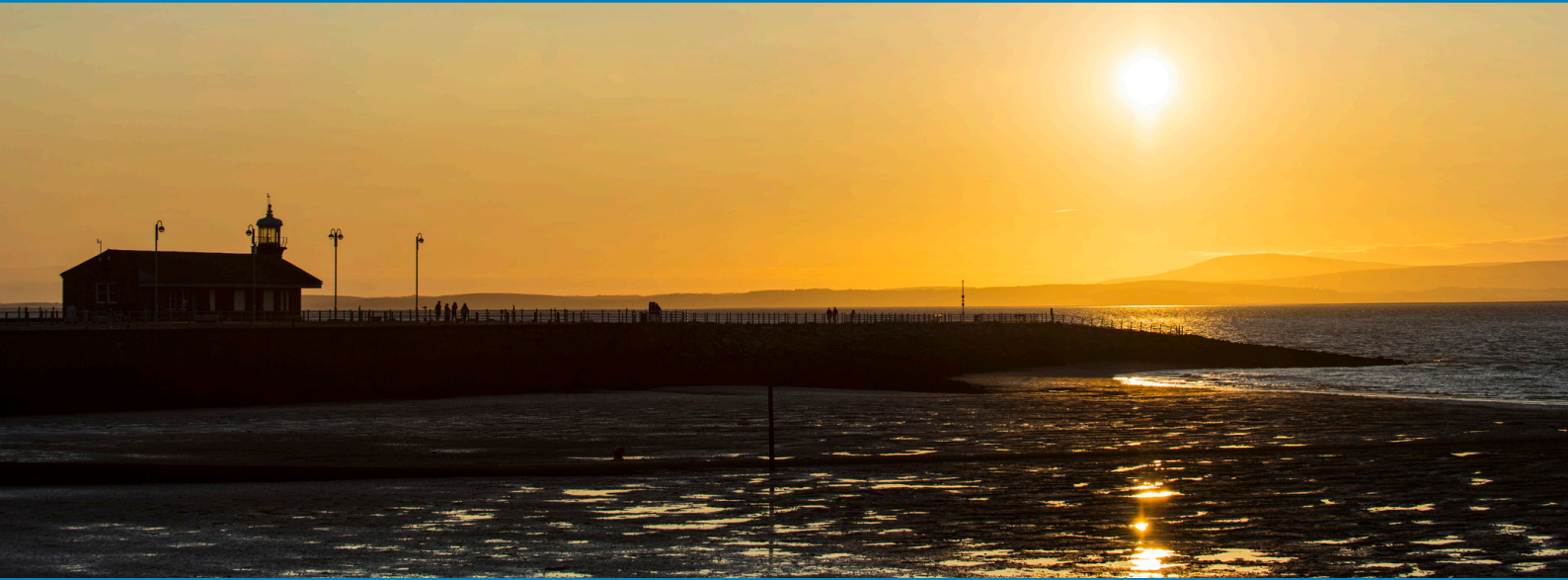


'Beautiful, energetic and connected'



North West Vision

The vision for the north west marine plan areas in 2041

The north west marine plan areas are distinctive for the growth and variety of the energy generation industry. Effective transboundary cooperation with partners across the Irish Sea, and more locally, has created a regulatory environment which is benefitting from a wide variety of cross-border activities. The sustainable growth in marine infrastructure is facilitating the expansion of marine sectors such as fisheries and access throughout the region. Sustainable coastal tourism is flourishing, with local centres such as Blackpool, the Lake District and Liverpool acting as catalysts for further regional development of recreation and tourism opportunities up and down the coast. The exceptional quality and quantity of the natural environment provides a safe haven for birds and other species located across the plan areas. Effective environmental management in cooperation across sectors is progressing sustainability and providing the area with resilience to the impacts of climate change.

How will the north west marine plan areas look in 2041?

Marine Environment

By 2041, the marine and coastal environment is continuing to be conserved and enhanced, for the important role it plays in providing natural resources whilst maintaining the North West's distinctiveness. Effective management of sites such as Morecambe Bay and other intertidal habitats, which make up so much of the North West's coastline, has improved the resilience of sensitive habitats and species. Marine development within the natural environment is being effectively managed, with reduced impacts on sensitive species from pressures such as pollution and underwater noise. Intertidal and sub-tidal habitats are being enhanced, resulting in thriving populations of breeding and overwintering species like the red throated diver and common scoter. The important role that the marine environment can play in mitigating climate change has been harnessed, particularly in coastal areas such as Marshside. Natural flood defences are contributing to the protection of local communities, while playing an important role in the local and regional ecosystem.

Energy Generation

The North West has become a hub for the generation of clean, renewable energy. This expansion has been assisted through the use of both historical and innovative technology, and has provided long term benefits such as increased employment opportunities for local communities. The continued expansion of this sector is also helping diversify and develop local skills and expertise. Developments have been working in partnership with others to improve the quality and quantity of natural habitats and the species which depend upon them. World leading tidal energy projects are providing benefits to both existing and new sectors in their areas, whilst assisting in creating a thriving natural environment. The expansion of associated industries such as aggregate extraction are being managed sustainably along with waste disposal.

Tourism and Recreation

Sustainable tourism and recreational activity is providing significant, year round, benefits to economically resilient coastal communities. The high quality of the natural and built environments are attracting people to all parts of the plan area. Local tourist centres including the Lake District National Park, Blackpool and Liverpool are acting as hubs for both visiting and local people to explore the coastline. Offshore recreational activities, such as angling, sailing and diving, are thriving. This in turn is providing diversification opportunities for other activities, drawing upon the increased retention of visitors.

Marine Infrastructure

The sustainable increase in the quality and availability of marine infrastructure is providing a strong base from which every other marine sector can grow. This expansion is being led by the ports sector. The Port of Liverpool continues to bring in substantial economic and social benefits to the local area, with the other ports of the region thriving through the diversification and enhancement of existing and novel commercial and leisure activities. This has provided resilience to coastal communities. Subsea cables and pipelines continue to provide the critical infrastructure links for communications and resources to neighbouring countries and out across the Atlantic Ocean.