



**Morecambe Bay Partnership**  
Registered Charity No. 1089559

**Annual Report**  
and Financial Statement  
Year ended 31 March 2011

**Trustees**

June Ashworth  
Alan Chester (Treasurer)  
Vic Crumley  
Richard Greenwood  
Phil Hurst  
Dennis Laird  
Captain Graham MacLean (Chair)  
Ged McAllister  
Geoff Paul  
Richard Scott

The Morecambe Bay Partnership aims to

- improve the co-ordination and communication around the coast
- involve local people and local communities in our activities
- run community, heritage and education projects
- encourage more people to enjoy the coast and
- deliver work with a wide range of partners in support of our aims.

**Office Address**

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**Auditor:**

**Fiona Parker**

## Trustees' Report

The last year has seen challenges and rapidly changing priorities for many of us with financial austerity and pressures on the public sector. In response, the Partnership has focused on a major application to the Heritage Lottery Fund. This was submitted in February 2011, a huge effort went into its development.

We are delighted to report that it was successful. This was thanks to a sterling performance by the core teams who worked with us in numerous focus groups and meetings. It is very encouraging to have this level of commitment and energy from so many individuals pulling together and working to make the Bay a better place.

As in previous years, the support of all our volunteers and partners, particularly the BeachCare volunteers who are responsible for our beach clean programme has been hugely rewarding as it makes such a positive difference to our coast and beaches.

## Heritage Lottery Bid - Landscape Partnership Scheme

### Headlands to Headspace (H2H)

We submitted an application to the Heritage Lottery Fund in February 2011 for a Morecambe Bay Landscape Partnership Scheme. The title for this was Headlands to Headspace (H2H). It was submitted with over a hundred letters of support from community groups and organisations all around the Bay.

This lottery scheme requires a suite of projects against 4 headings: i) access, ii) community participation, iii) conserve built and natural heritage and (iv) training, all of which relate to a landscape that is valued and recognised by local people. Over 200 people were involved in the development of the Scheme.

A seminar held on 30 June 2010 at the Midland Hotel began engagement and discussion of projects. A dedicated H2H Board was formed to provide strategic direction and four focus groups: Access, Natural Heritage, Cultural Heritage and Understanding Morecambe Bay to provide specialist input. Alongside these, Rowena Lord (volunteer) and James Rebanks (consultant) provided tremendous support.

The proposals in the Scheme will support communities to restore and celebrate the natural and built heritage of Morecambe Bay. Proposed projects included using the railway stations as hubs to access key sites, habitat enhancement, joint working between Lancaster Maritime and Barrow Dock Museums and community training in archaeology, oral history, surveying, safeguarding monuments and habitats.

The development phase will run in 2012/13 followed by a 4-5 year delivery phase. Further details about the [projects](#), the vision and the [Scheme](#) are on our website.

## Information and Communication

### AGM & Conference - 24 May 2010, Lancaster

Over 170 delegates packed into the Lancaster House Hotel on 24 May 2010 for the Partnership's 19th Conference to hear presentations on a wide range of subjects including spatial planning, coastal defence and offshore developments.

Speakers included Andrew Dobson, Lancaster City Council; Richard Tracey, NWDA, Jeremy Loyd, Marine Management Organisation and Graham Lynberry, NW Coastal Group. [A photographic record](#) is available from our website.

## Bay Leaflet and Web promotes Active Tourism

We developed a new tourism leaflet and associated website which were launched in July 2010. This brought Lancashire and Cumbria Tourism Boards together to promote activities around the Bay. Copies of the leaflet are available at Tourist Information Centres, and although the format works best as a paper copy, [a pdf is available to download](#). Associated with this is a [Morecambe Bay tourism website](#).

The focus of both leaflet and website is on activities - walking, cycling, kite-sports, canoeing, sailing and adrenaline sports. This is in line with Cumbria Tourism's Adventure Capital strategy and Lancashire's Active Enjoyment.

## Communities and Events

### BeachCare's Success, ongoing and new partners

The volunteer beach cleaning programme continues strongly. Alongside our locality based groups in Arnside/Silverdale, Hest Bank/Bolton-le-Sands and Furness, we continue to work with our local partners at North Walney (Natural England), Sandscale Haws (the National Trust) and Humphrey Head, (Field Studies Council). New beachclean partners this year included Beaumont College.

In the year to end March 2011, a total of 27 events were held at which 322 people took part removing 1.3 tonnes of beach litter and debris from our shores. Our thanks go to all our partners and volunteers - the success of this work is a reflection of their support.

### New BeachCare Group - Middleton Sands to Sunderland Point

A new BeachCare group formed: Middleton Sands to Sunderland Point. Our thanks to volunteer leaders Jean Ellis, John Gilchrist, Dave Duncan and Keith Tunstall.

### South Walney Walk - Saturday 10 April 2010

Dave Coward a local volunteer ran a popular and very well received walk around part of South Walney on a glorious sunny day. The area is rich in pre-historic interest, with some remains preserved in soft clay beds.

### Chapel Island Walk - Saturday 18 July 2010

We are often unlucky with the weather for this walks, and this year was probably the worst. Undaunted, a small group of hardy souls braved the downpour and the high river crossing, and undoubtedly, the day was all the more thrilling for it. Our thanks to Ray Porter, the guide, for supporting us in running this event again.

## Partnership staff

Donna Gough continued as part-time Office Manager and provided excellent support in handling letters of support for the lottery bid and monitoring our finances.

Susannah Bleakley, the Partnership Officer, delivered and managed projects, core activities and fundraising.

## Trustees

Joyce Lynch and Jane Wright stood down as Trustees. There were no other changes to the Trustees during the period April 2010 to March 2011.

Approved by the trustees and signed on their behalf:



Graham MacLean, Chair of Trustees, October 2011

## Financial Statement for the year ended 31 March 2011

Total cash income	£ 5,201
Total cash expenditure	£ 5,115
Cash surplus for 2010'11	£ 86

Brought forward from 2009/'10	£ 102,768
Less transfer to CCC account	£ 9,713
Plus cash surplus for 2010'11	£ 86
Carried Forward 2010/'11	£ 93,141

In-kind support to H2H	£ 38,660
In-kind for BeachCare	£ 19,350
Total In-Kind Support	£ 58,010

Approved by independent examiner:

Fiona Parker, Jan 2012

### Financial Comment

The last twelve months have seen a radical change in the financial management of the Partnership with the development of closer ties to our partner Cumbria County Council. In particular, day to day income and expenditure transactions now lie firmly within the Council's management accounting system and benefit from detailed monitoring and audit procedures. This change allows us to benefit from financial efficiencies and to develop a robust regime for management of our Heritage Lottery Funded Headlands to Headspace (H2H) project.

The success of the Heritage Lottery Fund bid together with our continued support for H2H establishes a firm foundation to deliver much of the work we envisaged under previous initiatives and requires us to review our staffing and funding needs.

Morecambe Bay Partnership retains control of the total budget and the historic reserves which will provide grant funding for individual facets of the programme of work around the Bay. It is, therefore, essential to assure members that despite these changes the Trustees maintain their overview of all activities and wish to maintain and develop income streams for which we are extremely grateful especially as the general financial constraints continue to affect us all.

Alan Chester, Partnership Treasurer, September 2011



### We thank all our funding partners for their continued support

Associated British Ports  
British Energy  
Duchy of Lancaster  
Lancashire County Council  
LEADER

Barrow Borough Council  
Centrica Energy HRL  
Heysham Port Ltd  
Lancaster City Council  
Natural England  
Regional Parks Exchange

Boughton Estates  
Cumbria County Council  
Holker Estates  
Parish Councils  
NWDA  
South Lakeland District Council.

For the Bay tourism leaflet:  
Barrow Regeneration  
Lancashire and Blackpool Tourism.

Cumbria Tourism

Invest in Cumbria