



The areas have an iconic coastline of great historical, cultural and natural value. There exists a unique sense of place, where the marine area and countryside merge to form a strikingly beautiful peninsula. Over 350,000 marine jobs are based in the areas, with the sea and fishing deeply woven into the social fabric. Tourism is popular, pressuring local transport infrastructure and the natural environment.

Apart from the large conurbations of Bristol and Plymouth, the area is mainly rural and coastal. One in five live in villages, the highest proportion of all plan areas. Deprivation is low relative to other plan areas (concentrated in Bristol and Plymouth), but the area has a higher proportion of part-time and second jobs.



### Opportunities

- O1. the tourist season is extending with growth likely in the leisure industry, especially in adventure and sustainable tourism [1]
- O2. growth of surfing and supporting businesses may lead to more jobs and associated employment, benefitting the local economy [1] and associated social welfare
- O3. the south west is an important destination for recreational activities such as boating [2], wildlife watching [3], diving [4] and angling
- O4. aquaculture and mariculture can potentially increase local seafood supplies and employment [5], benefitting social welfare and tourism
- O5. maximise the opportunities for health linked sea based and coastal recreation [6] while recognising the potential environmental effects of rising tourism and increased access

### Challenges

- C1. coastal areas of the south west, particularly towards the west, are known socially deprived areas [7]
- C2. potential for conflict with surfers and other recreational activities around wave and tidal resource for energy production [8]
- C3. changes to fishing activity has led to communities facing related social, economic and environmental impacts. This, and improvements in education, promotes employment in other sectors in the local and regional economy [5]
- C4. growth in the tourism and leisure industry may adversely affect sustainability, potentially compromising the natural [1] and historic environment, seascape, and people's health and well-being
- C5. impacts from aggregate extraction on tourism, recreation and wave resource are unknown [8]



### Evidence sources

- [1] Issues database - evidence source unknown
- [2] Sustainability appraisal report cards
- [3] RSPB 2016
- [4] UKMMAS: Productive Seas Feeder Report 2010

- [5] MMO social impacts of fisheries, aquaculture, recreation, tourism and marine protected areas in marine plan areas in England 2013
- [6] MMO identified issue, no evidence source
- [7] 2015 IMD, Department for Communities and Local Government Indices of Deprivation Mapper LSOA Level 2015
- [8] MMO coastal internal issues workshop