



EUROPARC
Atlantic Isles

Coastal and Marine Working Group
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Heritage Coasts – a role for the future

Summary of questionnaire responses

What do / can Heritage Coasts do or provide that other designations on the coast don't?

- Uniquely coastal focus – focus on coastal landscape / seascape, link land and sea, incl health of coastal waters
- Simple, easily recognised and understood name – unlike AONBs!
- HCs are probably amongst the Nation's favourite places
- (potentially) implements ICZM – more integrated than most designations
- Balanced approach – recreation, understanding and conservation
- Voluntary, participatory definition – those involved wish to be
- More inclusive / less 'heavy handed' than statutory designations?
- HC management arrangements more adaptable than NPs and LAs (possibly AONBs?)
- Some protection where outside NPs and AONBs (NPPF para 114)
- Support for / coordination with Nat Trust's 'Project Neptune'
- Can provide focus for post-industrial and peri-urban “coastscape” protection, enhancement and management

2. Aspirations

Recognition

- Greater recognition for HC definition – at local and national level, incl national agencies
- Better awareness within responsible authorities of responsibilities in respect of HCs
- In national and local planning policy – consistent, stronger

Coordination

- Stronger national network – aligned with PLs networks
- Stronger links to England Coast Path so that the Heritage Coasts become the premier Coast Path destinations

Revitalisation

- Clarity on: what HC definition actually means in practice; who is responsible for ensuring HC definition is adhered to; what mechanisms are there for holding responsible bodies to account if they are not carrying out their responsibilities in terms of HC's; where / how HC management sits within PL management
- Review / refresh of definition (as suggested by 2006 study) towards Integrated Coastal Management and more contemporary standards for sustainable development – OR...
- Restore Heritage Coast Programme along original lines
- Seaward extension
- Seascape criteria more fully included than present situation - seascape assessments for all HCs

Management plans

- Consistent, strong and innovative management plans
- Ensure all HC's are meeting basic criteria for management eg management plans

Low-cost actions

(but likely to involve time in many cases)

Raising the profile:

- Publicity / promotion
 - national, local;
 - branding / marketing under the 'Heritage' term;
 - involve appropriate Ministers, local MPs and councillors so they are aware of HC initiatives
 - Royal visits - even patronage?
- National agencies
 - Special Board Member and staff within NE and NRW responsible for and promoting the HCs
 - NE and NRW to become active in staff appointments for HCs similar to the original involvement of the CoCo, endorsing value of HCs
 - NE and NRW to declare an interest in developments within Heritage Coast areas and which conflict with Heritage Coast principles
- Protected Landscapes project to raise awareness and deliver an access project?

Networking / coordination

- Work together to gather evidence, pilot best practice and lobby for greater recognition – should be supported by NAAONB/ ENPA (WNPA?)
- Work with responsible authorities and other organisations so they view HCs as an opportunity (income, tourism, health and wellbeing) rather than something which can be forgotten as it has no value.
- Raising awareness and promoting HCs via DCLG and their Coastal Community Team network
- Developing HC status through stronger links with the England Coast Path implementation programme
- Reinstate HCs “Get-togethers” to inspire and share best-practice
- Set up virtual links between HCs e.g. links from website to all the other HC sites (if they all have them); e-network
- Look at other organisations/ collaborative opportunities to support the aspirations of HC’s
- Website with information on all the Heritage Coast sites
- Develop high profile supporters
- Promotion of HCs as a tourist attraction (for LA support)
- Developing “people-power” and a sense of ownership, local pride and involvement

Resources

FUNDING

- Investigate / develop funding options e.g. HLF recognition of Heritage Coasts as a funding target (perhaps in partnership with National Trust) - for coastal landscape and/or biodiversity, public access / recreation enhancement and management projects
- Use existing protected landscape resources-e.g. SDF or other grants
- Applications to Coastal Communities Fund / Heritage Lottery Fund?
- Develop clear evidenced policy asks, supported by a business case, for submission to the relevant governmental and political policy development
- Business sponsorship (can reclaim in tax returns)
- Public appeals for funding (programmes chopped into fundable chunks)
- (parallel?) Charitable trusts

Other points / comments

- If we don't make more of them we may lose them
- Have they been made redundant by designations that include them – or are we missing a trick?
- Comparable definition in Scotland seems to be National Scenic Areas, in general don't seem to be promoted very much so may be similar problems in Scotland with marketing / branding