

**MORECAMBE BAY
PARTNERSHIP**

**Annual Report &
Financial Statement 2017/18**



Morecambe Bay Partnership

Registered Charity: 1089559

Registered Charity: 1173489

Image credits

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Jenny Brown's Point, Morecambe Bay Partnership
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Stronger Partnership, Nick Dagger
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Volunteers, Morecambe Bay Partnership
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Morecambe Bay Partnership: January 2019



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MORECAMBE BAY PARTNERSHIP

“It’s great to share these three examples of brilliant projects where local people are supported and trained to be at the heart of managing and looking after our precious wildlife, culture and history for future generations to enjoy.”



I’m pleased to report on another successful year with 100s of volunteers contributing to our work and a talented and committed team of staff driving our work forward. I’m proud to be Chair of Morecambe Bay Partnership.

In 2017 the Bay Cycle Way won a second accolade, awarded Tourism Experience of the Year by Cumbria Tourism, making it a leading attraction in both Lancashire and Cumbria. Its impacts are far reaching, providing a sustainable way to explore the Bay, supporting businesses and building pride in communities.

Volunteers from around the Bay have come together at Birkrigg Common to clear bracken and reveal Birkrigg Stone Circle’s full glory. I’ve had the pleasure of talking to many volunteers and am thrilled to hear how much they have all loved being a huge part of removing 3 Scheduled Ancient Monuments from English Heritage’s at Risk Register.

We’ve also worked with volunteers and communities to capture 100s of hours of reminiscences and oral histories from veteran fishermen and local people. These were shared widely through ‘Fleeting’ a soundscape played across the Furness Line trains throughout September 2017 and ‘After the Ebb’ a compendium of fishing stories from the communities around the Bay.

2017/18 was a big year for the Charity as we planned our transition from our long term host, Cumbria County Council. In 2019 the accountable body agreements will cease with the Council and the Charity will be fully responsible for employing staff and receiving grants. As the Charity matures we have set up a new governance structure, a Charitable Incorporated Organisation (Charity no. 1173489). This charity was registered in June 2017. We transitioned to the new Charity in April 2018, transferring assets from our original unincorporated charitable body (Charity no: 1089559).

With heartfelt thanks to everyone involved, we ended the year stronger than ever and confident about our future. We all know Morecambe Bay is amazing. Together we see the stunning landscape, precious nature and rich heritage as a driver for economic growth. We are the only multi-sector partnership and charity working across the Bay to capitalise on the potential of this most special of places – Morecambe Bay.

Richard Greenwood
Chair of Trustees

Annual Report & Financial Statement 2017/18

Vision

Morecambe Bay is a place like no other – an awe-inspiring place, a kaleidoscope of water and light; sea and sky; sound, texture and colour.

Our vision is a thriving Bay, rich in landscape, wildlife and culture, which connects and inspires residents and visitors alike.

Mission

Morecambe Bay Partnership celebrates and conserves; connects and collaborates. From birds to beach cleans, from cycle ways to the history that shaped us, we work in collaboration with the community and across sectors to deliver projects with real impact.

Goals

Morecambe Bay Partnership's goals for 2017-2022 are to:

1. **Celebrate** and encourage great understanding and enjoyment of the Bay area's natural, cultural and historic assets;
2. **Conserve** the unique wildlife, culture and heritage of Morecambe Bay;
3. **Connect** people with their place and with one another to improve their quality of life;
4. **Collaborate** with key partners and the local community; and
5. **Strengthen** and improve the resilience of our organisation.

Recent achievements

In 2015 we launched the award winning Bay Cycle Way to encourage more families and entry-level cyclists to try a long-distance route. Among our other awards is one for our work with volunteers recording oral histories, to save, and share, the stories of our veteran fishermen.

Alongside this we have involved thousands of local people in learning about and conserving local history and nature, we've created new habitats, protected the roosts and nest sites of wading birds so they can continue to provide a spectacle for us to wonder at, and enjoy, removed 50 tonnes of beach litter, trained 51 teachers, collected 100s of hours of oral histories, researched and protected 15 ancient monuments and listed buildings, created intergenerational oral history exchanges and commissioned great art by internationally renowned artists, to celebrate the landscapes of the Bay.

All our projects have come about through listening to the community and working with local partners, building on two decades of knowledge of the Bay's communities and its special qualities. In setting out our objectives and planning our activities our Trustees have given careful consideration to the Charity Commission's public benefit guidance.

Meeting the needs of the Bay's communities

During 2017/18 we continued to deliver a portfolio of projects worth over £3.5m to benefit the Bay's communities.

The impact of our work can be seen in healthier and happier communities, a stronger economy, a cleaner, greener environment, more wildlife and a significant contribution to the wider UK cultural and environmental landscape.

For centuries, humans have shaped this coastal landscape, earning livelihoods, and carving out a unique history and tremendous cultural richness. There are over 870 listed buildings and 34 Scheduled Ancient Monuments.

The area around Morecambe Bay is one of the UK's most important biodiversity hotspots and is home to internationally significant populations of birds, flora and invertebrates. It is home to more than 250,000 birds, including breeding and wintering waders and wildfowl, and breeding terns.

All of this needs to be protected and cared for, or it could be lost forever. Declines in bird numbers and important flora are evident and some of our key cultural sites are at risk of loss.

The community has stepped up and is starting to turn about the fortune of the Bay's special features. Over 250 volunteer days have combined to improve 3 ancient monuments, removing them from the heritage at risk list. Over 20 people have joined our Natural Ambassadors scheme to improve wintering and breeding conditions for the Bay's birds.

Although the Bay is inspiring, it isn't accessible to all. 12% of the population can't access the outdoors, which is around 24,000 people in the Bay area. During 2017/18 we developed routes, tested out all terrain mobility vehicles and began to set up Trampler hire hubs to open up some key nature sites and views to all.

Our core team is 8 dedicated staff. We all care deeply about our communities. We have over 100 volunteers involved in beach cleans, history, culture, archaeology and nature projects.

Morecambe Bay Partnership is a registered charity, governed by a board of trustees. Cumbria County Council continued to be the lead authority for most of our major grant programmes. It employed our staff and received and holds the grant monies on our behalf. As a result of this the funding for much of our delivery programme does not show in the Charity's financial statement.

In 2017/18 our key programmes are:

- Headlands to Headspace – Putting local people at the heart of uncovering and managing the Bay’s heritage
- Regenerating Coastal Communities
- LOVEmyBEACH – Improving bathing waters and beaches

Headlands to Headspace – Putting local people at the heart of uncovering and managing the Bay’s heritage



Headlands to Headspace is our largest scheme - funded by the Heritage Lottery Fund, it is transforming the way people think about Morecambe Bay. Its lasting legacy will be to deliver a much higher profile and greater appreciation of the Bay’s unique heritage. Volunteers underpin the programme and there are lots of opportunities for people to learn about, discover, love and care for the places and characteristics that make Morecambe Bay extra special. This year:

- 40 people were trained to record oral histories. ‘Fleeting’ a soundscape made from our oral history fishing stories recordings, was played on Furness Line trains during September 2017.
- 3 Scheduled Ancient Monuments on Birkrigg Common are removed from Historic England’s Heritage at Risk register in October 2017. This had come about thanks to the focus of volunteer bracken clearance activity over the last 3 summers (2015-17).
- 16 limestone grassland volunteers were trained and surveyed 8 grassland sites. 16 Natural Ambassadors were trained to talk to people about the importance of the Bay and popular recreational sites for birds to rest and breed.
- Over 30 people came together on the first community excavation, at Jenny Brown’s Point in November 2017, with great community participation and fantastic feedback from all involved. Passers by even came back to roll their sleeves up and dig in.

Regenerating Coastal Communities



Businesses and communities around the Bay have been working with us for 6 years to kick-start growth in the visitor economy. With support from the Coastal Communities Fund, businesses, partners and volunteers cycling facilities are improved, and visitors find a warmer welcome and more ways to explore and discover the treasures of the Bay area, supporting them to stay longer, travel sustainably, spend more and repeat their visits in future. Impacts during 2017/18 included:

- People continued to get on a bike to explore the Bay and improve their health and wellbeing. Over 50,000 - 67,000 trips are being taken on the Bay Cycle Way each year. This gives an estimated spend of between £244,000 – £323,000 a year to the Bay’s visitor economy.
- Morecambe Bay became a step closer to being more accessible for all through the More to Explore project. 5 new routes were designed and tested for trampers. Trampers were tested by volunteers and agreed to be the best kit on the market. Sites were identified for two new trumper hire hubs which will

enable people with limited access to the outdoors to enjoy Roudsea National Nature Reserve and Hampsfell.

- The Morecambe Bay Coastal Community Team worked with partners to look for opportunities to develop more projects that deliver more for our communities and unlock the economic potential of the Bay's nature, history and heritage.

LOVEmyBEACH – Improving bathing waters and beaches



People are making a real difference to the bathing waters around Morecambe Bay with the help of the LOVEmyBEACH campaign. Armed with better information people have been inspired to take action and become water champions, taking care what they flush down loos and sinks. Communities are helping us to safeguard the waters across the whole of Cumbria with generous funding from United Utilities and the Environment Agency.

More than 260 people rolled up their sleeves in 2017/18 and attended regular beach cleans. We worked with some key employers around the Bay to get their staff out cleaning up our beaches too. Together our communities took time to make places better for marine life, to make friends and improve their fitness and build pride in their place. Together they collected a staggering 1.6tonnes of waste.

Since starting in 2003, volunteers have removed over 50 tonnes of waste from our beaches.

Resilient Heritage



We are making our organisation more resilient. In 2017 we started a transition process. In June 2017 we registered a new Charity Incorporated Organisation (CIO) Registered Charity no. 1173489. All assets, liabilities and charity staff from the unincorporated charity (Registered Charity no. 1089559) were transferred to the CIO in April 2018. The CIO will be the charitable vehicle we operate through from then onwards. This annual report covers both charitable vehicles during 2017/18.

We have strengthened our governance with new trustees and developed a new Business Plan, Fundraising Strategy and Communications Plan to help guide our work over the next 3 years.

We are scoping out our needs to put in place robust financial and effective communications systems in place.

We are developing ways to diversify our income streams so that we can drive forward our key ambitions and ensure we are in the best health possible as we move forward.

Successes and Achievements



Morecambe Bay Lives and Catching Tales

We have worked with over 174 children from primary schools in Arnside and Bolton Le Sands, bringing young and old together for shared conversations and memory exchange. Children have learnt new photography skills and become budding journalists through their new found oral history recording.

Recordings from the Catching Tales oral history programme have been transformed. You can listen to sounds of the Bay in 'Fleeting' a soundscape of fisher folk stories. You can immerse yourself in 'After the Ebb', newspapers telling the tales of people around the Bay. These have been shared far and wide around the Bay.

"We used to live in The Lakes in the 1960s. We now live in Somerset. We have just met up with friends in Barrow. As we parted yesterday, Joan gave me copies of 'After the Ebb' and said 'we might enjoy them'. A gross understatement. Thank you so much for producing them, they are a treasure to read. Real people, real lives and real words." R & J Heath



Jenny Brown's Point

In November 2017 a team of our very own venturing volunteers pulled on their wellies, picked up their spades, and hit the sands (well, the rocky bit on the edge of the sands)...

They spent 8 days uncovering what lies beneath the soggy saltmarsh at the mysterious chimney at Jenny Brown's Point, Silverdale.

By the end of the dig we were closer to understanding the secrets of this site.

"We've been working hard digging the sods and starting to uncover the site, not found much yet, but I'm looking forward to finding more as the days roll on" Clare, Dig volunteer.



18 staff from a major employer showed their love for Morecambe Beach, gathering over 90kgs of rubbish from just one day on the beach.

LOVEmyBEACH & BeachCare

More than 260 people rolled up their sleeves whatever the weather to show just how much they love their local beaches in the last year.

In the time you could have swum the English Channel 39 times, they cleared 1850kg of waste from the beaches and shores of Morecambe Bay. One event in Middleton removed more than 600kgs in just one day.

Beach Cleans have been running since 2003.

During the last 15 years the cumulative number of amazing people cleaning up our beaches has topped out at over 6900.

Together they have removed more than 50 tonnes of waste – the equivalent of 4 double decker buses!



New trustees to the CIO are:

Tom Burditt, Emma Parsons, Gary Parsons, and Mike Turner, who are revved up and ready to drive our ambitions forward

A stronger Partnership

We're getting our house in order so that we can work with more communities to build a sense of pride in their place, make sure they can marvel at the birds and nature of the Bay, and enjoy the history and heritage all around.

We set up a new Governance structure and recruited 4 new trustees.

They are working side by side with our longstanding trustees to build a better future for the Bay.



Natural Ambassadors

Morecambe Bay is a stronghold for wading birds, undoubtedly one of the most important sites in Britain, but even here there are serious declines.

A huge problem for overwintering birds is disturbance. Some birds undertake miraculous migrations. They need to feed and rest up. They use 12 times more energy when fly, but too often dog walkers don't know this and think that it looks amazing when the birds fly up. We have trained some very special volunteers to talk with dog walkers and others at winter high tide roosts. We call these volunteers our 'natural ambassadors'. They talk and show local people the birds through a telescope. Most have never seen the birds like this and it can change their daily dog walk into one that has no impact.

"I quickly found that by chatting to people I can show them where they can walk without disturbing the birds when they are resting or feeding on the Bay's rich mudflats and marshes. Once you tell people about how special the birds are, they are very willing to walk a different route." Joanne, Natural Ambassador

Delivering value for money

Treasurer's Report

Our sound fiscal management continues to secure funding to deliver the ambitions of communities around the Bay. Our long standing relationship with Cumbria County Council provides security to the Partnership and our funders. The Council acts as the lead authority for many of our large grant funded programmes, with the vast majority of funding being channelled through the Council.

Most of the charity expenditure incurred during the year has been in support of these large externally funded Schemes. However, work to strengthen the charity and invest in its long term future has gathered pace. A generous grant from the Heritage Lottery Fund's Resilient Heritage programme is supporting this work, with a large part of the grant paid to us in 2016/17 for work in 2017/18. This has helped to ensure we continue to have sufficient reserves to meet our reserves policy and continue our work with confidence and security. This funding was paid to and held by our Unincorporated Charity (1089559) during 2017/18.

We opened the bank account for the CIO in preparation for our asset transfer in April 2018.

Trustees will continue to manage budgets and support staff to safeguard the future of the Partnership and maintain the current excellent team of employees.

Alan Chester, Partnership Treasurer, January 2019

Note: During 2017/18 Cumbria County Council continued as the lead authority and received and holds the grant monies on our behalf for most of our major grants. As a result of this the funding for much of our delivery programme does not show in the Charity's financial statement. During 2019 this arrangement will cease.

Financial Statement for the year ended 31 March 2018	
Income	£
Unrestricted	1.00
Restricted Income	
Total	1.00
Expenditure	
Staff Costs	0.00
Project Costs	0.00
Office and One off costs	0.00
Total	0.00
Net total	1.00

Funders 2017/18

Our work was made possible by the generous support of:

Barrow Borough Council	Cumbria County Council	Lancashire County Council
Castle Studies Trust	DCLG	Lancaster City Council
Centrica	Heritage Lottery Fund*	Natural England
Coastal Communities Fund*	Lake District National Park	South Lakeland District Council
		WREN*

*Funders for major programmes with finance held by Cumbria County Council

Celebrating our partners

Our work wouldn't have been possible with the continued support and collaboration of partners around the Bay. Key partners in 2017/18 include:

- Arnside & Silverdale Area of Outstanding Natural Beauty
- Bay Tourism
- Cumbria County Council
- Cumbria Tourism
- Cumbria Wildlife Trust
- Historic England
- Lake District National Park
- Lancaster City Council
- Lancaster University
- Marketing Lancashire
- Morecambe Bay Local Nature Partnership
- Natural England
- RSPB
- South Lakeland District Council
- Sustrans

We look forward to working with our partners to help deliver the key ambitions of our communities in future years.

The People making things happen



Staff

A dedicated, passionate and professional team deliver our work with communities and partners.

Chief Executive:

Susannah Bleakley

Team:

Annabelle Kennedy

Hannah Barnes

Jan Shorrocks

Jenny Wain

Louise Martin

Michelle Cooper

Penny McMullen

Richard Frank

Sophie Cringle

Trustees

*Richard Greenwood (Chair)

*Kerry Powell (Vice Chair)

*Alan Chester (Treasurer)

Emma Parsons

Mike Turner

*Andrew Dobson

*Gill Haigh

*June Ashworth

Gary Parsons

Tom Burditt

Trustees

The CIO appointed 10 trustees.

*6 trustees came from the unincorporated charity.

Richard Greenwood was appointed Chair, Kerry Powell was appointed Vice Chair.

Four new trustees joined the CIO in November 2017.



Volunteers

Volunteers underpin all the work we do. Their enthusiasm, energy, knowledge and the time they give ensures our schemes are successful.

There are too many people to name here. But we thank all our volunteers for their time and dedication and encourage them to share their stories with others whenever they get the chance.



**MORECAMBE BAY
PARTNERSHIP**

For more information about our work please contact us:

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01539 734888

info@morecambebay.org.uk

If you'd like to dig into the Bay's history, clean up our
beaches or get involved in other ways

visit: www.morecambebay.org.uk

Registered Charity No. 1173489