



A future for Maritime Cornwall: **The Cornwall Maritime Strategy** 2012 - 2030

August 2012

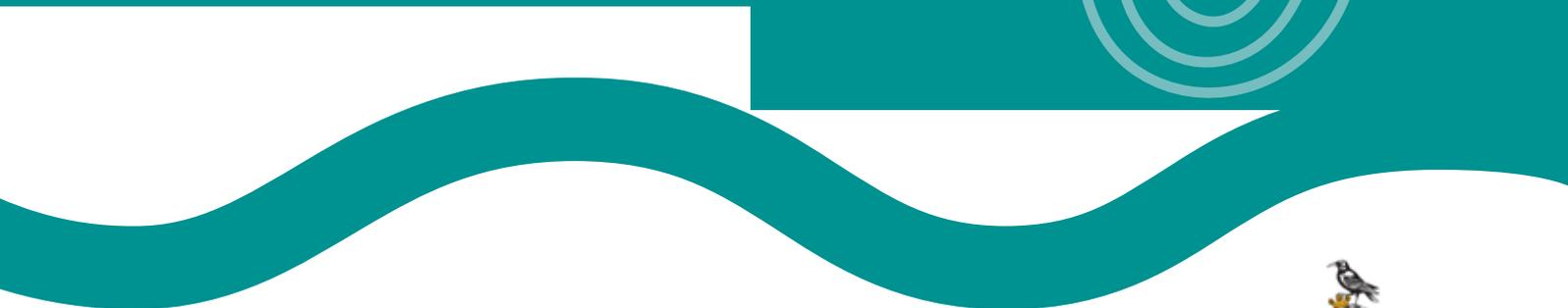




Photo locations

This map of Cornwall shows the locations where the photos in the main body of the Strategy were taken.



Strategy

- Version 1:** 11 November 2010 : Internal Council Draft
- Version 2:** 18 November 2010 : Draft for Informal Consultation
- Version 3:** 18 January 2011: Proposed Consultation Draft
- Version 4:** 02 February 2011: Proposed Consultation Draft
- Version 5:** 24 March 2011: CC Internal amendments
- Version 6:** 08 September 2011: Public Consultation document
- Version 7:** 13 March 2012: CC Internal amendments
- Version 8:** 1 June 2012: CC Internal amendments

Photo credits: Cornwall Council, Cornwall Marine Network, Tony Sutton, Rob Dixon, Fowey Harbour Commissioners, Padstow Harbour Commissioners, A & P Falmouth, Looe Harbour Commissioners and the RNLI.

Front cover images (clockwise from top right): Surfer, Porthcurno Beach, Basking Shark, A & P Falmouth, Racing Yacht.

Foreword

Cornwall is truly a maritime region and our culture and heritage have been heavily influenced by our proximity to the sea. Cornwall Council recognises the importance of the maritime sector together with the maritime environment and all that it supports.

Cornwall's rich and varied maritime cultural heritage of fishing, trade, industry and communications has contributed to the regions sense of local distinctiveness, place and cultural identity. It is recognised as being a nationally important resource.

In modern day Cornwall the maritime world is diverse and consists of everything from surfing to fish markets, the industries of ship repair and boatbuilding to sailing around one of our many ports and harbours, or gig racing to marine renewable energy. Our marine sector depends on a healthy and diverse marine environment.

We have worked hard to engage the support and expertise of a wide range of stakeholders during the production of the Cornwall Maritime Strategy and we are grateful for their invaluable input. This is a first step which we hope will result in ensuring maritime issues are at the forefront of peoples' minds.

Cornwall's marine sector accounts for almost one in seven marine jobs in the UK and 8% of the UK's marine industry turnover. Overall it is estimated that Cornwall's marine industry sector generates around £500m to the Gross Domestic Product of Cornwall and supports in excess of 14000 jobs. The



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development potential of Cornwall's maritime sector will be critical to the region's future and long term prosperity.

Tourism is also central to Cornwall's economy; we attract around 5 million visitors annually, who generate around £2 billion and supports in total 28,000 jobs – 14% of all employment. The sector as a whole accounts for between 11% and 15.4% of the total economy. Our marine and coastal environment, landscape and activities are a key factor in people choosing Cornwall as holiday destination.

Cornwall's marine and coastal environment draws people from all over the world. The sheer diversity of maritime wildlife makes Cornish waters a ecological hotspot demonstrated by the designation of a number of nature and landscape conservation areas; covering the sheltered muddy creeks of our estuaries, rugged granite cliffs, rocky reefs, islands and beaches to more specialist habitats such as the ancient maerl beds – the Cornish equivalent of a coral reef. These areas all support an amazing array of species including commercially important fish and shellfish.

A high level Cornwall Maritime Strategy represents an important opportunity to engage with all maritime interests. The Strategy will guide the future direction of work, increase the recognition of the importance of the maritime sector and respond to the various challenges and opportunities that lie ahead.

Raglavar

Kernow yw yn hwir ranndir morek ha'gan gonisogeth hag ertach re beu delenwys yn poos der agan nester dhe'n mor. Konsel Kernow a aswon posekter an rangylgh morek war-barth gans an kerhynnedh morek ha puptra a skoodh ev.

An ertach gonisegethel morek rych ha liesek a Gernow, a byskessa, kenwerth, diwysyans ha keskomunyans re gevros dhe omglewans a dhiblanseth, tyller ha honanieth wonisogethel leel a dus hag yth yw aswonys avel asnodh posek kenedhlek.

Yn Kernow a'n jydh hedhyw an bys morek yw divers hag y syns ynno puptra a vordardha dhe varhasow puskes, a dhiwysyansow ewnans lestri ha drehevel lestri dhe wolya a-dro dhe onan a'gan lies porth, a resek skathow-hir dhe nerth nowythadow morek. Agan rangylgh morek ynwedh a greg war gerhynnedh morek divers ha yagh.

Ni re oberis yn kales dhe omworra gans an skodhyans ha konnykter a gevres a gevrenogyon dres askorrans an Strateji Morek Kernow hag yth on ni syns a'ga ynworraans a bris uhel. Hemm yw kynsa kamm a dhiwedh, del waytyn, ow surhe bos daldraow morek orth bleyn a brysyow tus.

Rangylgh morek Kernow a gompt rag ogas hag onan yn seyth soodh morek y'n RU hag 8% a'n treusyans diwysyans morek an RU. Dre vras yth yw dismygys y hwra rangylgh diwysyans morek Kernow kevri moy es



£500mvl dhe'n Kowal-Askor Tre a Gernow, yn unn skoodhya 14,000 soodh. Galadewder displegya rangylgh morek Kernow a vydh posek dres ehen dhe sewena dhevedhek hirdermyn an ranndir.

Tornyaseth ynwedh yw kresel dhe erbysieth Kernow; ni a denn a-dro dhe 5 milvil havyas pub bledhen, neb a spen £2.0 bvl ha skoodhya 28,000 soodh – 14% a bub arveth. Agan kerhynnedh, tirwel ha bewderyow morek hag arvorek yw rann a vri rag tus dhe dhewis Kernow avel pennhyns dy'gool,

Kerhynnedh arvorek ha morek Kernow a denn tus a-dhyworth an bys dien. An ddiverseth pur ewn a wodhvevnans morek a wra an dowrow Kernewek dhe vos tyllertomm bewdhiverseth, diskwedhys y'n niver a apoyntyansow tirwel ha gwithans natur, syns yna an heyllynnow leysek klys a'gan heylow, alsyow growanek garow, kribow karnek, enesow ha trethow, dhe vevvaow moy arbennek kepar ha hen weliow marl – an ekwal kernewek a grib goral, oll anedha ow skoodhya array barthusek a ehenow, y'ga mysk puskes ha pysk-krogenyek posek yn kenwerth.

Strateji Morek Kernow a nivel uhel a omdhiskwedh avel chons posek dhe omworra gans pub les morek. An Strateji a wra gedy a tu devedhek a ober, kressya aswonvros posekter an rangylgh morek, ha gorthebi dhe'n chalenjys ha chonsyow divers usi a-dheragon.

Executive summary

The Maritime Strategy for Cornwall covers the period 2012-2030 and provides a unifying and long-lasting policy framework for the planning of Cornwall's land, sea and coast well into the 21st century.

The vision for Maritime Cornwall is:

By 2030:

- Cornwall has a sustainably managed maritime environment, which is well understood and known internationally as an excellent location for work, wildlife and for recreation;
- Cornwall's economy is supported by a diverse range of opportunities for ports, marine-related industries, transport and businesses including environmental technologies;
- Cornwall has a rich and enviable maritime heritage, a healthy maritime natural environment and landscape;
- Cornwall has distinctive, well-connected communities, resilient in the face of change.

This vision is underpinned by seven overarching and cross-cutting themes, each supported by a high level objective and aims to help deliver the overall vision for Maritime Cornwall:

- A** A sustainable approach
- B** A joined-up approach
- C** Encouraging maritime enterprise and innovation
- D** Healthy and resilient coastal communities
- E** A working peninsula
- F** Connecting land and sea
- G** Pride, recognition and responsibility for cultural, natural and historic assets

Cornwall Council has adopted this Maritime Strategy to guide the development of policy and programmes across its operations and in its work with other organisations, stakeholders and the community.



1 Golden Burn Beach, Porthcothan

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1 An Introduction to the Cornwall Maritime Strategy



2 Looe Harbour

1.1 Why do we need a Cornwall Maritime Strategy?

Cornwall has a unique environment and history that is strongly influenced by the sea. Cornwall's coastline stretches for over 400 miles and no town or village is further than 20 miles from the coast. More so than for most other local authorities in the UK, Cornwall's future wellbeing is underpinned by the maritime environment, economy and their management.

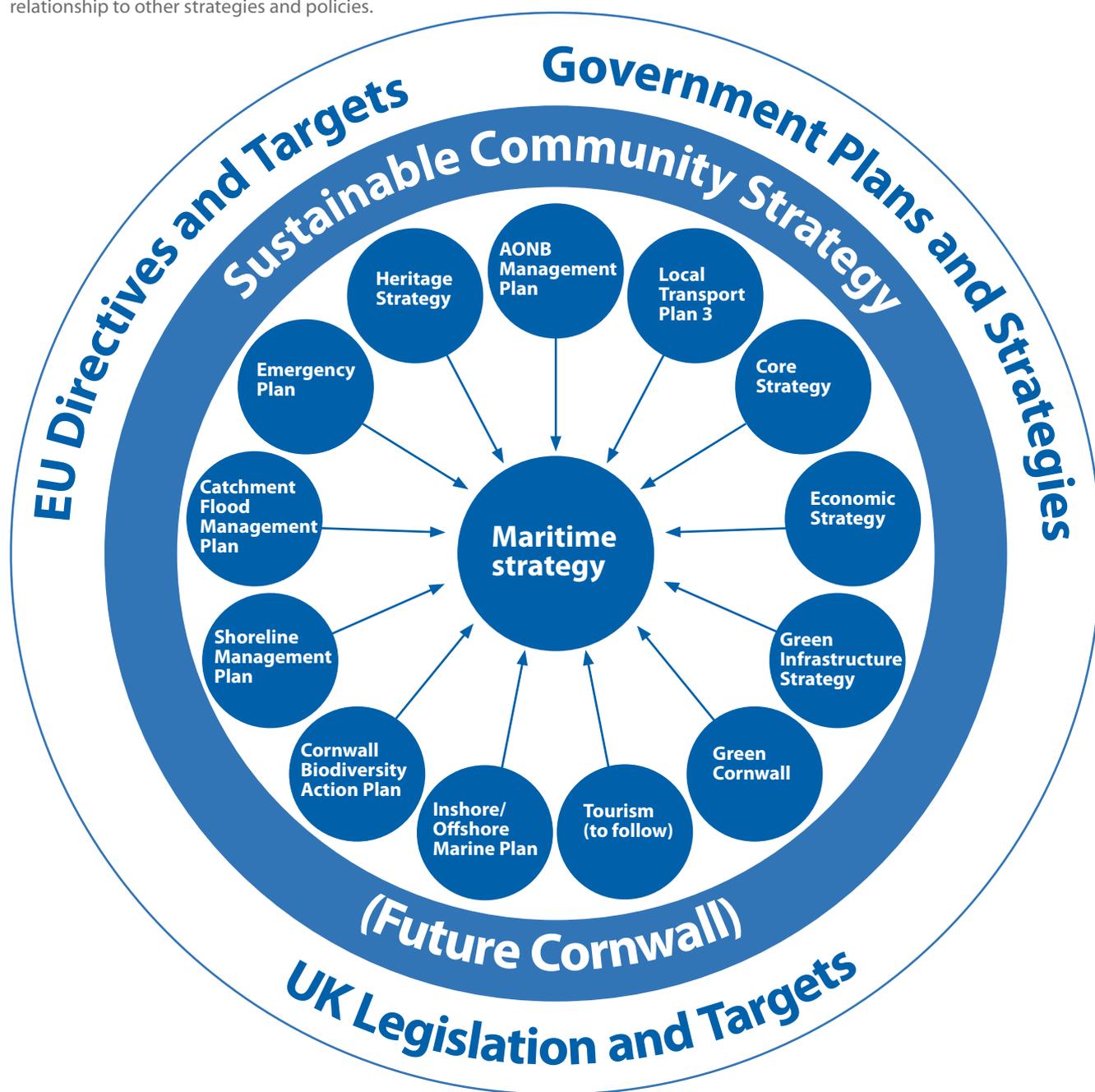
Planners have historically focused on land use and land based activities. However, with increasing pressures on the marine environment and coastal areas, there is a need to integrate maritime issues into spatial and land use planning. This will enable better planning

and management of the maritime area to achieve sustainable development¹. This Maritime Strategy for Cornwall is a step in this direction. It will help integrate maritime issues into Council policy and strategy.

This is the first time that a dedicated Maritime Strategy has been produced for Cornwall. The Maritime Strategy covers the period 2012-2030 and provides a unifying and long lasting policy framework for the planning of Cornwall's land, sea and coast well into the 21st century. The Strategy will be used by the Council to guide the development of policy and programmes across its operations and in its work with other organisations, stakeholders and the community.

¹ See glossary for definitions.

Figure 1 Organogram of the Maritime Strategy's relationship to other strategies and policies.



1.2 Where does the strategy fit?

This Maritime Strategy was adopted by Cornwall Council on 9 May 2012. It sits alongside and is linked to the Core Strategy, the Local Transport Plan², Economic Strategy³, Cornwall Area of Outstanding Natural Beauty Management Plan and others as shown below. As an adopted strategy, it is a material consideration for planning matters.

1.3 Where is Maritime Cornwall?

Whilst this is a maritime strategy for all of Cornwall, the Strategy focuses on the coastal zone and inshore waters from the Tamar Estuary to Land's End to Marsland Mouth. The Isles of Scilly are not covered by this strategy although the significance of their links with Cornwall is recognised.

² Connecting Cornwall: 2030

³ Cornwall Council Economic Ambition - White Paper

The coastal zone includes natural features such as dunes, rocky shores, coastal cliffs and grasslands, estuaries and intertidal areas. Coastal communities and built features including coastal towns and villages, ports and harbours are also dealt with in the strategy. No precise boundary between land and sea exists as the inter-tidal area is constantly changing and is covered by multiple administrative regimes.

The inshore waters extend off the coast up to a 12 nautical mile limit, however where relevant issues are outside of these waters (for example, potential offshore energy projects), they have been considered in the Strategy.

1.4 Cornwall's Maritime Character

Cornwall's marine and coastal environment with its distinctive geography provides the setting for this strategy (see figure 2). Its geology, wildlife, landscapes and seascapes have heavily influenced Cornwall's history and economic development and still today help to forge its character and cultural identity. These characteristics provide the basis for Cornwall's strong maritime economy and individual coastal communities. The seas around Cornwall boast a unique, rich and varied heritage - both cultural (for example, historic

wrecks) and ecological. Historically the extensive and diverse coastline was a base for fishing, shipping, industry and transportation. The traditional coastal communities that have developed are now the mainstay of today's tourist industry. Cornwall's unique coastal setting, its Area of Outstanding Natural Beauty and the South West Coast Path also provide a consistent draw for tourists, such that tourism now plays a significant and growing role in the Cornish economy.

Cornwall's ports, harbours and rivers play an important role in the transportation of goods, services and passengers around the coast and to destinations in UK waters and beyond. Ports and harbours are vital to Cornwall's character and maritime activity. They are important contributors to the economy serving as gateways into and out of the region and provide a base for trade and employment serving local, national and international markets. For a long period agriculture, fishing, mining and mineral extraction (most particularly china clay) have fuelled Cornwall's economy and shaped its landscape. Boat building and repair are growing industries and renewables and marine-related environmental technology continue to expand and provide opportunities for local businesses. For example, the seas surrounding Cornwall have been identified as a central



3 Newquay Harbour

element of the commercialisation of the marine energy industry in the south west ⁴.

With 11 European and 61 national coastal and marine nature conservation sites, and much of the Cornish coast subject to protective landscape designation, Cornwall has a justified reputation for its natural beauty and marine and coastal wildlife.

High quality beaches and bathing waters attract tourists and locals, to engage in outdoor recreation and water sports such as; surfing, angling, sailing, walking and boating. Other popular activities include; coastering, kayaking, wind and kite-surfing, and simply relaxing on the beach. In deeper waters off the Cornish coast yachting, recreational fishing and diving also attract active visitors from near and far.

1.5 How this strategy was prepared

Consultants Enfusion and Jim Claydon were commissioned by Cornwall Council in June 2010 to assist in preparing a high level and strategic document to guide Cornwall's maritime future and the Council's maritime functions.

Working closely with the Council's multi-disciplinary Maritime Strategy Project Team, the project began with an information and evidence gathering exercise and consideration of Cornwall Council's activities and wider plans and strategy documents. This information was summarised into nine themed topic chapters⁵, which can be found in the supporting document: Background Information.

For each of the nine topics, key opportunities and issues were identified and are detailed in the Background Information.

A key element in the preparation of this strategy was a one day stakeholder workshop held in October 2010, to which various maritime stakeholders from across Cornwall and neighbouring authorities contributed their aspirations, issues and ideas about the future for Maritime Cornwall.

Subsequently, emerging ideas for the strategy were grouped in overarching cross-cutting themes, which were then developed into a draft vision, aims and a more detailed strategy for Maritime Cornwall. Further revision then took place with the Council's Maritime Strategy Project Team.

Those stakeholders who were invited to the workshop and other interested parties were asked to comment on an informal consultation draft in December 2010 and a further public consultation in December 2011. The document was then revised as a result of these consultations as set out in the accompanying 'Report on the Results of the Cornwall Maritime Strategy Public Consultation'.

1.6 Next steps

Now the Strategy is adopted, work will continue to ensure the policy is implemented. Maritime Action Plans will be developed which support the objectives and aims set out in this document. These action plans can focus on particular themes or places. The actions will be 'SMART', i.e. Specific, Measurable, Attainable, Relevant and Timely and will be developed by a range of stakeholders with expertise in the relevant field.

If a Maritime Forum is established as proposed in this strategy it could oversee the delivery of the Action Plans.

The overall objectives of the Maritime Strategy will be reviewed on a 5 year basis.

⁴ South West Marine Energy Park prospectus, 2012; Offshore Renewable Resource Assessment and Development, Regional Development Agency, 2010.

⁵ The marine and coastal environment, Maritime and coastal heritage and culture, Maritime economy and regeneration, Climate change, Renewable energy and resource industries, Maritime tourism and recreation, Maritime transport, Fisheries and aquaculture, Communities and education.



2 The future for Maritime Cornwall

2.1 The wider picture - marine planning in the UK

The need for marine planning was recognised by government in the Marine and Coastal Access Act (2009) and publication of the Marine Policy Statement (MPS) in March 2011. Marine plans that cover matters relating to marine development and conservation will be produced over the next few years for areas across the UK. They will be prepared by the Marine Management Organisation (MMO), together with local authorities and other agencies. Cornwall sits within the South West England inshore plan area (including the Severn Estuary coast to the north and South Devon coast to the east); which is in turn enveloped by the South West offshore plan area.

The MPS sets out the UK's high level marine objectives and the requirements for marine plans. In advance of the production of these plans the Department for the Environment Food and Rural Affairs will identify Marine Conservation Zones (MCZ) as part of the Marine Protected Areas network in 2012. This will be based on recommendations from stakeholders involved in Finding Sanctuary, a partnership project which aimed to secure a healthy and productive future for the coasts and seas of south west England.

Before producing the plans, the MMO will conduct a strategic scoping exercise to provide an understanding of how realistic objectives can be developed in each Marine Plan area, whilst being consistent with national objectives and targets. Cornwall's Maritime Strategy will be a significant input into both the strategic scoping exercise and the Inshore Marine Plan for South West England and its production will therefore ensure that Cornwall is better prepared to influence the Marine Plan.

2.2 Which factors will influence the future of Maritime Cornwall?

Alongside the national and local policy context, there are a range of other factors that are likely to influence the future of maritime Cornwall. Whilst the future is difficult to predict, trends can help point us to the challenges that are likely to be faced over the lifetime of the strategy. In developing the Strategy, these key trends or future drivers helped to predict likely future issues and opportunities. The key trends that may affect maritime Cornwall are summarised in table 2.1

Table 2.1 Key trends and factors influencing Maritime Cornwall

National marine policy

The new policy focus on marine planning and conservation at the European and national level (including designation of Marine Protected Areas) will continue. This responds to increased competition for space in the maritime area and a need to seek compromise and agreement between sectors and interests.

Economic interest

Commercial interest in marine resources will increase, recognising potential economic and social benefits, including energy generation, exploitation of seabed resources, marine food resources and pharmaceuticals.

Governance

Localism is championed by central government and Cornwall Council, providing opportunities for communities to exercise greater control. The demise of regional planning and creation of the unitary authority in Cornwall gives more power to the Council to shape the local agenda with the potential for further devolution of powers and functions to Cornwall in the future

Investment

The economic recession and central and local government cutbacks are likely to limit funding and investment, however, Cornwall still has funding and investment opportunities, such as the European Convergence programme. Alternative funding vehicles may come forward.

Demographics and housing

Development pressure and housing affordability on the coast is already a significant problem and is likely to be exacerbated due to the current economic downturn, second home ownership, continued migration into Cornwall and smaller household size.

Travel and leisure

More people are choosing to holiday in the UK, with increased visitor numbers in Cornwall likely. The tourist season is extending and growth is likely in the leisure industry, especially adventure and sustainable tourism.

Climate change

Global warming may lead to increasingly uncertain weather patterns, particularly if the Gulf Stream weakens. Negative effects include sea level rise, acidification, changing species distributions and increased flood events. Loss of biodiversity will exacerbate this.

Green Cornwall and the Energy Peninsula

Cornwall aims to become a world leader in renewable energy and sustainable development and is developing a low-carbon economy, including enhanced capacity in wind, solar, wave and tidal power.

Rising oil prices and peak oil

The resulting increase in travel and transport costs will drive solutions such as alternative fuel sources, sustainable transport, alternatives to the car and more local food and goods production. Coastal shipping may be more important for the movement of goods, increasing the role of small ports.

Sustainable fisheries and aquaculture

Maintaining sustainable fish and shellfish stocks is important and will be controlled by the MMO and CIFCA (Cornwall Inshore Fisheries and Conservation Authority). Consumer demand for sustainably sourced fish is likely to increase.

Natural and historic environment

There will be increased pressure on the natural and historic environment, jeopardising the future value of environmental goods and services.

Technology and internet

Technological innovation will continue apace, for example, Cornwall has major aspirations in the development of marine energy technology. Knowledge-based industries, including those with a maritime theme will continue to expand. Improved information technology makes Cornwall a more attractive place to do business.

3 The Strategy

3.1 A vision for Maritime Cornwall

This vision is underpinned by seven overarching and cross cutting themes, each supported by a high level objective and aims to help deliver the overall vision for Maritime Cornwall:

- A** A sustainable approach
- B** A joined up approach
- C** Encouraging maritime enterprise and innovation
- D** Healthy and resilient coastal communities
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- G** Pride, recognition and responsibility for cultural, natural and historic assets

By 2030:

- Cornwall has a sustainably managed maritime environment, which is well understood and known internationally as an excellent location for work, wildlife and for recreation;
- Cornwall's economy is supported by a diverse range of opportunities for ports, marine-related industries, transport and businesses including environmental technologies;
- Cornwall has a rich and enviable maritime heritage, a healthy maritime natural environment and landscape;
- Cornwall has distinctive, well-connected communities, resilient in the face of change.



4 Surfing Competition, Fistral Beach, Newquay

A A sustainable approach

Objective A. To work towards a sustainable, low carbon future for maritime Cornwall that encourages appropriate economic growth, supports resilient communities and protects environmental assets.

- A1** Embed the principles of sustainable development throughout the process of delivering this Strategy, balancing environmental, economic and social considerations in order to meet the needs of the present without compromising the ability of future generations to meet their own needs.
- A2** Work with academic establishments and data centres to encourage and support research and development to better understand and monitor the impacts, opportunities and challenges facing maritime enterprise, communities and the environment ⁶.
- A3** Ensure that a sound evidence base, including socio-economic impacts and valuation of ecosystem goods and services, is used to inform all strategic decision making in the maritime area ⁷.
- A4** Gain a better understanding of the potential for in-combination and cumulative effects of plans and projects on the marine natural and historic environments and the risks and opportunities presented by climate change.



5 Traditional Oyster Fishery, Fal Estuary



6 Marine survey work

⁶ For example the Coastal Observatory, Environmental Records Centre for Cornwall and the Isles of Scilly, and the University of Exeter Environment and Sustainability Institute.

⁷ For example wave, tidal and wind energy research, climate change, seascape/landscape assessments, tranquillity map of coastal Cornwall, placing a value on ecosystem goods and services, improving understanding of cumulative and in combination impacts on the natural and historic environment.

B A joined-up approach

Objective B: To achieve more integrated approaches to managing the maritime area, encouraging partnership working across organisational, community, sectoral and geographic boundaries

Aims

- B1** Establish a Cornwall Maritime Forum open to organisations and individuals from all maritime sectors; with the objective of further promoting and coordinating maritime interests in Cornwall.
- B2** Implement a simplified, transparent and coordinated approach to management and decision making in the maritime area, both within the Council and working with partner organisations and based on the principles of Integrated Coastal Zone Management (ICZM).
- B3** Ensure that maritime, coastal and terrestrial Council functions, wider concerns and issues are planned in an integrated way within a coordinated framework of plans and strategies which balance social, economic and environmental concerns and reduce conflict between sectors⁸.
- B4** Continue to encourage and support cross-border integration and cooperation with the Isles of Scilly, Plymouth, Devon, Europe and other relevant areas over the management of the maritime area.
- B5** Ensure Cornwall is well prepared to influence and engage with Marine Planning, identification of marine renewables areas and the designation and management of Marine Protected Areas in the South West through setting up appropriate governance arrangements with relevant authorities and stakeholders and developing a strong evidence base⁹.
- B6** Work in partnership with the Marine Management Organisation and Cornwall Inshore Fisheries and Conservation Authority to assist in the delivery of their functions and where there is overlap with the Local Planning Authority at the coast. Support improved inter-agency management and enforcement of local byelaws, fisheries legislation and Marine Protected Areas.
- B7** Produce Maritime Action Plans which deliver the objectives and strategies set out in this document. Consider producing a maritime Supplementary Planning Document for Cornwall.
- B8** Develop a network of Maritime Champions within the Council and partner organisations.



7 Bude Harbour



8 Saltash and the Tamar Bridge

⁸ Examples of taking an integrated approach include Shoreline Management Planning, Cornwall Beach Management Strategy, Estuary Management Plans, integrated assessment of landscape and seascape (including historic landscapes/seascape) and ensuring the economic benefits of the development of Cornwall's marine energy programme (as part of the South West Marine Energy Park) are effectively coordinated with environmental priorities.

⁹ For example, by building upon the data collation for the Finding Sanctuary Regional Profile and the Coastal Observatory.

C Encouraging maritime enterprise and innovation

Objective C: To promote low carbon maritime enterprise throughout Cornwall as a key component of economic revitalisation and international excellence

Aims

- C1** Work towards securing a sound economic future for Cornwall through working with industry to provide a wide range of jobs and skills in maritime employment.
- C2** Support the Local Enterprise Partnership (LEP) and Cornwall Marine Network in promoting and developing sustainable maritime enterprise.
- C3** Ensure that Cornwall develops excellence in the provision of marine education and training¹⁰ across the full range of maritime industries and the environment (including higher education and vocational training) building on existing capability and expertise integrated with business incubation¹¹.
- C4** Harness the potential of marine renewables within the context of a broad-ranging strategy for sustainable energy production in Cornwall to create an internationally recognised centre of excellence¹².
- C5** Promote the development and deployment of marine renewables including supporting research and development into wave, tidal and wind energy¹³. Ensure the economic benefits of the development of Cornwall's marine energy programme are effectively coordinated with environmental priorities
- C6** Support the implementation of the Crown Estate Strategic Resource Areas, maximising opportunities for collaborative working.
- C7** Support the infrastructure required for sustainable maritime enterprise, including the availability of high speed broadband and digital fibre connectivity for workspace; together with supporting infrastructure for onshore renewables.

¹⁰ For example using Cornish training providers such as Combined Universities of Cornwall, Falmouth Marine School, Cornwall Marine Network, Cornwall College.

¹¹ For example by supporting the Employment and Skills Board to facilitate marine industry conferences, establish a Fisheries Training School at Newlyn or deliver training in boat building.

¹² For example through the South West Marine Energy Park including Wave Hub, FabTest.

¹³ For example the Peninsula Research Institute for Marine Renewable Energy (PRIMaRE) facility at the Combined Universities of Cornwall.



9 Newlyn Fish Market

C Encouraging maritime enterprise and innovation



10 Installation of the Wave Hub off Hayle Harbour

- C8** Aim for excellence in a sustainable maritime economy; including ports and shipping, recreational and commercial fishing, ship repair, leisure, superyacht and boat construction, marine renewables, waste processing and emerging knowledge-based industries.
- C9** Promote and support the role of sustainable tourism in local economic development, including sea angling, adventure tourism, and seaside holidays.
- C10** Develop enterprise linked to Cornwall's natural assets including tourism and research.
- C11** Encourage the use of sound environmental practices by businesses, landowners and other organisations operating in the maritime area and river catchments¹⁴. Support innovation, development and application of technologies to reduce energy needs and consumption.
- C12** Work to enhance the sustainable use of marine resources, including minerals, sustainable fisheries, shellfisheries and aquaculture and pursue opportunities that integrate environmental, social and economic objectives¹⁵.

¹⁴ For example hand picking litter on beaches, Wildlife Safe accreditation scheme for boat operators.

¹⁵ For example the South West Marine Energy Park.

D Healthy and resilient coastal communities

Objective D: To ensure Cornwall has healthy, safe and vibrant coastal communities that have a strong relationship with the sea and coastal environment

Aims

- D1** Use programmes and initiatives to nurture the strong relationship between coastal and inland communities and the sea, coast and beaches¹⁶.
- D2** Understand the value of the marine environment in supporting active and healthy lifestyles; promote coastal access to beach and water for visitors and residents of all ages, abilities and socio economic backgrounds¹⁷.
- D3** Promote coastal walking and cycling as a means of healthy and enjoyable transport.
- D4** Support and promote sustainable levels of water-based and coastal recreational activities¹⁸ including sailing, rowing, surfing, swimming, angling and diving – for residents and visitors. Improve the understanding and management of these activities at the coast to reduce conflict and increase safety and enjoyment.
- D5** Support neighbourhood planning¹⁹ and regeneration initiatives, including the creation of employment opportunities, that maintain and enhance the viability and vibrancy of coastal towns and villages.
- D6** Ensure coastal communities are well-prepared for future events and shocks, including natural hazards, climate and coastal change, rising energy prices and peak oil and socio-political changes²⁰. Particular focus will be given to preparing for sea level rise.
- D7** Support and work in partnership with the police and other enforcement agencies to reduce crime and anti-social behaviour in the maritime area
- D8** Work to enhance and support sustainable local seafood production, harvesting and consumption. Enable opportunities for communities to generate their own electricity.
- D9** Ensure that the benefits of the Maritime Strategy reach all relevant sectors and are geographically distributed throughout Cornwall.
- D10** Maximise opportunities for the developing marine energy industry to act as a catalyst for reinvigoration of Cornwall's ports and harbours and the surrounding communities.



11 Padstow Harbour



12 The South West Coast Path, near Port Isaac

¹⁶ For example, through Adopt-a –Beach schemes, Coastal Partnerships and 'Sense of Place': a lifelong learning programme that promotes local distinctiveness.

¹⁷ Through organisations and initiatives such as the Blue Gym (www.bluegym.org.uk) in association with health providers.

¹⁸ As supported by instruments such as the national coasteering charter.

¹⁹ Neighbourhood planning is a new way for communities to be involved in the future of the places where they live and work. It is based on the 2011 Localism Act.

²⁰ For example, through Shoreline Management Planning and Emergency Plans.

E A working peninsula

Objective E: To recognise, protect and further develop the ‘working harbour’ role of Cornwall’s estuaries, ports and harbours

Aims

- E1** Consider the strengths, issues and opportunities in relation to Cornwall’s ports and harbours to gain a better understanding of their roles.
- E2** Future-proof maritime areas for maritime-related business and community uses through protecting waterfront land in urban environments and ensuring that port infrastructure and waterfront locations are at the heart of regeneration schemes.
- E3** Protect and develop port infrastructure where it is sustainable and economically viable to do so, so that they continue to be an important part of modern and future maritime Cornwall.
- E4** Work towards more coordinated management of and advocacy for ports and harbours, to encourage further economic development whilst balancing the operational, leisure and environmental uses²¹.
- E5** Where appropriate, promote port development that facilitates the expansion of other economic activities, including renewable energy, leisure, fishing, freight handling, ship repair, yacht and boat construction.
- E6** Ensure that ports and the coast accommodate the promotion of leisure/recreational activities and coastal access without adverse effects on economic activity and environmental quality.



13 Laid up ships, Port of Truro



14 Commercial Ship, Fowey Harbour

- E7** Maximise the opportunities for supporting and promoting sustainable local fisheries and aquaculture; including the provision of shore side facilities for handling and processing landings.
- E8** Promote the role of Cornwall’s large and small ports and harbours in creating job and business opportunities for the development of the marine energy industry, its supply chain, technology development, manufacture and maintenance²².

²¹ One example of how this may be achieved is through creating zones for leisure based activities in waterways, rivers and in ports.

²² For example, by exploring opportunities for energy generation schemes within existing port/harbour infrastructure.

F Connecting land and sea...

Objective F: To better connect Cornwall's coastal communities and destinations and support sustainable, low carbon transport

Aims

- F1** Where appropriate, further develop and promote low carbon water-based movement, for freight, commuting, access to services and leisure²³.
- F2** Seek solutions to better connect people with waterfront land²⁴, beaches, the sea and estuaries and their associated activities (including walkways, cycle routes, affordable public slipways and boating facilities and the removal of physical barriers)²⁵. Seek to ensure that coastal communities are better connected to each other²⁶, particularly by walking, cycling and public transport routes.



15 Torpoint Ferry, Tamar Estuary



16 Scillonian III Penzance Harbour

- F3** Improve connections between maritime and terrestrial transport (for example coordinating bus and ferry timetables) to ensure Cornwall's transport is truly integrated.
- F4** Ensure efficient use of waterfront infrastructure and improve functional connectivity between land and sea, for example through investigating the shared use of facilities, re-use of historic assets and multi-functional role of ports and harbours²⁷.
- F5** Deliver measures to enhance, promote and support the South West Coast Path, adjacent land²⁸, coastal public open spaces and beaches, for example by improving public transport connections and preparing for sea level rise and increased risk of coastal erosion.
- F6** Provide quality, accessible Green Infrastructure for and between coastal communities, taking into account the needs of the disabled and elderly.

²³ This includes the ferry links to the Isles of Scilly and Plymouth/Devon.

²⁴ Including places of maritime interest.

²⁵ For example strategically through Connecting Cornwall Local Transport Plan. One practical example is to provide pedestrian crossings and use traffic calming measures on busy roads.

²⁶ For example through investigating misconnections and improving and developing multi-use access paths.

²⁷ Examples include the Falmouth Park and Float and boat storage facility and the Wave Hub in Hayle which connects the land with the nearby marine energy resource at sea.

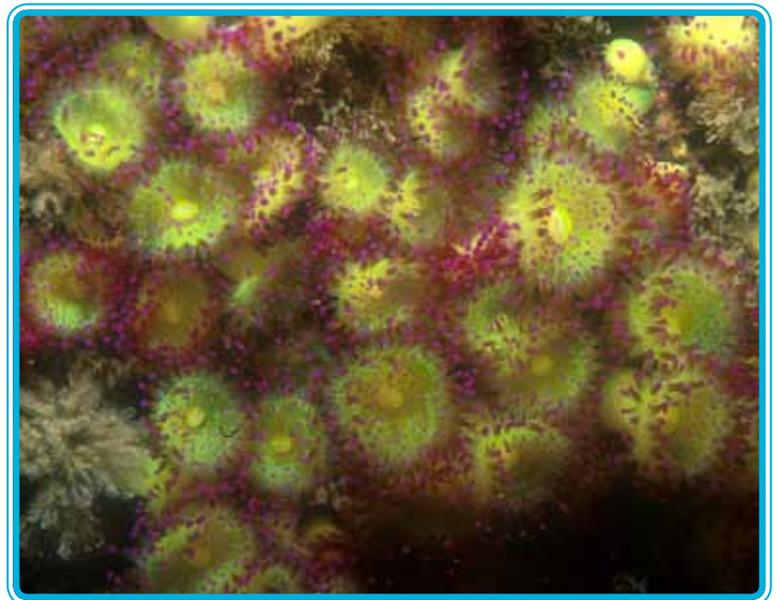
²⁸ For example by safeguarding areas immediately inland of the Coast Path to protect continued future access where cliff and beach erosion have the potential to remove land over which the existing route runs.

G Pride, recognition and responsibility for cultural, natural and historic assets

Objective G: Ensure Cornwall's natural and historic maritime environment and culture is renowned worldwide, and is a source of pride and inspiration to residents and visitors

Aims

- G1** Engage, educate and inform people about Cornwall's coast and seas. Inspire and encourage people to have pride in the management of the maritime environment in active partnership with the Council²⁹.
- G2** Support the implementation and management of the UK statutory and voluntary Marine Protected Area network. Maximise opportunities for collaborative working with other designated areas such as the AONB and World Heritage Site. Explore opportunities arising from other land-based and marine designations as appropriate.
- G3** Promote within Council departments and beyond, a better understanding of the marine and coastal environment and the significance of natural and historic assets. Ensure that relevant Council functions are undertaken with respect to these.
- G4** Work collaboratively with all sectors to secure the protection and sustainable management of Cornwall's maritime natural and historic environment through a range of public and private investment³⁰.
- G5** Seek opportunities for environmental growth and enhancement through habitat creation and species recovery, heritage restoration and improved management³¹.
- G6** Protect Cornwall's significant geodiversity from damaging activities. Safeguard marine mineral resources for future use.
- G7** Understand, maintain and enhance the distinctive character and setting of local coastal towns and villages, ports and harbours. Promote high quality seaside architecture, access, signage and innovative design that is inspired by and sensitive to local seascapes, landscapes and townscapes.



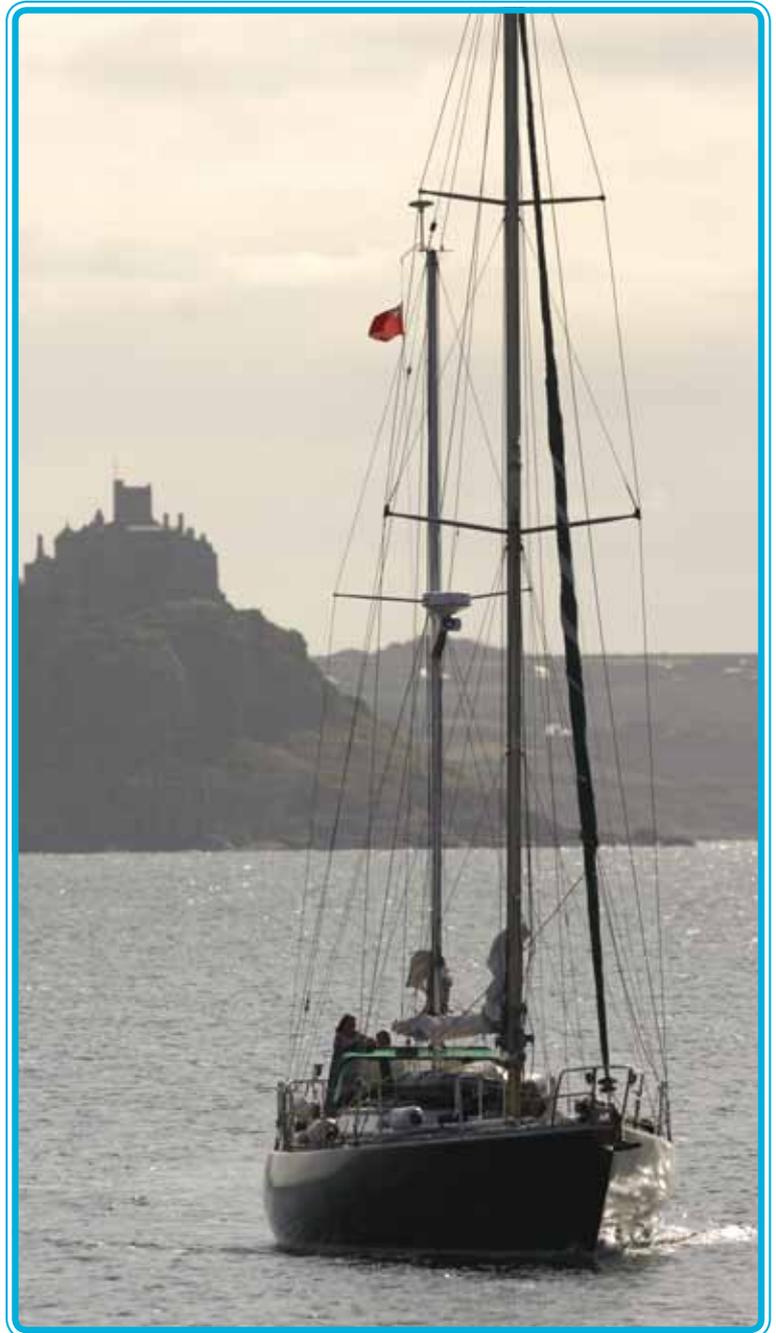
17 Jewel Anemones, Fal and Helford Estuaries

²⁹ For example, through encouraging participation in Clean Cornwall week, the Beachcare Project, coastal fora, Voluntary Marine Conservation Areas; and collaborative research and outreach programmes with universities, colleges and schools.

³⁰ For example, through the Local Nature Partnership, generation schemes within existing port/harbour infrastructure.

³¹ Examples include through the Cornwall Biodiversity Action Plan, Shoreline Management Plan process, World Heritage Site, Historic Environment Action Plans, AONB. This will help to increase resilience of the natural and historic environments to the effects of climate change and other cumulative pressures.

- G8** Promote Cornwall’s natural and historic environmental qualities as positive assets, essential in enhancing quality of life and in attracting tourism, business and innovation that recognise, protect and enhance the maritime environment³².
- G9** Promote and support maritime natural, historical and cultural activities and events to celebrate Cornwall’s distinctive environment and heritage³³. Further encourage maritime-based arts and cultural activities, including festivals, events and venues³⁴.
- G10** Gain a better understanding of Cornwall’s natural marine resources and their value to health and wellbeing, tourism, recreation and the economy and assess the status of landscape and seascapes in order to safeguard these assets³⁵.
- G11** Actively work with other regulators, landowners and businesses to maintain and improve Cornwall’s water quality (inland and coastal); minimise wildlife disturbance: reduce sources of litter and pollution (including noise and light from watercraft, shipping and coastal development); and to control invasive species³⁶.



18 Mount’s Bay, Penzance

³² Examples include the South West Coast Path and The National Maritime Museum.

³³ For example, maritime based arts and crafts, festivals and venues; leisure sailing and yacht clubs, beach based holidays and local food production; the fishing industry, traditional and innovative boatbuilding and design.

³⁴ Examples include Falmouth Week and Tate St Ives.

³⁵ By assessing the value of maritime ecosystem goods and services in Cornwall, following on from the National Ecosystem Assessment, 2011.

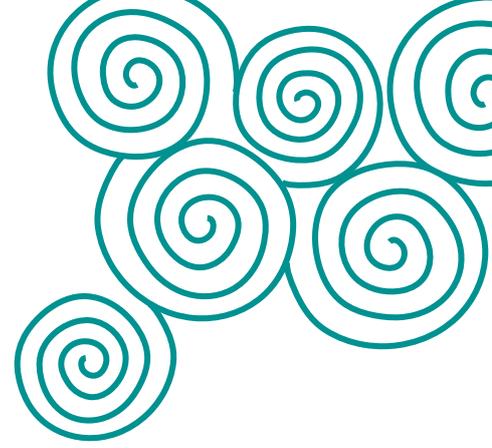
³⁶ Implementing the Water Framework Directive, for example, through initiatives such as Fishing for Litter, Clean Cornwall and implementation of Sustainable Urban Drainage Systems in Council-owned car parks, hand picking litter on beaches or the Wildlife Safe (WiSe) accreditation scheme for boat operators.

Glossary

Area of Outstanding Natural Beauty (AONB)	An area of countryside considered to have significant landscape value in England, Wales or Northern Ireland. Designated under the 1949 National Parks and Access to the Countryside Act.
Convergence	An economic regeneration programme administered by the European Union for economically deprived areas. Convergence funding for Cornwall and the Isles of Scilly runs until 2013 and will invest in activities with a long-term impact on the economy of Cornwall and the Isles of Scilly.
Cornwall Marine Network	An organisation dedicated to supporting the marine sector in Cornwall via initiatives that improve profitability and encourage growth through quality and innovation.
Ecosystem goods and services	Ecosystem services are the conditions and processes through which natural ecosystems sustain and fulfil human life. They maintain biodiversity and the production of ecosystem goods, such as seafood, pharmaceuticals, industrial products, and their precursors. Ecosystem services are the actual life-support functions, such as cleansing, recycling, and renewal, and they confer many intangible aesthetic and cultural benefits as well (Daily, 1997)
Environment	The surroundings or conditions in which a person, animal, or plant lives or operates (Oxford Dictionary, 2010).
Green Cornwall	A scheme led by Cornwall Council which looks at ways in which the Council can reduce its impact on the environment and become a leader in its use of renewable energy and environmentally-friendly transport.
Gross Domestic Product (GDP)	The market value of all officially recognised goods and services produced within a country in a given period.
Harbour	A place of shelter for ships and which may or may not encompass a port
Heritage	That which is inherited from the past and includes 'natural heritage' which is the inheritance of fauna and flora, geology, landform and other natural resources, and 'cultural heritage' which is the legacy of physical remains of buildings, artefacts and landscapes as well the more intangible practices and expressions of a group or society.
Historic environment	All aspects of the environment resulting from the interaction between people and places through time, whether visible, buried or submerged, and landscaped and planted or managed flora (PPS5, CLG 2010).
Inshore	The waters off the coast up to a 12 nautical mile limit.
Local Development Framework	The Local Development Framework (LDF) is the term used to describe the set of documents which will eventually include all of a planning authority's Local Development Documents. The aim of this suite of documents is to guide development in the Local Authority's area.

Local Enterprise Partnerships (LEPs)	Locally-owned partnerships between local authorities and businesses. LEPs aim to play a central role in determining local economic priorities and undertaking activities to drive economic growth and the creation of local jobs.
Local Transport Plan	Sets out a Council's transport strategy and policies for maintaining and improving all aspects of the area's transport system.
Natural Assets	Natural assets are assets of the natural environment. These consist of biological assets (produced or wild), land and water areas with their ecosystems, subsoil assets and air (OECD, 2010).
Marine	Relating to or found in the sea (Oxford Dictionary, 2010).
Marine and Coastal Access Act (2009)	UK legislation that aims to ensure clean healthy, safe, productive and biologically diverse oceans and seas, by putting in place better systems for delivering sustainable development of marine and coastal environment.
Marine Conservation Zones	Enacted through the Marine and Coastal Access Act (2009), MCZs protect nationally important marine wildlife, habitats, geology and geomorphology.
Marine Energy	In the UK, marine energy refers to wave and tidal energy. In Europe the terminology may have a wider interpretation, but is more generally referred to as 'Ocean Energy' which may also encompass offshore wind generation.
Marine Policy Statement (2010)	The overarching policy framework for the UK marine area. It provides the high level policy context within which Marine Plans will be developed, and sets the direction for marine licensing and other relevant authorisation systems.
Marine Protected Areas	Protected areas whose boundaries include some area of ocean. In the UK, MPAs are zones of the seas and coasts where wildlife is protected from damage and disturbance.
Marine Management Organisation (MMO)	An organisation established to make a significant contribution to sustainable development in the marine area and to promote the UK Government's vision for clean, healthy, safe, productive and biologically diverse oceans and seas.
Maritime	Bordering on the sea; connected with the sea, especially in relation to seaborne trade or naval matters (Oxford Dictionary, 2010).
Natural Environment	The ecological units that function as natural systems including landscapes, flora and fauna, freshwater and marine environments, geology and soils (Natural England 2008). The natural environment is concerned with biodiversity and geodiversity.
Port	Generally assumed to be a place which has facilities for the loading and unloading of ships and in the context of this strategy would mean a place where cargoes (excluding fish and shellfish) are loaded or discharged for onward transit.

PRIMaRE	Peninsular Research Institute for Marine Renewable Energy. An institute which combines the academic resources of Exeter and Plymouth Universities. PRIMaRE includes a Research and Knowledge Transfer team
Regen SW	Regen SW is an independent, not-for-profit centre of expertise in sustainable energy, including marine energy.
Seascape	There is no legal definition for seascape in the UK. The European Landscape Convention (ELC) defines landscape as “an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors”. The draft Marine Policy Statement states that, in the context of that document, references to seascape should be taken as meaning landscapes with views of the coast or seas (Marine Policy Statement, 2010).
Shoreline Management Plan (SMP)	A Shoreline Management Plan (SMP) is a large-scale assessment of the risks associated with coastal processes and which helps reduce these risks to people and the developed, historic and natural environments.
South West Marine Energy Park	Collaborative partnership between local and national government, Local Enterprise Partnerships, technology developers, academia and industry within the physical and geographical zone of the south west. It provides a prioritised focus for marine energy development, generation projects and industry growth.
Sustainability	The property of being sustainable, the condition where human activity may be continued indefinitely without damaging the environment and where the needs of all peoples are met equally
Sustainable development	That which meets the needs of the present without compromising the ability of future generations to meet their own needs, refers to the processes by which sustainability may be achieved.





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