and it is normal for partnerships of this nature to change over time as needed for the circumstances of the day. If there is a

need to say something about governance review some short text reflecting the flexible nature of partnerships and saying something along the lines of 'the working structure and membership of the partnership will continue to be reviewed at intervals by the Board to ensure the SCLP remains effective and able to drive delivery of the SC Plan'. Coastal Change, Climate Change and Adaptation: The coastal change part of this topic paper should be moved to the Flood and Coastal Erosion Risk Management section. Climate change should cross reference to this but also bring out more about the impacts of climate change on people and communities. It is very brief in how it deals with this and doesn't seem to take into account things like impacts on health (both direct impacts of temperature and indirect impacts like disease vectors, etc.) and possible increases in visitor numbers to the coast as people try to get away from hotter urban areas, or take more UK holidays as southern Europe and north Africa get hotter. The latter can be an opportunity for bringing more wealth to Sefton's communities but also poses a management issue re the increased pressure on sensitive natural habitats. FCERM - should incorporate the coastal change text. This section is perplexing as it seems to muddle who the 'we' is. This 'we' is clearly Sefton Council not the SCLP. There is also reference to 'man-made' structures. It would be more appropriate to use the term 'artificial'. The strategic action for the SCLP to develop an Adaptation Plan including a Sand Dune Management Plan to support the SMP should be in the climate change and adaptation section and cross-linked to this section. Energy: This section states that tidal lagoon proposals would need to comply with the SC Plan and the SMP, Neither are statutory documents. They may provide guidance and be considered during the consenting process but the wording needs altering to reflect there is no legal 'need' to comply with either. They would however need to comply with the Sefton Local Plan (as stated) and also the emerging North West Marine Plan (not mentioned). The offshore wind section states Burbo Bank was the UK's first offshore wind farm. In fact North Hoyle, in Liverpool Bay (albeit in Welsh waters) was the UK's first offshore windfarm, becoming fully operational 3 years before Burbo Bank commenced construction. The energy section also refers to landfill sites. This flags up that there is no topic paper dealing with the issues of waste and contaminated land, both of which cause coastal management issues, for example the asbestos in dumped rubble at Hall Road, and potential issues arising from erosion of munitions waste. There is also mention of oil spill response with reference to 'those responsible'. It is my understanding that, historically at least, Sefton Council co-ordinated the oil spill response plan for the Sefton Coast in conjunction with the other land owners and relevant agencies - all of whom are part of the Sefton Coast Landscape Partnership. Water resources: the invasive species mentioned here are purely freshwater. Marine invasives are mentioned in the climate change section but could usefully appear here too. Marine water is also a resource (for people and wildlife) and so should be properly considered. Appropriate references need making in the strategic action on the need for the Water Resource Management Plan to link as needed to bathing water plans, FCERM plans and strategies, and catchment management plans. Marine invasives and marine litter along with other sources of marine pollution are indicators of Good Environmental Status of marine waters under the Marine Strategy Framework Directive. Other descriptors of GES may also be relevant to mention here in terms of a healthy aquatic environment. I note that on page 44 this topic paper refers to the MMO licensing fishing activity. The NW IFCA is the fisheries management regulator for inshore waters as described in the fisheries section of the economy topic paper. Skills: this needs to refer to the value of skills and learning to wealth creation, attracting inward investment and improving social cohesion and capacity building in local communities. Regulation and Control: here, and in other places in the document, there is mention of all the members of the Sefton Coast Landscape Partnership signing up to the Marine Management Organisation's Coastal Concordat. The first point is that it is Defra-led, not MMO-led. And for many organisations it is not possible for them to sign up to it. The Coastal Concordat is

an agreement between local authorities and regulatory agencies such as Natural England, the Environment Agency and the Marine Management Organisation to effectively provide a single point of entry for developers into the consenting system. This Topic Paper also needs to refer to the Marine Strategy Framework Directive, the Maritime Spatial Planning Directive and/or the supporting UK legislation and also the Flood and Water Management Act. Reference to the enabling UK legislation may be more appropriate given Brexit. Also in this section, on Page 31, it says it 'follows the established principle that it should be assumed that these mechanisms of control will operate effectively, and where necessary in an integrated way. Therefore the Sefton Coast Plan complements (note spelling error in the document text) by identifying opportunities for partnership action especially where the existing system of control and regulation is not well integrated.' This is contradictory. It should be noted that in both the Marine and Coastal Access Act and the Maritime Spatial Planning Directive integrated coastal management is seen as the key mechanism to support integration of terrestrial and marine planning at the coast. It cannot be 'assumed' that it will all work smoothly - if it could there would be no need for the references in the legislation for ICZM and land-sea interactions. A key role of the Sefton Coast Plan should be to facilitate better coherence at the land-sea interface of both systems of planning and this should be writ large on the Plan. Economy: should include the energy topic paper. Health and Wellbeing: partially regurgitating another strategy is poor practice and confusing. If it must be done it should be in a box or some other format which clearly separates it out from what is original Sefton Coast Plan text. I think the strategic objectives and outcomes on pages 20 and 21 should be removed completely. Refer people to that document, don't reprint parts of it. The whole section needs a rewrite to focus in on how the Sefton coast can contribute to improved health and wellbeing. The heading is there but the wording needs clearer focus. Access and Recreation: Golf - page 12 refers to 'natural and man-made golf infrastructure'. This should be 'natural and created' or similar wording, however I am not sure what 'natural' golf infrastructure actually is; sand for the bunkers perhaps? Major sporting events as described may fit better into the the visitor economy Topic Paper. And perhaps the heading could be 'sports and recreation' here? There doesn't seem to be any mention of sailing.

Life long learning: the beach unites all age groups. I think young people and their contributions are well worth taking renewed focus on. I think the younger generation are really commendable; better educated and more in tune with their environmental responsibilities. Develop this and you'll have conservers of tomorrow already trained up.

Not read them so can't comment.

There are possibilities to engage with a number of training providers within Sefton which are able to deliver a range of low level educational programmes which will lead to progression either onto further learning, volunteering or employment. there needs to be good networking and partnership opportunities to provide the relevant educational opportunities

Topic papers will need reviewing as our dynamic coast and flora/fauna changes.

