



Interpretation & Marketing Strategy for Morecambe Bay

Report of Workshops & Questionnaires

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January 2002

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EXECUTIVE SUMMARY

"Drop-dead gorgeous"

Workshops were held at the 11th Morecambe Bay Conference in November 2001 to help develop an interpretation and marketing strategy for the Bay. The purpose of the workshops and questionnaires, that were made more widely available, was to canvas the opinions of people who live around the Bay. We received a wealth of responses that have informed us of much more. We found out what and where is special and why; which places people would like to share with visitors and which are best left undiscovered. Above all, however, the responses confirmed that those who know the Bay love it, that they look to it for inspiration, recreation and work and that they cherish it as a very, very special place.

For anyone who has even a passing acquaintance with Morecambe Bay the results of the question "What is special about Morecambe Bay?" will not be too surprising. The people we asked said that it is special because of the views, the sunsets, the light, the wildlife (birds in particular), the constant changing of the weather and tides, the history, the culture, the people and the way of life. Gorgeous, magical, interesting, outstanding, superb, unique, friendly, timeless, tranquil, wonderful, excellent, diverse, fantastic, beautiful, inspirational and accessible were among the adjectives that people used to describe it.

There were also favourite places where people would take visitors to the Bay. The most popular places were around the central part of the Bay – this included Morecambe, Heysham, Lancaster and Arnside/Silverdale. Morecambe was the overall favourite, due perhaps to its accessibility and the fact that it offers something for everyone. However, there was a fairly even representation around the Bay with Fleetwood, Barrow and the surrounding areas also proving popular. The results also show that there are key activities around the Bay – the most popular were walking and bird-watching.

In response to where there might be potential for more interpretation, in general, it was thought that some locations could be improved with more; that the honeypots could be further developed for tourists but that quiet places should be left for people to find for themselves. There was also a need for wider Bay promotion, including the southern part of the Bay, and more promotion and interpretation for local residents and schools. Suggested themes for further interpretation were transport, walking, nature and industrial heritage.

The majority of people thought that the Bay could be spoiled by receiving too many visitors and that any increase of visitors would, therefore, need careful management. Particular concern was expressed about increasing visitors to Arnside/Silverdale, Sunderland Point, Humphrey Head, Piel Island, Foulney and Roa islands, nature reserves and coastal paths and on the Cross Bay Walks. Some commented that Arnside/Silverdale and the Cross Bay Walks already received too many visitors. It was also expressed that we should cherish quiet and unspoilt areas and leave some places hidden away for people to chance upon as this was part of the pleasure.

To a certain extent there were mixed feelings as to whether or not the Bay had its own sense of identity. While some believed strongly that it did, on the whole the majority thought that it did not but that it would be worth trying to develop one. Again, there were provisos that the development of an identity should be undertaken carefully so as not to spoil the things that make the Bay special.

Few, if any, would dispute the comments of one respondent - the Bay is a "fantastic, beautiful area". It is a place that is both relaxing and inspiring - "it just restores your spirit".

"A fantastic beautiful area..."



...it just restores your spirit"

INTRODUCTION

Interpretation is anything that helps people to understand and appreciate the cultural and natural heritage of an area. It can take many different forms, including informative display boards, guided walks, leaflets, public art and events.

Morecambe Bay Partnership is developing an interpretation and marketing strategy for Morecambe Bay. The first stage of this project was to consult Partnership members and members of the public to get their opinions. We wanted to find out what people thought was special about the Bay, which places were most popular, which places would benefit from more interpretation and which would be spoiled by receiving more visitors. Finally, we wanted to know if people thought the Bay had its own unique identity and if not could (or should) one be developed. Answers to these questions were obtained from a combination of workshops and questionnaires.

This report summarises the results of the workshops and questionnaires. We have tried to air most of the opinions expressed, but inevitably the majority opinion has been given the loudest voice. The views expressed in this report are not necessarily those of Morecambe Bay Partnership.

Scope of this study

Morecambe Bay stretches from Walney Island in the north to Fleetwood in the south. It includes the tidal estuaries of the Rivers Leven, Kent, Keer, Lune and Wyre and a vast area of intertidal sand and mudflats. The main settlements around the Bay are Barrow-in-Furness, Ulverston, Grange-over-Sands, Arnside, Silverdale, Morecambe, Lancaster and Fleetwood.

For the purposes of this study, the inland boundary of Morecambe Bay has been defined as approximately 1 mile from the coast. However, sites that are further inland but afford a good view of the Bay or demonstrate some other obvious connection have been included.



Boats on Morecambe Bay

METHODOLOGY

Information was gathered using a combination of workshops and written questionnaires.

Workshops

Workshops were held at the 11th Morecambe Bay Conference at The Platform in Morecambe on 2 November 2001 (see Appendix I for list of participants). There were six workshops, each with 12-16 participants. Delegates represented a wide range of users, from individuals with an interest in the Bay to those representing local government, industry or conservation organisations.

The workshops asked 5 key questions:

1. What 3 things do you think are really special about Morecambe Bay?
2. If you had to introduce someone to the Bay, which five places would you visit, what would you do there, and why?
3. Where do you feel there is potential for more interpretation and access around the Bay?
4. Are there places around the Bay that would be spoiled by too many people?
5. Does the Bay have a sense of identity as a place in its own right? If not, is it worth trying to develop this?

All workshops answered questions 1 and 2, then two workshops answered each of the last 3 questions. A scribe recorded the results of each workshop. Respondents were also given the opportunity to respond in writing to the questions that they did not address in their workshops.



Helen Johnston, English Nature (left of flipchart) and Mark MacGregor, Wyre Borough Council (right of flipchart), running one of the workshops

Questionnaires

Questionnaires with all of the 5 questions detailed above were distributed to those members of the Partnership who received invitations to the conference but who were unable to attend. The questionnaire was also made available on Morecambe Bay Partnership's website, and several members of the general public downloaded it from there (see Appendix II for copy of questionnaire). Answers from the written questionnaires have been collated into responses for each question along with the verbal information gathered from the workshops.

QUESTION 1:

What is really special about Morecambe Bay? (Appendix III)

The following table summarises the responses given for Question 1. It is only intended to give an indication of the types of responses that were given and is not a precise measure.

Although attempts have been made to make classifications these are not clear-cut – there are endless overlaps and blurred edges. So, for example, a response that has been counted as “views” might also mention the wildlife visible in that view. If, however, the view seems to be the significant part of the response then it was recorded as “view” rather than “wildlife”.

What is special?	No. of times response given
Views	81
Wildlife (including birds, flora, fauna, marine life)	56
Constantly changing (time and tides)	44
Things to do and places to see	49
Space, size and solitude	22
History and heritage - stepping back in time	20
Diversity, variety and contrast	15
People and culture	13
Peace, quiet, tranquillity & inspiration	12
Unspoiled	7
Access	7
Habitats	5
Unique	4
Weather	3
Secrets	2
Other	8

"The views are fantastic and make me want to get out and walk across the Bay to the fells, or sit back with a beer and contemplate the sunset"

Clearly, the thing that makes Morecambe Bay special for the greatest number of people consulted for this report was **the view**. This can be further split into general descriptions of the view (27%), the view and the hills on the other side (41%), the view and the light (9%) and the view and the sunset (22%).



The thing most special about the view according to these responses was the contrast of the **backdrop of the Lakeland hills** (left) and looking out to "the other side". As one respondent writes "... breathtaking views across the Bay, the Lakeland hills clearly visible ... we're going to visit Grange and cheer the view from the other side."

Light, sunset and **sunrise** were also popular responses in the general category of view.

"The beauty of the ever-changing tidal patterns on the sands and channels" and "The varied seasons, sunlight and shadows mean that the landscape is constantly changing"

Closely related to views is the section classified as **constantly changing (time and tides)**. The fact that the Bay is continually changed by weather, light, seasons, time of day, tides and so on makes it special for many people. The forces of nature (weather, seasons, tides) were mentioned several times and also included ideas such as "**global processes**" and the "**scary power of the sea**".

"Morecambe Bay is a wonderful place to experience many different types of wildlife"

Not surprisingly the **wildlife**, mainly the **birdlife** (curlew, right), was also special to many people, both its abundance and its **variety**. The hidden as well as the visible wildlife was appreciated, with many people mentioning the marine and sub-tidal wildlife – "it is so unusual and interesting".



"The people, fauna and flora are so varied and interesting"

Variety was again echoed in the section classified as **diversity**. Included in this classification was variety of flora and fauna, landscape, and people and places. As with the section "constantly changing" it is the difference and contrast that makes the Bay special.

"Watching the shore birds in the early morning from Piel Island as the sun rises"

For many people the places that they visit, the things that they do there and the time that they do them are what make the Bay special. Walking, bird-watching, fishing, sailing, and view-watching were **popular activities** while Fleetwood, Morecambe Promenade and Eric's statue, Sunderland Point, Arnside, Grange-over-Sands, Humphrey Head, Piel Island and South Walney, among others, were specifically mentioned as **special places**.

"People and their place in the history of the Bay - skills and expertise in crafts, industry, arts and environment"

People and culture, mainly fishing and shipping, though not foremost in people's minds, is still an important facet in the fascination of the Bay, as is the **history and heritage**. Not only was the history described as fascinating and interesting, but places such as Grange, Piel Island and Heysham Head offer opportunities for "**stepping back in time**".

"Welcome to the edge of the world!"

Again crossing over into many of the other classifications was the notion of **space, size and solitude**. The Bay gives people "plenty of space", "space for wonder", "space to breathe" and "space, horizon and openness".

"It lifts one's spirits and is inspirational"

Finally, the Bay is a place that offers many people peace, tranquillity and the opportunity for quiet reflection. It is a place that people come to restore themselves and to let "the worries of the day fade away".



"Sea, sky, land and light"

QUESTION 2:

If you had to introduce someone to the Bay, which five places or activities would you take them to and why? What would you do there? (Appendix IV & V)

This question asked where people would take visitors to the Bay, why and what they would do there. The answers have therefore been split into these three sections.

The main 'where' was Morecambe, the main 'why' was the views, and walking and bird-watching were the most popular activities.

Where

The following table summarises the top 15 responses by place (see also Appendix IV & V).

	Where	No. of times response given
1.	Morecambe	47
2.	Heysham Head	31
3.	Arnside & Silverdale	30
3.	Walney Island	30
4.	Cross Bay Walks	27
5.	Lancaster	25
6.	Barrow	22
7.	Humphrey Head	19
7.	Arnside Knott	19
7.	Leighton Moss	19
8.	Grange-over-Sands	18
9.	Sunderland Point	17
10.	Fleetwood	14
11.	Piel Island and Castle	13
12.	Glasson Dock	10
12.	Hampsfield Fell	10
13.	Ulverston	6
13.	Warton Crag	6
13.	Hest Bank	6
14.	Aldingham	5
14.	Bardsea	5
14.	Foulney Island	5
15.	Cockersands Abbey & Cockerham	4
15.	Wyre Estuary Country Park	4
15.	Kent Estuary	4
15.	Canal Foot (Nr Ulverston)	4
15.	Roa Island	4

To some extent the results speak for themselves. Clearly the most popular place to take visitors is the **central part of the Bay** - this covers **Morecambe** (the promenade, Stone Jetty, Tern Project and the Eric Morecambe statue), **Heysham** (including the village, the churches, harbour and power station) and **Lancaster** (including the Maritime Museum, Williamson Park and St Georges Quay). Sunderland Point, Glasson Dock and Hest Bank are also mentioned. Other popular destinations in the central part of the Bay are Arnside and Silverdale, including the cross-bay walk. However, there is a **fairly even spread** around the Bay with both Barrow and Fleetwood and the surrounding areas all proving popular.

It should be noted that the venue of the workshops, in Morecambe, may have influenced the results of this question – the majority of participants were from the central part of the Bay.

Not surprisingly, people are fond of the places that are near to them, but a quick look at the response forms show that they also travel to further parts of the Bay. The places where few people visit are places where access is restricted (*e.g.* Pilling Sands).

More interesting perhaps is to identify why these places appeal and what people like doing and where.

Why

Many of the things identified as special in Question 1 are also found in Question 2. The reasons people like the places they do are again because of space, freedom, nature and the power of nature, views, history and heritage (including industrial heritage, shipping and fishing as well as older history), peace and tranquillity, tides, diversity, beauty, sunsets, wilderness, geology, birds and wildlife.

"Wonderful views"



View from Arnside Knott

Almost all of the places mentioned were places where people can enjoy the **view**, with good vantage points in particular from Arnside Knott, Humphrey Head, Morecambe prom, Grange-over-Sands, Hampsfield Fell, Warton Crag and the cross-bay walk. One person said that they were "proud to share the scenery" with visitors while another described the view as one of "their greatest pleasures".

"Lots of different people of all ages and interests can enjoy it"

The above quote was used to describe the Eric Morecambe statue, the Stone Jetty and the Tern Project in **Morecambe**. Morecambe has been singled out in this report because so many people felt that this was a place they would take visitors – a brief analysis is therefore worthwhile. There does seem to be something for everyone – walking, views,

art, education, sunsets, fun, events, bird-watching, accessibility, fish and chips, local history, studying lichens, cycling and a "nice cup of tea" were all mentioned as part of its appeal.

"Scenery, mortality, humility and a sense of how people used to travel"

The **cross-bay walk** is also worth singling out. Not only was it expressed as unique to the area but it was also described as fun and fascinating, offering a sense of space, place, wonder and wilderness, with lots of history and wildlife along the way - "A fun, unique experience. Gloriously pointless."

"Accessible to all"

Like Morecambe, Grange was popular because the promenade offered easy **access**, good facilities such as parking and, of course, good views. Several other places were mentioned because they had **good facilities** such as parking and toilets.

"Fun and laughter"

People also like things because they are **fun**. Days out in Morecambe, Leighton Moss, Piel Island and Wyre Marshes were mentioned because they were fun. The cross-bay walk was also popular with several respondents because it was fun.

"The history is so interesting . . . it's like stepping back in time"

The "long sense of **history** and relationship of humans with the Bay" was important to many. From the ecclesiastic history at Heysham Head, Piel Island and Furness, to the Georgian history of Sunderland Point, Lancaster and Fleetwood and up to the more recent history of shipping and fishing at Barrow, Glasson and Fleetwood - all of these helped to create "a sense of place".

"Interesting geological features"

An interest in **geology** could be found in many responses. Among the places mentioned were **Hampfield Fell** (right), Arnside/Silverdale and Warton Crag for limestone pavements and Walney Island for the views of the drumlins.



What

Many "what's" and activities were mentioned, including bird-watching, geology, different transport means, walking, eating and drinking, fishing and shrimping.

"23,000 pairs of gulls"

Not surprisingly **bird-watching** was a popular activity and one which could be undertaken from many points in the Bay, helped by easy accessibility to good bird-watching areas. Bird-watching was not an exclusive activity – this was summed up by one respondent who said that they appreciated the birds despite the fact that they were "not really a birder". As a final comment on bird-watching, the name of this activity might be somewhat misleading and several people stated that 'bird-listening' was also part of their pleasure. One respondent went to South Walney "to experience the intense activity and cacophony of sound in the gull colony".

"Journey around the whole Bay to get whole story"

For many the journey and the method of **transport** were the important thing. A wide range of transportation means were mentioned. Glasson is popular because "you can **cycle** there". Grange, Silverdale and Ulverston Beer Festival are popular because of the nice **train** ride, Piel Island because of the **boat** journey and Sunderland Point because of the tidal causeway. The **coastal walk and coastal road** were chosen for the vantage points, the "stunning scenery" and "superb views" that they offer while the Furness Rail Line had "...great views that you don't see from the car". For some though, sailing was the only way to see the Bay, offering "beautiful views, peace, escape from everyday life – a delightful waste of time."



Boats at Glasson Dock – for many the only way to see the Bay is by boat

"A totally different perspective on foot"

Walking, perhaps arguably a means of transport, was one the biggest responses given. Like views, walking is something which can be enjoyed almost anywhere around the Bay and many different preferences of walking were expressed. Grange, Fleetwood or Morecambe prom for a stroll, the Cross Bay Walk for a "long tromp", Humphrey Head for "a good breezy walk without too big a hill to get up", a "wild and windy" walk on Hampsfield Fell and "good climbing" at Warton Crag.

"A good cup of tea" & "fancy ice-creams during summer"

After so much walking many respondents expressed their need for refreshments and opportunities for **food and drink** certainly added to the appeal of a place. Nettle beer in Heysham, fish and chips in Morecambe and Fleetwood, ice-cream, a good cup of tea and a good pint were all enjoyed with particular pubs and cafés picked out as the best places to find them. A visit to Piel Island often included a visit to the Island's pub; the Albion pub in Arnside was a good place for watching the tidal bore and sunset and the views and geology of Hampsfield Fell were enhanced by a trip to the bakery in Grange. Fishing and shrimping provided delicious food for free.

Different strokes for different folks

Although not in the majority there were some other responses worthy of mention, which demonstrate that the Bay offers very personalised experiences to different people. For example, individuals enjoyed a very **wide range of activities** including otter watching, studying lichen and Spartina, appreciating the geology including the limestone pavements and drumlins, fossil hunting, butterfly counting, skydiving, pony watching and caravanning - all of which emphasise the **diversity** of the Bay.



A range of leisure activities are enjoyed on Morecambe Bay, including fishing

In **summary**, key places for certain specific things were identified:

- The Cross Bay Walk for its uniqueness
- Leighton Moss and Walney Island for birds
- Fleetwood, Glasson and Barrow for shipping and maritime heritage
- Piel Island, Sunderland Point, Lancaster and Heysham Head for history and heritage
- Fleetwood for fishing
- Arnside/Silverdale, Humphrey Head and Hampsfield for walking, wildlife and limestone pavements
- Grange and Morecambe for strolling and good, easy access
- Heysham, Aldingham, Furness, Piel Island and Cockersands for churches
- Almost anywhere for the view, but in particular the high places such as Hampsfield Fell, Arnside Knott, Humphrey Head and Warton Crag.

QUESTION 3:

What places or themes have potential for more interpretation around the Bay? (Appendix V)

In general

There was a diverse range of opinions in response to this question ranging from "All of it" to "None". However, most people seemed to think that **some locations could be improved** with more interpretation.

Some people felt that certain places are best left for people to find for themselves and that **tourists** should be directed to the **honeypots** and that "**some places should be left for people to find themselves**".



"Some places should be left for people to find for themselves"

Others, however, felt there was a need for **wider Bay promotion** particularly in places that "can cope or that need more people". It was also felt that the coast from Fleetwood to Lancaster was particularly under-represented. Towns and villages should have the option whether or not to be included.

It was thought that **local people** might need more inspiring information "Local people often don't know what to value - its under their noses, but sometimes you need to demonstrate the obvious" and "55% of Barrow Borough is an SSSI - how many people know that?". Further comments were that there should be more **promotion and interpretation for locals**.

Suggestions were made not to overdo it – "too much information in one place is not helpful" and "its not all about writing on boards".

It was also suggested that better access could be provided for older age groups or those with mobility impairments.

Themes

The following **specific themes** were suggested as possible areas of opportunity:

"Transport themes, linked together"

Under this heading of **transportation** there were a broad range of suggestions including developing the scenic train journeys and improving the rail links, developing cycling on the coastal footpath, improving and developing opportunities for sailing and watersports and even one suggestion for hovercraft trips around the Bay. The history of the Bay's transport could also be developed including shipping, canals and the Cross Bay Walks.

"Great variety of walks available"

There were several suggestions relating to people's love of **walking** around the Bay. It was thought that the coastal footpath could stand more interpretation, better sign-posting, improved access nearer the shore and a trail of coastal access points. Links to the Lake District were also suggested as walking around the Bay is undeveloped in comparison with the Lakes. Some respondents also suggested a trail of 'high points' from which to view the Bay and identifying the key **vantage view points** of the hills.

"Schools and other groups"

More interpretation could also be provided for **schools and colleges** with opportunities for environmental education (including the Spartina grass), industrial heritage and local and community heritage.



"Further development of the natural environment"

Many respondents thought that there was still need for more interpretation of the Bay's **wildlife** including the birds and marine life and ecology. A museum featuring the ecology of the Bay was suggested for Morecambe.

"Industrial heritage of the Bay"

Several respondents wanted to see the interpretation of the Bay's **industrial heritage** improved. This would include fishing, shipping and ports, iron and steel, quarrying and mining, canals, the railway, linoleum, energy and tourism.

"Themes linked together"

Establishing links between places with **common themes** or between similar environment, history or transport, was suggested. Tourist promotion could also be linked to the Lake District National Park.

"Celebrate the industrial heritage of the Bay"

Other suggested areas of opportunities were for art, photography, watersports, geology and people and culture, the slave trade history and history in general.

Places

Certain **specific places** were also suggested for further interpretation:

- Bardsea
- Arnside/Silverdale
- Flookburgh
- Pilling
- Fleetwood (several mentions)
- South Bay area (several mentions)
- Sandside
- Ulpha/Meathop
- Grange promenade (several mentions)
- Lancaster canal
- Barrow, South Walney and Foulney (several mentions)
- Leven walks
- Carnforth
- Sunderland Point
- Haverthwaite and Roudsea wood
- Piel Island
- Coast road from Seawood to Baycliff
- The towns and people (including Fleetwood, Morecambe, Heysham, Grange, Ulverston, Carnforth and Barrow)
- Several people thought that there was still scope for further interpretation in Morecambe (the architecture of the Winter Gardens, the Midland Hotel, the prom and the birds and marine life).

QUESTION 4:

What places would be spoiled by too many visitors? (Appendix VI)

There was a range of responses from "Yes, virtually all of the Bay" to "No, the more people visit the area, the more people know about the issues and pressures". However, the majority of people responded that yes, **the Bay could be spoiled by receiving too many visitors and visitors needed careful management**. One respondent stated "Everywhere can be spoiled by too many people, visitors need managing".

Specific places

Only a handful of specific places were identified as areas that could potentially be spoiled by too many visitors. These included Arnside/Silverdale (10), Sunderland Point (7), Humphrey Head (5), Piel Island (5), Foulney & Roa Island (4) and the Cross Bay Walk (4). The following places were all mentioned once – Grange, Cartmel, Arnside Knott, Leven Estuary, Flookburgh, the Bardsea to Barrow coast road, Bela and Kent Estuaries, Glasson Dock and Jenny Brown's Point. Some added that Humphrey Head and Piel Island might be OK with careful management.

Concerns were also expressed that coastal paths could be spoiled if overused. Similarly certain habitats, bird roosts and nature reserves could be spoiled with increased numbers of walkers.

There were also **concerns for safety** - on the busy A590, when walking out onto the sands and on slippery coastal paths.

Some commented that places such as Arnside/Silverdale and the Cross Bay Walks were **already spoiled** by too many visitors.

Specific concerns

"Cherish those unspoilt areas"

Of particular concern was that quiet places or hidden-away places that people would prefer to find themselves (e.g. Sunderland Point) should not be overdeveloped. Others commented that whatever had been identified as making the Bay special (see question 1) should be preserved. For example, "Humphrey Head is attractive for its remoteness and relative wilderness and needs visitor numbers keeping low to protect this".



"Cherish those unspoilt areas"

Suggested management tools

From both the workshops and from the mailed questionnaires a range of management tools were suggested:

- Tourism should be concentrated in the “honeypots” rather than spread around the Bay – areas that are already developed, such as Morecambe, would be better able to deal with “the hordes”
- Visitor numbers could be controlled with careful traffic management and by restricting car parking (particularly for the Cross Bay Walks)
- Visitor numbers could be controlled by restricting facilities such as toilets and shops
- Visitor numbers could be controlled by low key promotion or availability of marketing and interpretation material
- Public transport should be encouraged
- Restricting walkers to marked pathways
- Targeting the market appropriately and encouraging appropriate visitors

Finally, there is evidence of conflict between different user groups (e.g. bird-watchers, dog-walkers, microlight, 4X4 and motorbike users) and those who like the peace and quiet of the Bay). The following solutions were suggested:

- Splitting recreational user groups with timetabled access
- Developing user codes of conduct

QUESTION 5

Does the Bay have a sense of identity as a place in its own right? If not, is it worth trying to develop this? (Appendix Q5)

Does the Bay have a sense of identity as a place in its own right?

The majority of respondents thought that **no, the Bay does not have a sense of identity**. According to one respondent "Access by car means I think of the Bay in separate areas separated by rivers". Some commented that its identity might not be recognised much beyond the immediate local area, and that although local people might think of it as having an identity tourists would not unless they were regular visitors. Others commented that the Bay was overshadowed by the Lake District. A couple of people did not identify Fleetwood with the rest of the Bay - people from Fleetwood, however, see themselves very much as part of the Bay.

Although the majority of respondents thought the Bay did not have a sense of identity, **a significant minority unequivocally thought that it did**. Comments such as "Of course it does - it's so distinctive" and "The Bay most certainly has its own sense of identity" were received. Others recognised that, despite differences, the identity still remained "The Bay does have an identity, but it is very diverse and multi-faceted and this to me is the attraction" and a "multitude of identities blended in" - a collection of separate identities forming one larger whole.



Tidal creeks and mudflats help give Morecambe Bay a distinctive identity

If not, is it worth trying to develop this?

There seemed to be a general consensus that yes, **an identity could be developed but care should be taken not to spoil it**. "It must be a balanced approach with planned development of creative business for real jobs and communities". Others had fewer reservations - "It does have its own charm and charisma and should be developed and promoted".

Comments such as "a more fragmented identity - would it be spoiled by a bigger image? Is its beauty partly in its lower profile?" and "It still retains most of its intrinsic charm - don't spoil it through development" were received from those who were not convinced.

What would help develop its identity?

A range of possibilities were suggested:

"Develop the common themes of all aspects of the life of the Bay"

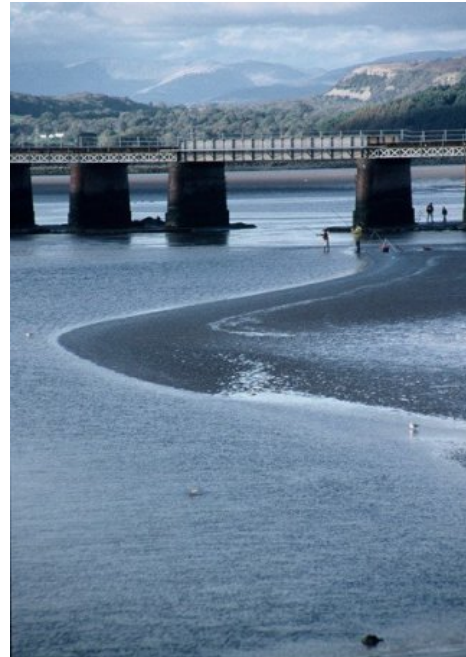
The Bay could be linked through common themes that are found in all parts of the Bay. These include tides, sunsets and sunrises, history, transport, ports, Cross Bay Walks, shell-fishing, religious heritage, walks and coastal paths, sands and light and wildlife. There are abundant opportunities for all of these.

"Transport potential - Huge!"

There does appear to be great potential for developing transport links around the Bay. One person who thought that the Bay did not have an identity responded "Trains and boat/hovercraft/Bay Walks can change this idea". Others agreed, stating the identity "would be heightened if there were Cross Bay transport"

Sea crossings were suggested from Fleetwood to Barrow and from Heysham to Barrow. It was also suggested that rail companies become involved, perhaps scheduling stops on **Arnside Viaduct** (right) to appreciate the view - "crossings are fantastic".

Coastal paths and walking and cycling could also be developed.



Other

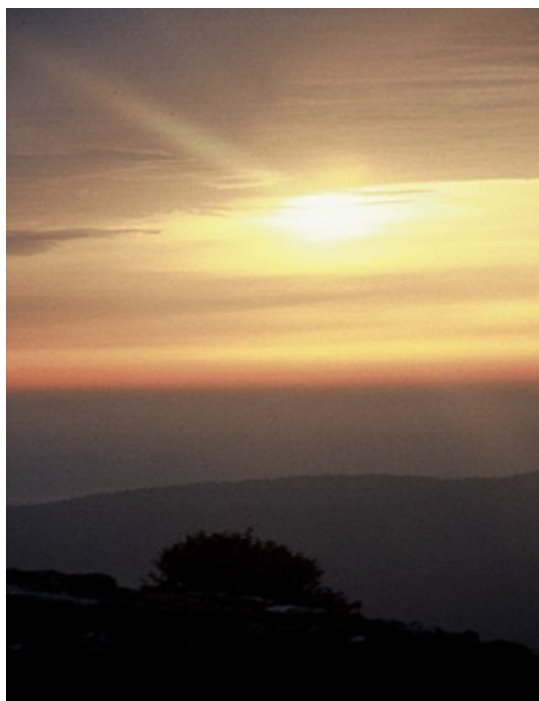
Other suggestions were:

- Opportunities for promoting art weekends e.g. a Lowry weekend in Knott End and a Turner weekend at Heysham
- Marketing themed books about the Bay
- Cross linking places around the Bay
- History - including Roman, Dark ages, place names and Vikings
- Packaged 'special interest' holidays
- An interpretation centre
- Virtual interpretation, possibly link from Morecambe Bay Partnership web site
- Developing a logo
- Holding seasonal events throughout the year
- Holding mini-festivals
- Organised excursions and face to face interpretation at sites

CONCLUSIONS

Clearly there are very **many opportunities** for further interpretation around the Bay, both geographically and thematically. Obvious themes would be the views, walking, birds and wildlife, history and industrial heritage. There also seems to be scope for developing themes of transport and transportation. Many people suggested looking for **links and commonality**. Targeting the Lake District visitor both for a different type of walking experience and for a different view of the Lakeland hills could be a possibility.

The **essence** of much of the Bay is beauty, peace, solitude, tranquillity and an abundance of wildlife and we must be careful to look after that. This could possibly be protected by splitting places into those for locals and those for visitors. It does seem that people want certain quiet places left untouched with perhaps further development of honeypots.



Sunset over the Cartmel Peninsula

It is possible and desirable to create a unified identity for the Bay but it is also apparent that we should be celebrating the diversity and differences that exist. We can draw these together with common themes that are shared across the Bay.

A word of caution - it might be wise to identify potential conflicts. It is apparent from these results that there are some disputed areas. For example, Piel Island, Sunderland Point, Arnside/Silverdale, Cross Bay Walks were all favourite places/activities, and most were mentioned as being in need of more interpretation. However, these are also places where there is thought there would be pressure from more tourists. Walking is also seen as an area of opportunity, yet for many the capacity of the paths is small and finite.

Finally, whatever people's opinion and whether they are in agreement or not -

"The love of the Bay is the unifying factor".



Acknowledgements

Many thanks to all those who contributed and helped in the completion of this work - to the leaders and scribes of the workshops and to those who took the time to participate in the workshops or to respond to the questionnaires; to our sponsors English Nature, Cumbria County Council, Lancashire County Council, British Energy and British Gas; to Susannah Bleakley for her help and extensive knowledge of the Bay, to Rona Arkle for her constant help & encouragement, calmness in a crisis and ability to do umpteen different things at once, to Alistair Kirkbride for his comments, suggestions and general good humour and to Kieron Davies for the use of his photos.

Photographs

- Photograph 1 Sunset towards Barrow
- Photograph 2 Boats on Morecambe Bay
- Photograph 3 Workshops, Morecambe Bay Conference
- Photograph 4 View to Cartmel peninsula
- Photograph 5 Curlew, Sunderland Point
- Photograph 6 Arnside/Silverdale
- Photograph 7 Arnside Knott
- Photograph 8 Limestone pavement, Hampsfield Fell
- Photograph 9 Glasson Dock
- Photograph 10 Fisherman, Arnside
- Photograph 11 "Some places should be left for people to find for themselves"
- Photograph 12 Heysham Power Station, from Cockerham Sands
- Photograph 13 Sunderland Point
- Photograph 14 Creek, Morecambe Bay
- Photograph 15 Arnside Viaduct
- Photograph 16 Sunset from Hampsfield Fell over Cartmel Peninsula

Photographs 1 & 2, 4-6, 8-16 Kieron Davies, photograph 3 John Hetherington, photograph 7 Davina Stanford

Appendix I: Workshop Participants

Workshop A

- | | | |
|-----|---------------------|-------------------------------------|
| 1. | Rona Arkle (leader) | Morecambe Bay Partnership |
| 2. | John Keen (scribe) | Lancaster City Council |
| 3. | Sue Ashworth | Lancaster Museums |
| 4. | Jo Beaman | Wyre Borough Council |
| 5. | Len Blacow | Wyreside Ecology Centre |
| 6. | Peter Burton | The National Trust |
| 7. | Joy Grayson | Lancaster City Council |
| 8. | Marcus Griffin | Hull University |
| 9. | John Hetherington | Cumbria County Council |
| 10. | Phil Hurst | British Energy |
| 11. | Donovan Noble | Grange Town Council |
| 12. | Steve Partington | Lancashire Tourism Partnership |
| 13. | Dick White | Joint Groups Against Western Bypass |
| 14. | Kim Wisdom | Lancashire Wildlife Trust |

Workshop B

- | | | |
|-----|------------------------------|--------------------------------------|
| 1. | Davina Stanford (leader) | Morecambe Bay Partnership |
| 2. | Margaret Martindale (scribe) | Barrow Borough Council – member |
| 3. | Hilda Adams | Morecambe Neighbourhood Council |
| 4. | Rachel Barraclough | CPRE - North West |
| 5. | Vera Burke | Poulton Residents Association |
| 6. | Tom Fell | Countryside Alliance |
| 7. | John Green | Morecambe Bay Standing Conference |
| 8. | Malcolm Hankey | Environment Agency |
| 9. | Trevor Lund | Blackpool & Fylde College |
| 10. | Gina Mullarkey | Cumbria Development Education Centre |
| 11. | Colin Peacock | Lancs Assocn Parish & Town Councils |
| 12. | Fraser Smalley | |
| 13. | Jim Webster | Cumbria County Council – member |

Workshop C

- | | | |
|-----|----------------------------|---------------------------------------|
| 1. | Susannah Bleakley (leader) | North West Coastal Forum |
| 2. | Richard Greenwood (scribe) | South Lakeland District Council |
| 3. | Myles Bateman | Warton Village Society |
| 4. | David Harpley | Cumbria Wildlife Trust |
| 5. | Ralph Henderson | Silverdale Parish Council |
| 6. | Rodney Highley | |
| 7. | David Lawson | Lancaster City Council |
| 8. | Stephen Manning | Morecambe Bay Fishermen's Association |
| 9. | Lindsay Maskell | Centre for Ecology & Hydrology |
| 10. | James Message | |
| 11. | Edwin Mycock | Environment Agency |
| 12. | Stephen Price | |
| 13. | Freda Smalley | |
| 14. | Pamela Wilson | Grange Natural History Society |

Workshop D

- | | | |
|----|-----------------------|----------------------|
| 1. | James Carter (leader) | |
| 2. | Tom Hayhurst (scribe) | Arnside Sailing Club |
| 3. | Dorothy Bateman | Warton Crag WI |

- | | | |
|-----|------------------------|--|
| 4. | Eve Bernstein | |
| 5. | Brian Duffy | National Association of Boat Angling Clubs |
| 6. | Dave Dunlop | Lancashire Wildlife Trust |
| 7. | Gordon Hathaway | National Association of Boat Angling Clubs |
| 8. | Simon Hayhow | Fleetwood Museum |
| 9. | Robin Horner | RSPB |
| 10. | Chris Lumb | English Nature |
| 11. | Pamela Monkhouse | Grange Town Council |
| 12. | Andrea Nicholls | Tidy Britain Group |
| 13. | Bridget Turnbull-Brown | Barrow Borough Council |
| 14. | Rachel Yanik | Cumbria Marine Litter Project |

Workshop E

- | | | |
|-----|-----------------------------|------------------------------------|
| 1. | Jim Trotman (leader) | Lancaster City Council |
| 2. | Alistair Kirkbride (scribe) | Mermaid's Purse Education Project |
| 3. | June Ashworth | Lancaster City Council - member |
| 4. | Jim Catterall | Morecambe Hotels Association |
| 5. | Jonathan Croft | Environment Agency |
| 6. | Richard Grave | South Lakeland (Cumbria Authority) |
| 7. | Maggy Lightfoot | RSPB |
| 8. | Joyce Lynch | Lancashire County Council |
| 9. | Steve Taylor | Morecambe Bay Sailing Association |
| 10. | Kelsey Thompson | Seasalter Shellfish (Walney) Ltd |

Workshop F

- | | | |
|-----|-------------------------|---|
| 1. | Helen Johnston (leader) | English Nature |
| 2. | Mark MacGregor (scribe) | Wyre Borough Council |
| 3. | Charlotte Bancroft | Lancashire Wildlife Trust |
| 4. | Lara Clahane | Lake District National Park Authority |
| 5. | Alan Duncan | Morecambe High School |
| 6. | Florence Hammond | The British Conchological Society |
| 7. | Norman Hammond | Solway Shark Watch & Sea Mammal Survey |
| 8. | Jason Kennedy | Lancaster City Council |
| 9. | Pat Lowe | Grange & District Wildfowlers Association |
| 10. | Tim Mackintosh | EPIC (Endemic Ponies in Conservation) |
| 11. | George Sanders | |
| 12. | Jack Sheldon | Morecambe Bay Wader Group |
| 13. | Jill Smith | Landscape Trust Arnside-Silverdale AONB |
| 14. | Mick Venters | Cumbria Wildlife Trust |

Morecambe Interpretation and Marketing Strategy - Questionnaire

Please read before completing

The Study Area

For the purposes of this questionnaire the area of **Morecambe Bay** stretches from Walney Island in the north to Fleetwood in the south. It includes tidal estuaries (for example the tidal part of the Rivers Leven, Kent, Keer, Lune and Wyre would be included) and reaches approximately 1 mile inland.

Defining Interpretation

Interpretation can include many things such as

- an informative display board for the Cumbrian Coastal Way
- leaflets for self-guided walks or trails
- public art like the Tern project in Morecambe
- or an event such as the Maritime Festival in Lancaster.

Essentially interpretation is anything that helps people to understand and become more interested in the places and things that they visit.

Questions

1. What the three things do you think are special about the Bay? E.g. sunsets

2. If you had to introduce someone to the Bay, which five sites or activities would you take them to and why?

3. Where or what themes do you feel have potential for more interpretation and access around the Bay?

4. Are there places that would be spoiled by too many people?

5. Does the Bay have a sense of identity as a place in its own right, as for example the Lake District does? If not, is it worth trying to develop this?

6. Are there particular forms of interpretation that you like or dislike?

Many thanks for taking the time to complete this form. Please return by 5 November 2001 to:

**Morecambe Bay Partnership
32 Market Place
Kendal
LA9 4TN**

If you do not already receive a copy of the Partnership's Baywatch newsletter please complete your contact details:

Name: _____

Address: _____

Appendix III

QUESTION 1 – What is really special about Morecambe Bay?

The View

1. Good views
2. View from Morecambe prom
3. The views - uninterrupted, very wide, distant
4. Hampsfield Fell Hospice - the views of the Bay
5. The front at Grange - easy access, good views introduces people to the Bay
6. Arnside/Arnside Knott - views and vistas and variety - geology and landform
7. Views of Leven Estuary as it opens out into Morecambe Bay
8. The views are stunning and I am so enjoying the walking and doing it without using the car
9. Views over the mudflats at low tide with fishing weirs, fishing boats and birds - calm but with a real working heritage
10. Turner's Field on the headland - so called because the artist painted the beautiful views over the Bay which are truly breathtaking
11. The position and scenery
12. Beauty of land/seascapes
13. Landscapes/seascapes
14. Topography of area - good walking and outstanding views
15. The scenery
16. The coastal walks - the scenery is beautiful and gets you out and about in the fresh air
17. Scenery and water for recreation
18. The view - natural attraction
19. Limestone scenery
20. Sea/landscapes - important for people
21. Views - varied and interesting
22. Arnside/Silverdale area - the woods, trees and views of water through the trees

The Views to - the Lakes, the fells, the hills, the other side

1. Surrounding landscape and views
2. The spectacular surrounding views
3. Open vistas across sand flats to surrounding hills
4. Fabulous views across to the Lakes – like a watercolour brought to life
5. The view over to the Lakes, including the windfarm
6. Views/scenery - hills and mountains as a background. Rich geology and geomorphology that makes this happen
7. Views - especially from Morecambe of hills over water-colours
8. Views - expanse rim of hills. Water/mud/boats, white horses, leaden seas.
9. The hills you can see, standing on the jetty with your back to the Lakeland hills and see the hills all around and see that we are surrounded by mountains
10. Limestone pavements. Hills - good view point to see over the Bay (Hampsfield Fell)
11. Levens Bridge - backdrop of the Lakeland hills
12. Views of Lakeland Fells across Bay from Arnside (Ian Henderson's office!)
13. Scenery is wonderful - sand, water, hills
14. The view from Morecambe across the Bay with the tide out and the fells of the Lakes forming the skyline
15. Views over the Bay of the Lake District Fells
16. The bit I like best is the horizontality of the Bay with the serrations of the hills behind - the colours are subtle but clear. It draws the eye - but I do wonder what's on the other side

17. The views are fantastic and make me want to get out and walk across the Bay to the fells, or sit back with a beer and contemplate the sunset
18. Breathtaking views across the Bay, the Lakeland hills clearly visible . . . we're going to visit Grange and cheer the view the from the other side
19. Knott End promenade (view to Cumbria)
20. From Arnside Knott - look one way to see the Lakeland Fells look the other to see the Bay
21. Interesting view looking across from Morecambe to Grange-over-Sands
22. View across the Bay. I don't think there is another view like it anywhere else
23. Scenic vistas – stunning scenery from all points round the Bay
24. Fantastic views out over the water, with the beach busy with birds & bird noise – real seasidey feel to it
25. The view of the Lake District from Morecambe prom - especially at sunset
26. The views and habitat mosaics on the limestone hills
27. The view - uninterrupted, very wide, distant hills
28. Scenery of Lakeland peaks and Ingleborough, mud & water - inspirational
29. The tidal mud flats with rivers and mountains at edge, the combination is both dynamic and tranquil
30. Views of water and mountains in combination
31. View across the Bay
32. Rest along the way and enjoy the views to the fells and wildlife on the water
33. Coastal plains, fluxing tides, distant hills

The Views - Light

1. Interaction of sky, sea & light
2. The views across the Bay at different locations, time of day, year, different weather conditions – the sea, sky, land, light & built features all coming together
3. The light - blue skies/blue water, grey clouds/brown water
4. The views across from Grange, especially in Autumn and Winter because of the quality of light
5. Subtle colours
6. Light on the sands
7. The wonderful views, light and sometimes spectacular weather conditions (good and bad)

The Views - Sunsets (and sunrise)

1. Sunsets & big skies are something else
2. Sunsets – still the best I've ever seen
3. Sunsets
4. Sunset from Walney - it is drop-dead gorgeous
5. Sunsets over the Bay - especially if the tide is right
6. Sunrise over Carnforth
7. Morecambe seafront and Tern project - particularly Lakeland hills and sunsets
8. Sunsets and peace
9. Peace, sunsets
10. Sunsets across the Bay
11. Views and vistas - from Morecambe seafront (sunsets) and Humphrey Head (dawns)
12. Most fantastic sunsets
13. Morecambe's fabulous sunsets
14. Sunsets
15. Skyscapes
16. Sunset views westward towards Walney Island
17. The spectacular sunsets
18. Sunsets over the water look magical sense of space and reminder of global processes

Wildlife and Birdlife

1. Visible & hidden wildlife interest including waders, migratory birds, marine mammals & sub-tidal species
2. Variety of birds and Leighton Moss
3. Bird-watching – get there at low tide & there's miles of nothing, but wait for the tide to come in & suddenly there are thousands of birds, a beach black with oystercatchers & a sky full of screaming birds
4. Ecology – marine, intertidal, terrestrial, birdlife & agriculture
5. A layman's interest in how the natural world copes with us – our general disregard for their well-being. A chance for us to stop, even for a moment, & watch & learn
6. Wildlife & habitats – saltmarshes, Leighton Moss, Heysham Head
7. Birds, sea life, coastal ecosystems (saltmarshes & beaches), plants adaptations to conditions
8. Birdlife & natural history
9. Birdlife & all the other wildlife – there's so much of it, & lots of different places to see it from
10. The marine life - because it is so unusual and interesting
11. Wildlife above and below the water. Birds - the noise they make!
12. Living - tides, birds, animals, waves
13. The bird life. People do not like it when the tide is out, but that is why we have so many birds in the Bay
14. The birds - quantities and variety. Sound & flight patterns
15. Variety of wildlife and birdlife
16. Watching the birds at Hest Bank
17. Wildflowers
18. The environment, wildlife (particularly birds)
19. Unseen world of marine life in the Bay - colour, variety and numbers
20. Birdlife - vast numbers of seabirds using the Bay
21. Undersea inhabitants - wealth of life in Walney Channel, until dredging destroyed it
22. Swirling flocks of Knot - wonder of migration
23. Huge flocks of birds circling and swirling about the sky as they gather to roost at high tide at any one of the roost sites - never fail to inspire and give a sense of awe
24. Area of outstanding natural beauty, including geology, flora and fauna
25. Seeing the tens of thousands of wading birds retreating up the shore at Hest Bank in front of the rising tide - then flying off into the distance
26. The birdlife seen from the fantastic stone jetty is amazing - don't forget to bring your binoculars - you could spot seals and sharks as well
27. South Walney Nature Reserve is like a scene from 'The Birds' - herring gulls everywhere - 25,000 pairs I think
28. The birds, the birds, the birds
29. Morecambe Bay is a wonderful place to experience many different types of wildlife
30. Morecambe Bay is central to the area it is a source of life for birds/wildlife/people
31. Oystercatcher/redshanks, calling on the sands
32. Birds and morning light
33. Bird and marine life
34. It's not mud it's a rich fish gourmet soup that loads of birds come to dine on bouillabaisse for the birds!
35. Last wolf in England on Humphrey Head - loss of biodiversity
36. Wildlife
37. The wild-life aspect is a big plus as there is always something to see
38. Globally important for wildlife
39. Bird-life
40. It size and scale of wildlife resources
41. Habitats
42. Wildlife and wildfowl
43. Bird-life - so many birds on such long journeys, very cosmopolitan
44. Wildfowl numbers and varieties

45. Nature reserves, because it is important to keep the birds and wildlife in this area coming back year after year
46. Bird-watching and marine biology - both very diverse and unusual species
47. Important bird populations
48. Flocks of birds and submarine wonders
49. The bird-life
50. SSSI's including Walney Island Gull Reserve
51. Richness of wildlife
52. Birdlife
53. Sea and bird-life, especially Walney/Piel Island SSSI area
54. Birds
55. Learnt all sorts of exciting things about rockpool life, sand dunes & birdlife
56. The sandmarshes, sands, etc, the flora, fauna, marine life, wonderful rock formations

Constantly changing - time and tides

1. Constantly changing with the tides & weather
2. The moving water – the tidal bore, tides, heights, moon, shifting Kent Estuary (potential as energy source) – movement & change
3. Constantly changing with the tides, seasons, time of day & weather
4. The tide going in & out, sunsets, changing channels, & lots of other aspects
5. Feeling of vulnerability when stood on Sunderland Point during high tides/tidal events
6. The ever-changing landscape, due to the weather and the changing tides
7. Changing tides - a reminder of global processes
8. The beauty of the Bay in all its different states and mood - it lifts ones spirits and is inspirational
9. Sense of helplessness in Lancaster Quay during high tidal events
10. The view across the Bay. It is always changing
11. Moody Bay. The view changes many times a day. Sometimes you see Grange, half an hour later it disappeared.
12. The changing beauty, dusk and dawn
13. The view across the Bay - how it differs. The mountains change, dark, misty and then the sunshine
14. Constantly changing - views and shoreline
15. Watching the tide come in on a stormy day
16. The sands - ever changing
17. Dynamic system. Sediments, tides, plants all interacting and changing over time
18. Speed of tides
19. Moonlight on shifting sands
20. The sight of the sea crashing against the prom - reminds one of the unerring power of the sea
21. Changing Moods - From my study window I look down over Morecambe Bay. It is different everyday, ever changing. It is my greatest pleasure in living where I do - in Grange-over-Sands
22. The extreme 10 metre tidal range
23. The tide
24. Exciting area of Tidal Extremes
25. Tidal bore at Arnside - scary power of the sea and quicksand
26. The beauty of the ever-changing tidal patterns on the sands and channels
27. Arnside Bore
28. The sands - ever-changing
29. Its diversity and changes
30. The large tidal range up to 10.5m, exposing large expanses of sandbanks and channels at low water
31. The view across the Bay - it is always changing
32. The shifting channels
33. Views - varied and interesting

34. The varied seasons, sunlight and shadows mean that the landscape is constantly changing
35. Superb large area of sand and mud (tidal)
36. The scenery is always slightly different, be it seasonal changes or just that the tide is in
37. The ebbing and flowing of the tides and their visual effects
38. The tidal range and consequent volume of water movement - an energy resource?
39. Changing light patterns on sands/sea
40. Tidal mudflats - important for birds
41. Ever changing views
42. The view across the Bay - how it differs. The mountains change, dark, misty and then the sunshine
43. Slap bang in the middle of the Bay - panoramic views, sense of the sea being all powerful, influence of the tide, watch the never-ending flow of shipping, feel the importance of the tide and the strength of it to make the Bay a special but challenging place
44. Never the same

Things to do and places to see

1. Walk along the coast at Arnside - wonderful, calm and woody, just like the woods you dreamed of as a child
2. Wonderful riverside walks, miles of unglazed saltmarsh in full flower & flocks of birds coming & going on the tide at Wyre Estuary Country Park
3. Morecambe Prom is a thoroughly pleasant walk on a sunny day – contrast functionality of sea defences & artwork reflecting abundance of bird life
4. A walk along the Prom is really bracing – certainly gets rid of any cobwebs
5. Excellent watching the shore birds in the early morning from Piel Island as the sun rises
6. Walk along Low Frith shore – nice & quiet with excellent flora & fauna
7. The smell of the sea just after Lancaster (on the way to Barrow) when on the train - I am home
8. Chapel Island
9. The Elver Run
10. Piel Island - boat, castle & pub
11. Grange promenade - something for everyone - grandchildren to grandparents
12. South Walney all there views/wildlife, industry/history
13. Humphrey Head - the whole place, views, thrift flowers, walk out on mud
14. Arnside/Arnside Knott
15. Sunderland Point/Heysham/Lancaster/Lune Estuary - historical themes, heritage, contrast/mood
16. Scrambling/walking on Humphrey Head near Grange-over-Sands
17. Sunderland Point - top place, fishing heritage, remote, unique
18. Walking, sailing, fishing
19. Went to Levens Hall (and one or two other places I can think of) with friends
20. The trip up the west coast by train stopping off at..... Even the main line return is worth taking
21. Visiting the "other side" e.g. Arnside Knott, Leighton Moss et al
22. Interesting local sailing possibilities
23. Eric Morecambe's Statue (favourite of Mums! Big fan!)
24. Eric Morecambe Statue - popular culture appeals to a wide audience
25. Promenade - Tern Project - interesting and attractive
26. The stunning and relevant interpretative works of the Tern Project
27. Daft bird sculptures and stuff
28. Bring you dancing shoes - the Worldbeat Festival is great, the food superb and the music amazing
29. The Stone Jetty where the public art features add interest for us and the children. It is also invigorating to walk to the end of the jetty, feel the spray and sea the birds on the rocks
30. Morecambe Bay Walk

31. Driving to Sunderland Point
32. Statue of Eric Morecambe
33. Kent viaduct
34. Glasson Dock
35. Grange-over-Sands
36. Walk the coastal path
37. Happy Mount Park, listen to the Band
38. And Morecambe itself with its 6 mile level promenade and the views and wading birds
39. Crossing the Bay
40. Tram Sunday - Fleetwood. Buzzing atmosphere with much more than trams. Old cars, people dressing up to participate, music, old transport styles, pubs open all day.
41. Heritage Gala, Morecambe, about 70,000 people on the prom from Heysham to Hest Bank. Red Arrows, Spitfire, music and a good lunch too
42. Stone Jetty - great views and hopscotch game
43. Humphrey Head
44. Walney Island
45. Walney Nature Reserve
46. Coastal walks
47. Grange Spartina grass
48. Coastal walks
49. Walking potential round Arnside Knott etc.

Space, Size and Solitude

1. Sheer scale is breathtaking
2. One of the things that is unique is that the Bay is so large - & yet you can see most of it from many points around the Bay
3. When the tide goes out it really does go out & there's miles of emptiness – you really can be alone
4. Views - provide space for wonder
5. Space - not crowded
6. Openness
7. Vast scale of Morecambe Bay. Appreciated by a wider range of people
8. Solitude
9. Uncrowded - can find solitude
10. "Wilder" shores e.g. Arnside, Humphrey Head, Walney Island. Awareness of open sea although still contained within the Estuary
11. Flat open seascape - space to breathe
12. The feeling of wilderness
13. The immensity of it all!
14. Standing in the middle of the Bay on a Cross Bay walk you get a sense of how small we are and how amazing nature is
15. Wide open extensive sands
16. Solitude - well away from the rat-race, especially at night under the stars and at high tide in a force 10 storm
17. Distance, space, horizon and openness
18. Welcome to the edge of the world!
19. Isolation
20. Size
21. The size of the Bay - the consequent volume of water movement - an energy resource?
22. Plenty of space

History and Heritage - Stepping back in time

1. Some places were international ports before Liverpool was thought of
2. Norsemen & Romans are said to have sailed up the tiny rivers

3. Historical information in the built environment – e.g. Sunderland Point's part in the trading history & therefore wealth of Lancaster & surroundings – but often this story is well-hidden. Is the discovery part of the pleasure when finding a place that fascinates?
4. Piel Island – a great feeling of history with its castle ruins
5. Grange - almost a step back in time?
6. Industrial heritage of northwest - Georgian, Victorian, human interaction with landscape. Sense of locality and history very impressive (linking with global & black history, especially slavery, might be interesting).
7. The industrial & architectural heritage and history because there is so much to be learnt from past human involvement in the area
8. The history of the area - the interrelationship of people with the Bay and its landscape. This is still a 'man-made' landscape!
9. Historical areas, Piel Island, Church and Chapel Island
10. Heritage and history - Heysham head, Lancaster Castle, Cross Bay walks. Industrial, Morecambe, Nuclear, shipyards
11. Standing on Heysham Head - a long history of settlement around the Bay
12. Rich maritime history
13. Historical nature - established British seaside town - 'sister' to Blackpool!
14. Sense of history and nostalgia - Tern project, Eric Morecambe, Hotels
15. Heysham with St Peter's church and St Patrick's chapel will take you back in time
16. Piel Island - like stepping back in time - great place to get the feel of the expanse of the Bay and prime destination of Leisure sailors. It is in need of some financial input to help maintain the character of the place
17. A sense of timelessness and tranquillity - felt on my first Cross Bay walk
18. Once a highway and a source of sustenance
19. Local history and industrial archaeology are neglected resources
20. Heysham - a beautiful place with lots of historical heritage . . .

Diversity, Variety and Contrast

1. Variety of places to visit within the area
2. Sea, mountains, marsh, mudflats, estuaries
3. Biological diversity
4. The contrast between the Bay and the Lake District. I can never decide which gives me more pleasure
5. Variety of locations that are available in one area - i.e. Morecambe/Fleetwood, Arnside/Silverdale
6. The enormous variety
7. Diversity of people and places
8. The diversity of its wildlife
9. Variety of identity
10. Variety - urban and rural
11. The contrasting types of coast, hard rock cliffs, more easily eroded clay cliffs and low lying coasts
12. The landscape is so varied because of the geology and geomorphology
13. The people, fauna and flora are so varied and interesting
14. Diversity
15. Diverse plant and animal life - important for conservation

People and culture

1. Social & economic history & present work – industry, heritage, agriculture, land use, ...
2. People and their place in the history of the Bay – skills & expertise in crafts, industry, arts & environment
3. Working for a life time. Fishing and future oil explored and gas
4. Sat on Bardsea beach watching the shrimpers plying their trade out in the Bay
5. Fishermen with their unique method of fishing
6. Salmon Haaf netting - strictly controlled method of catching since Viking times

7. Fishing
8. Shrimping - traditional industry
9. The people - very friendly
10. The rich tapestry of life
11. Barrow Town - friendly people in working environment
12. Fishing without boats from Flookburgh
13. Collecting cockles by hand and watching men collecting shrimps by tractor

Peace, quiet, tranquillity and inspiration

1. The tranquillity
2. Peace & quiet
3. Escape
4. Peacefulness away from built-up areas
5. Sound in stillness
6. The overall beauty, peace and quiet
7. The tranquillity is always therapeutic
8. When you get out on the sands it just restores your spirit
9. Totally tranquil & very relaxing gazing out over the Bay from sunny Fleetwood to the snow-capped peaks of the Lakes
10. Opportunities for quiet reflection, which are close to home, enabling the worries of the day to fade away
11. Relaxing and inspiring
12. It lifts ones spirits and is inspirational

Unspoiled

1. Relatively unspoiled – no dramatic developments in the last 20 years, central aquatic area provides peace & freedom from human activity
2. Lack of over-exploitation thanks to the quicksands
3. Good clean air - ozone area - non ozone areas
4. Very good water quality, good for salmon fishing
5. Relatively unspoilt
6. Open unspoiled area
7. Unspoilt coastal landscape located close to the Lake District

Access

1. Access from "magical" viewpoints close by the shore or from high points inland (e.g. Arnside Knott)
2. Easy to get to by train
3. Heysham Head, unspoilt corner of coastline so close to industrial developments of port & power stations with easy accessibility and stone graves for interest
4. Accessible areas to walk the dog
5. Quiet but convenient place to live, therefore quality of life very high. Easy accessibility to larger town if necessary
6. Ultra easy access to bird sites
7. Easy access to see the Bay at so many locations

Habitats

1. Saltmarshes and adjacent 'flats'
2. The mosses
3. The soft coast - the reclaimed saltings, mosslands, drumlins and fluvio-glacial mounds that back the coast and lie between the harder hills
4. Natural and wooded areas and limestone pavements

5. The saltmarshes, many of which are cyclic producing marked coastal changes over decades

Unique

1. Morecambe Bay is a unique place – even as an estuary there isn't another like it. And it contrasts with other important landscapes – the Lakes, Arnside/Silverdale & the moors
2. The very unique qualities of the Bay itself
3. The unique flora and fauna
4. Each area of the Bay is unique

Weather

1. Very mild climate, especially in winter months
2. Weather - mild, changing light gives different looks, good for gardens too
3. Weather, helps to make it green - the views are never the same

Secrets

2. Little corners & hidden places on small rivers
3. Stories (for example Sunderland Point) are well hidden. Is the discovery of the story part of the pleasure when finding a place that fascinates?

General/miscellaneous

1. Perfect dog holiday area – great walks, cafes you can take your dogs in, very friendly people, good food & places to stay
2. Appreciated worldwide. Tourism, recreational purposes
3. Fantastic - beautiful area
4. Not a lot of commercialism, but it is growing steadily
5. Waving to friends on the other side of the Bay and thinking of them
6. A source of energy which is being wasted
7. Even 150 years after Stevenson, it is still a barrier to communications
8. Roundabouts like you've never seen before – things have moved on a lot since the Milton Keynes concrete cows!

Appendix IV

QUESTION 2 - If you had to introduce someone to the Bay, which five places or activities would you take them to, and why? What would you do there?

MORECAMBE AND AREA

Morecambe (mainly Promenade)

1. It's attractive and interesting
2. The Tern Project artwork throughout the central area is fun, interactive and creative
3. Strolling, wind, sunsets. Experience of improved/interesting urban sea defence - boats/people/birds
4. Promenade walk, view
5. Walk down Morecambe Prom on a sunny day with tide in. (Try to avoid looking into Morecambe and focus across the Bay though). Thoroughly pleasant. Experience the space, get out over the water, sea and interact with the art work
6. Especially stone jetty and a walk along prom perhaps an event too. Stunning views, inspired site specific public art with Tern. Lively arts scene too!
7. Prom, stone jetty and Eric statue. 21st century resort. Views. Fun & laughter. Fish & Chips
8. Where the pier was. To show our heritage as a coastal resort and its decline - like to show it warts and all
9. Prom and gardens. Feel the wind, smell the sea. Enjoy the colours
10. Eric Morecambe Statue and Stone Jetty. Because it is fun and is accessible to everyone. Lots of different people of all ages and interests can enjoy it
11. To see the view across the Bay and all the wildlife
12. Stone Jetty. For the view of the Lakeland Hills
13. Bird-watching
14. View across whole Bay
15. Because it's wonderful example of how an area can be improved in harmony with its environment
16. To see the Tern Project and the views
17. With more active friends who like traditional seaside resorts rather than the countryside
18. Stone jetty - easy access, views, Tern Project
19. Lovely easy walk, views of the Lake Hills, Eric Morecambe Statue
20. Jetty - views, public art, themed
21. Walk along front. Local history
22. Walking. Stone jetty, to appreciate the interpretation, views and fishing heritage of the Bay
23. Eric Morecambe statue. Because it is fun and for the views
24. Holiday resort
25. Tern art trail. It shows how art, the environment and regeneration can co-exist and complement each other. The views are spectacular
26. Walk on Stone Jetty, sunset. To enjoy views, sunset and not work
27. Stone Jetty. Entertains, educates and allows observation of birds between the rocks and on shore
28. Stone Jetty. The Tern Project widely acclaimed public art. Visit right to the end, sense of being at sea
29. Eric Morecambe Statue. A unique statue that has increased visitor numbers in Morecambe
30. Eric Morecambe Statue. Views over the Bay. Eric Morecambe was famous throughout the UK, everyone has heard of him so will understand this
31. The prom. To experience the sunsets, sunrise and views
32. Echoes of Deco tour and Tern Project. See Eric Gill Major works in Midland Hotel
33. For its past, present and future
34. Such a good example of regeneration - fun and educational too
35. Ten pin bowling, Tern improvements, Eric Morecambe Statue

36. Morecambe Promenade - good tourist access, Tern Project etc.
37. Stone Jetty - Good views, art and nice cup of tea
38. Sea Front. Many changes for the better. Eric Morecambe Statue, 4 miles of pleasant walking
39. Studying lichens on churches and memorials. To submit details to British Lichen Society for their National Survey
40. Stroll on prom
41. Stone jetty. Wide views, public art
42. Prom - scenery of Lakeland peaks to Ingleborough, birds, walking or cycling, Tern of Events, art
43. Eric Morecambe Statue - kitsch appeal
44. Morecambe
45. Eric Statue, prom and Tern Project, Happy Mount Park

Tern of Events

- The Tern Project is fun and interesting and well supported by the events and activities offered by the Tern of Events

Morecambe Punk Festival

- Multi-national gathering, meeting old friends, fun in the sun

HEYSHAM AND AREA

Heysham Head (including churches and Heritage Centre)

1. On a sunny day, the best place to be
2. A Bay community which has history, buildings, catering and scenery
3. Special - very small stone graves
4. Stand on the head, stray out onto the beach, paddle in a rock pool. Contrast the port/power stations with views across the water
5. Rock-cut graves, sense of place and history
6. Walk. Just very calm and not the promenade. A different world. Fantastic views, even Heysham 1 & 2 look good in the right light
7. Visiting the churches, buying nettle beer, walking. Because the history is so interesting. There is a real sense of community in the village and it is like stepping back in time
8. It's full of historical graves and it's where St Patrick sailed to Ireland
9. Church and graves. Must be one of the oldest places on the Bay
10. History and views looks at the points of interest
11. Rock pools, recreation, scientific interest
12. History, views, cliffs and rocky shore
13. Views across to Lake District hills
14. Rock cut graves - archaeological and historic interest
15. Look at view and historical evidence of early humans. Consider the long sense of history and relationship of humans with the Bay
16. For contrast. For historic church together with power station and coastal path
17. On a stormy day to experience the power of the sea. Along the breakwater is such a great place to experience the power of the sea
18. Old village, Head, churches and rock graves. Magnificent views across the Bay and 1500 years of history
19. Nice old village, interesting churches
20. New National Trust path. Rugged shoreline, openness, proximity to beach - sense of history (chapel and graves), call of birds, (historic village but in need of further improvements)
21. Heysham Village. Visit the 11th century church and stone coffins. Lots of heritage. Beautiful quiet village, sample nettle beer
22. Churches and archaeological sites. History, interest

23. Heysham Head to examine sandstone cliffs and shore platform, with interesting geological features
24. Walking from prom, Morecambe
25. Heysham church (generally closed!) and old site
26. Heysham village and nettle beer as a child
27. St Peter's church, historical
28. St Peter's church, atmosphere and views, nettle beer
29. Archaeological and historic interest of St Patrick's church
30. St Patrick's church - atmosphere and views, nettle beer
31. St Patrick's

Heysham Power Station

1. To see diverse range of industrial processes within the Bay
2. Interesting place
3. Energy considerations

Heysham Docks

1. Interesting place
2. Heysham Harbour, to outline the role of the Midland Railway, the development of the steamer services, nuclear power and the gas fields
3. Heysham Harbour, walking to Morecambe or to Overton

ARNSIDE & SILVERDALE AREA

Arnside & Silverdale

1. Beautiful scenery, short walks along coast, good cup of tea. Accessible by train
2. Coastal walk, Cross Bay Walk, views
3. Walk. Variety of view and terrain. Good café, viaduct
4. Natural beauty, walk to the river and picnic
5. Walk along coast. Beautiful views
6. Views of wildlife - go for a walk
7. Coastal walk, especially in June. Views, birds, flowers, light, wind, sounds
8. Watch the bore and feel the power of the water
9. Far Arnside, geology - feeling of open sea, good for fossil hunting
10. Village craft shop. Views
11. Far Arnside coastal walk. Scenic route, sites of geological interest
12. Silverdale, walking. Because it is beautiful
13. Arnside village. Walk on the prom. For views and rapid change as the tide comes in
14. Arnside and Silverdale footpaths. Good feel, excellent tree/crag/view combinations. Also very "New England"
15. Walking along footpath between Arnside and New Barns Bay. Proximity to water, tides and Arnside tidal bore
16. Promenade and beach. To be there when the tide rolls in to experience the bore
17. Very wooded area with plenty of quiet walks
18. Arnside and the Kent Estuary. Walk. Just happen to like the nature of that part of the Bay
19. Arnside bore, and viaduct and fishing
20. Arnside, walk. See the bore and shifting sands
21. Such diversity of landscape and views, flora and fauna
22. Good camping - (Silverdale)
23. Silverdale, East Kent Estuary coast. Severe saltmarsh erosion and re-emergence of active limestone cliffs and pebble beaches
24. Arnside/Silverdale area - beautiful scenery
25. Silverdale pepperpot and Silverdale shore
26. Silverdale, walking to Park Point and Brown's Houses
27. A/S AONB - Diverse habitats, wildlife/geological interest, good views

28. Wildlife and flora
29. Silverdale, walks
30. Silverdale-Arnside, cliff path walk. For natural habitat and SSSI site

Arnside Knott

1. For wonderful **views** of the Kent Estuary and out over the Bay. With Humphrey Head in the distance and the channels in the sands
2. Just enjoying the walk and vista. Views! But also close up views across the viaduct and Leven/Grange
3. View. Stunning and not causing disturbance
4. Views, walking
5. Views - always changing, always beautiful
6. Views
7. Great views
8. Walking, photographing flora and fauna. Good overview of upper Bay
9. Views of the Lakeland Fells and the more enclosed parts of the Bay
10. For backdrop of the Lake District Fells
11. See tidal rush and views in afternoon
12. View from Arnside Knott of Kent Estuary. Walking, ecology, views
13. The views to the South Lakeland Fells in one direction, Yorkshire in the other and Morecambe Bay below
14. Or similar high place. To get an idea of the expanse of the Bay
15. Views and wildlife
16. Views, estuary, hills (industry in distance)
17. Arnside Knott
18. Views of Lakeland
19. Walks

BARROW & WALNEY

Walney Island (mainly South Walney Reserve)

1. Bird Reserve. Wildlife, variety (birds)
2. To see the nature reserve
3. Unique birdlife and views
4. Get a view of the historical industrial landscape and wildlife of the Bay
5. Breezy, good beach
6. To enjoy the quiet
7. Bird-watching in June. A wild place, impressive numbers of nesting birds
8. South Walney - May, July. Bird-watching and beachcombing. To experience the intense activity and cacophony of sound in the gull colony
9. South Walney. See breeding gulls and other seabirds. Another indication of how rich the Bay is so support huge colonies of seabirds
10. Bird sanctuary. Nesting seabirds
11. To show how beautiful it can be despite negative publicity sometimes focused in Barrow area
12. On bike from Barrow. Weird atmosphere! Good views, birds etc. but unique, slightly surreal. It shouldn't exist!
13. South Walney. 23,000 pairs of gulls, lighthouse, oysters, views of Piel Island
14. South Walney. Wildlife, diversity and atmosphere
15. Solitude, wildlife, shipping
16. Studying natural history. To compare with other sites in vicinity
17. Wildlife
18. 11 miles of pure heaven
19. West coast - to see open Irish Sea coast, drumlins eroding into steep cliffs
20. So close to a large conurbation but again unique and lovely
21. Southern end of Walney Island
22. To explain the development of Barrow and visit the bird reserve

23. South Walney - bird-life
24. Walney Island
25. Conservation/wildlife interests
26. Biggar Bank, whilst not being part of the Bay is the nearest freely accessible part of Walney that is both on the edge of the Bay and the Irish Sea
27. Bird-life and history
28. Barrow gas terminals and wind power prospects
29. Windy and wild
30. Orchids at Walney Island in June

Barrow (mainly Dock Museum)

1. To find out more about the local history
2. Shipyards, Docks Museum, Furness Abbey
3. To see the Dock Museum where some of our famous ships have been built
4. Barrow Museum. 19th century industrial heritage
5. Because of the maritime and industrial heritage that it displays
6. Industrial heritage, museum
7. Links with industrial heritage of the area and the Dock Museum (free)
8. Reminder of human influence
9. Industrial heritage, nature reserve
10. Dock Museum. Lunch, walk and more history
11. The Industrial Revolution and a different aspect of the use of the Bay - Docks/Harbour/Transport
12. Museum - Good for children. Look at shipyards, industrial history
13. Museum. Building is housed over a dock. With excellent history of Barrow and shipbuilding with new displays all the time
14. Museum. See the raw industrial power that grew from Furness iron
15. Shipbuilding
16. Industrial history and nature reserve
17. Barrow Docks Museum. Human uses of Bay, history
18. The Dock Museum gives you a good insight into Barrow shipbuilding past
19. Dock Museum - good museum, free!
20. History, shipyards, links to Furness Abbey, Piel Island
21. Dock Museum and Devonshire Dock Hall
22. Dock Museum

Cross Bay walks

1. It's a unique experience and a great day out - a very different perspective on the Bay
2. It's unique
3. Unusual/odd for visitors - historical and natural history focuses too
4. Because it is so much fun. Fascinating, unique to the Bay, gives a sense of wilderness
5. Adventure/history
6. Preferably in a group of not more than 20 - unique, the Siberia of NW Europe, sense of isolation
7. Fun, unique experience. Gloriously pointless
8. Long tromp - not the original route
9. Unique
10. Views, history, channels/sand, birds/ecology
11. With guide! See different aspects of the Bay
12. With Cedric Robinson. Scenery, mortality, humility, a sense of how people used to travel
13. Novelty of crossing the Bay with Cedric
14. Different views of Bay
15. For the experience!
16. A totally different perspective on foot
17. With Cedric Robinson. To experience all the Bay has to offer and fresh air too!

18. Challenging experience. Views all round. Sense of history because of use of old method of crossing
19. With the Royal Sands Guide. Great views, exhilarating, great sense of space and freedom. Loads of nature
20. Views of Morecambe Bay and the unusual aspect of being able to walk over such a large expanse of estuary to the other side
21. With Queen's Guide, Cedric Robinson. Quite unique, stunning its 'time space' aspect
22. History, sands, channels, tides, wide expanse
23. Unique to area. Fun!
24. The walk across the sands. Arnside to Kents Bank, the Guide gives you information of the area and it is a different day out
25. Exclusive to this area
26. Cross Bay Walks
27. The views, the walk

LANCASTER

Lancaster

1. The historical links of the importance of trade by boats
2. Town, history etc
3. Pretty town, but steeped in the heritage of the Lune and shipping and Victorian links to elsewhere. Change. Good pubs in good locations with distinctive regional atmosphere combining history and current culture
4. Historic city with maritime links - a good down-to-earth atmosphere
5. Interesting historical town

Lancaster Maritime Museum

1. to find out more about the local history
2. Answers lots of questions of why we are here in the areas and what's gone on
3. Show the history and how the Bay was instrumental in the existence of Lancaster
4. History of Bay and introduction to Maritime heritage
5. To understand maritime history of the Bay
6. Interpretation

St George's Quay

1. The riverside, architecture, boats, pubs, new pedestrian/cycle bridge
2. Interesting flooding problems and varied but regular events during high tide
3. To see historic buildings and new development
4. Heritage of the Lune and shipping, good pubs
5. Quay & museum - for historical buildings and sensitive re-development

Williamson Park & Ashton Memorial

1. Impressive view, lovely surroundings
2. Overview of the Bay and the Lakeland fells. Memorial is a testament to Lancaster's past wealth
3. Superb view over Bay
4. a beautiful building but with breathtaking panoramic views over Morecambe Bay
5. Williamson Park - to interpret the view

Lancaster Castle & Priory

1. Historical
2. Ancient heritage, priory, views over Bay
3. History/views

Lancaster Maritime Festival

- History of the area and progress of time. Atmosphere and fun

Humphrey Head

1. For a good breezy walk without too big a hill to get up
2. Glorious walk and sense of being 'on' the sands. Superb panorama, but sense of sea/tides/sands/wildlife
3. Impressive, unique flora
4. Quiet - watch the tide. Wild
5. Walk - the view
6. scrambling
7. Top place. Thrift in flower, walk out on sands
8. Exercise and view - accessible to many who couldn't get up the High Fells
9. Walking/wildlife/ Varied walk, cliff/beach/woodland
10. Walking. Stunning views over the Bay and wonderful habitats in their own right. Limestone pavements
11. To give an idea of the immensity of the sands, for the flora, birdlife
12. Walk/wildflowers, butterflies in summer. Rich wildlife
13. Bird watching, geology. Annual visit, recording species etc. comparing with previous visits
14. Natural limestone headland
15. When it is cleared of fishing/fleet devastation litter - fantastic
16. Humphrey Head
17. The view and the walk
18. Views, wildlife, history
19. Views, walking

Leighton Moss

1. To experience the wildlife
2. Birds, deer and everything else. Child friendly
3. To see the birds
4. Eric Morecambe hide. "Ethereal" places - not just birds but quiet/bird noise
5. Wildlife
6. Insight into birdlife of the Bay and surrounding area
7. Because it is fun
8. Birdlife
9. To see birds in the reed marshes and lunch in the café
10. Reed bed and atmosphere. It's a special place. Not really a birder, but like it anyway
11. See lots of wildlife
12. Bird-watching/walking
13. Studying natural history. Building dossier of species etc.
14. RSPB activities
15. Views, walk, bird-life
16. Bird hides and interpretation
17. Birds
18. Spectacular bird numbers
19. Well run delightful and educational site

Grange-over-Sands

1. Traditional town - small shops, not over-developed. Accessible by trains
2. View, promenade walk, Edwardian town
3. Return to a slower pace of life with facilities laid on
4. Accessible promenade for less able walkers (also Victorian influences)
5. Birds, recreation
6. Views, history, location of small town and buildings in the environment. Use of local materials. Colour and texture
7. Accessible to all - good views
8. Walking, relaxing, views
9. Walking along prom. Easy activity, great views
10. Seafront and saltmarsh. Easily accessible

11. Look at the town, walk the prom. An Edwardian/Victorian town that came with the railway in 1854 and has changed very little! Lovely old values and location
12. Kent's Bank. The Spartina marsh is one of the best demonstrations of an ecological series with the Spartina being replaced by Puccinella grassland
13. An alternative resort to Morecambe. Promenade walks, gardens with lake, mild climate, birds, car parking, view Bay from another position from Morecambe
14. Interesting
15. Access for all and superb Bay watching facilities
16. Walking
17. Unique traffic free prom with wonderful views
18. Walks

Grange Edwardian Festival

- Bustling stalls, good entertainment with dancing, in a picturesque town with a wonderful duck pond and shoreline

Sunderland Point

1. To look at the built heritage next to the wilderness of the estuary
2. Port history, foreign trade, navigation, isolation, wildlife
3. A gentle stroll. Historical background to the economic growth of the area, views, birds and local people to chat to
4. Walk. Sense of place and history (Sambo's Grave)
5. Walking. Because the tidal road is interesting. The birdlife, the history is fascinating
6. To see Morecambe from the other side of the Bay
7. Quiet, watch the tide
8. Historic, eccentric
9. Remote, unique, fishing heritage, extraordinary place
10. History etc
11. Sambo's Grave, views of Lune, isolated spot
12. Remoteness and drive across the saltmarsh below high water level
13. Interesting tidal drive, birds
14. Historical interest
15. Sunderland Point
16. Historical interest
17. Sambo's Grave - folklore and fact

Piel Island & Castle

1. shipbuilding, monastic life, marine ecology
2. History, wildlife
3. History, ferry ride, remoteness
4. Solitude, the pub
5. Historical interest, great journey out to the Island
6. Because of its unspoilt beauty, tranquillity and history
7. Causeway, boat trip, castle, pub, views, tranquillity
8. Because you're right in the seascape of the Bay and nothing looks like it did from the land. Link with medieval times
9. Sense of time and what it was like to live in small communities. Views etc.
10. Sailing across the Bay and enjoying the fun on the island. Being out on the Bay gives a great sense of the vastness and the tide. Arriving at Piel and stepping back in time and watching the sailing. Fun
11. Views, history
12. Castle & king
13. The view, the walk and the pub

Fleetwood

1. Watch the sunset
2. Stroll along prom, views of Lakes/rivers/Bay

3. Boating
4. Fleetwood Beach - Views north, history, culture, industry, fishing, trams!
5. Fleetwood Docks - see aspects of the fishing industry (or Fleetwood Museum). Think about long maritime heritage. See how fortunes change around the Bay. At one time busy fishing port, but now in decline but regenerating again
6. Walk to prom, eat fish & chips. Great views across the Bay with the Lakes and Bowland as a backdrop
7. Shipping and deep sea fishing
8. Choice of fresh fish
9. North Euston Hotel, to introduce Sir Peter Decimus Burton, town planning, the cross-bay and barrage schemes
10. Outlet village (Freeport?) - to spend money

Fleetwood Museum

1. Any of the museums to find out more about the local history
2. For local history and topical information

Tram Sunday at Fleetwood

1. Great day out - vintage transport, music, period costumes
2. Chance to see trams of all eras

Hampsfield Fell

1. Wild and windy. Limestone
2. Views, walking
3. Views and limestone pavement
4. Top view
5. Exercise and view - accessible to many who couldn't get up the High Fells
6. Walking, views
7. Limestone pavement. Amazing views in all directions
8. View of Bay and panoramic views. Lake District, Blackpool etc.
9. Walk to hospice. Just about the best all round view of the Bay
10. Views, geology and the bakery in Grange!

Glasson Dock

1. Cycle ride there and pub lunch. I like the ships and boats and the smokehouses, the noises and smells! The cycle track, estuary with driftwood and strandline
2. Was once a very busy port
3. Marina - sailing, commercial dock. Good central location. Port for commercial vessels to load/unload
4. You can cycle there!
5. Maritime/industrial heritage. Links inland with canal
6. Watching the ships and cargo, Lancaster canal and marina
7. Walk. Great place to see sunsets and a good spot to look at the Bay. Working community
8. Historical interest
9. Needs a civic society and face lift
10. Interesting working port and cycle track access

Ulverston

1. Visit town and coast. Nice place with probably fewer crowds in summer
2. Again close to home, scenery into Lakes beautiful and traditional market town
3. Historic market town - nice atmosphere
4. The hill with the tower on gives good views. The glass factory is interesting
5. Ulverston viaduct - ultra spectacular tide
6. Interesting historical town. There are some lovely walks around the town

Ulverston Beer Festival

- Good beer, nice train ride

Warton Crag

1. Walk. View from summit over Bay and inland
2. Lovely walks. Limestone pavement, old fort on top, views of the Bay
3. Look at the views and the wildlife in summer. Because it is beautiful
4. Views!
5. To climb the crag and see the view. To get over the expansive nature of the landscape and view
6. Good climbing in woodland next to the road, but unknownish

Hest Bank

1. Saltmarsh area past Happy Mount. Used to go down here as a Sea Scout. Tidal pools are fascinating as is jumping over the pools
2. "Ethereal" places - not just birds but quiet/bird noise
3. Watch the birds on a rising tide. It's dramatic
4. Bird-watching on a Spring tide. To appreciate the wealth of wildlife, thousands of wading birds roosting and flying
5. To see the high tide wader roost and to see the view across the Bay to the Lakes. The view portrays the essence of the Bay's beauty and the birds are an energetic spectacle and link the Bay to many other parts of the world
6. The Hest Bank Hotel, to explain the over-sands route and to sample the Boddingtons

Aldingham (including Gleaston Mill and castle)

1. A different community, isolation, unspoiled, history
2. Very quiet area and historical backdrop with handy toilet and parking
3. Lovely stretch of beach and amazing building (old hospital, now residential home and church)
4. Church, ice-cream, solitude
5. Church, for its historical associations

Bardsea

1. Just enjoying the vista (but love the coast road). Superb panorama across the Bay to Pennines, Lancashire, then across Furness and South Lakes
2. Evolution, recreation
3. Good coastal views with a backdrop of Bardsea and Seawood. Parking
4. Walking. I live in this area and am proud to share the scenery when people come and visit
5. Beach and Seawood - a great place for a quiet walk followed by fancy ice creams during the summer or in winter a pint in front of a log fire just up the hill in Bardsea village

Foulney Island

1. Spring/summer. Natural history. To see the rich and spectacular flowers on the shingle spit
2. Isolation and power of the elements
3. Best birding site in the Bay
4. Important for waders at all times of the year
5. Interesting and plenty to see

Cockersands Abbey & Cockerham

1. Talk about the history and how the Abbey worked
2. Monastic history, agriculture, scenery, birdlife
3. Lighthouse, walking. Peace, sunsets, views (Lune Estuary), wild flowers
4. Historical interest

Wyre Estuary Country Park

1. Low tide walk. Bird life quietness, views
2. High tide walk. Complete opposite to above. 2 hrs of activity on river, yachts, jet skiers,
3. Birds, recreation
4. Views, Wyre Estuary, Birds, saltmarsh

Kent Estuary

1. Treading for flatfish. History
2. Walk along the sea wall in a gale. A feel of the dynamic nature of the Bay
3. Walking around Kent Estuary. Dramatic views
4. West Kent Estuary coast. Grange-Humphrey Head to see a rapidly developing saltmarsh with Spartina

Canal Foot

1. Canal foot - different perspective of Bay
2. Steeped in history and provides access to Bay
3. For the pier and historical associations with crossing the sands
4. Historical and good food

Roa Island

1. shipbuilding, monastic life, marine ecology
2. Interesting and plenty to see
3. Bird-life and history
4. Views of Piel Island

Jenny Browns Point

1. Beautiful scenery, short walks along coast, good cup of tea. Accessible by train
2. Walking, wildlife, ecology. Limestone headlands, peace, sun on water/sand
3. Coastal walk, views

Furness Abbey

1. Historical interest
2. Sense of time and what it was like to live in small communities. Views etc.
3. History of the Furness Peninsular

Birkrigg Common

1. Space, views, wild area - particularly for children
2. Because of the beautiful panoramic views from a lovely location
3. Stone circle. Get a good overview of the Bay and its sands, plus birds with prehistoric peoples

Pilling Lane Ends

1. See a wildlife spectacular at high tide. Gain a sense of bird numbers which use the Bay. Also see the sea wall - constant 'battle' against tides - changing coastline
2. To walk on the beach at low tide. The open expanse of sands gives an experience of the openness of the Bay
3. Walk at low tide. Openness, stillness, vastness and lots of other nesses

Low Wood/Holker

1. Walk from Low Wood to Holker in spring. Good views of Leven Estuary, cuckoos etc
2. Holker Hall. An example of an aristocrat's residence chosen in a beautiful Bayside location
3. Capes Head, Holker-Cark, a wonderful Bay Walk (by permission of Holker Estates). Magnificent views, birdlife, trees (yews) sculpted by the winds, deer occasionally, ruins of Frith Hall

Greenodd

1. Good public car parks and toilets with good fishing when tide is in, reasonably clean water
2. Very interesting as the rivers Leven and Crake and other lesser tributaries running into the Bay at this point. Slaves were brought to Greenodd to be cleaned up before being taken to Lancaster market to be sold
3. Greenodd & Levens, for migrating birds

Bowland Fell

1. Views over the whole Bay
2. Walking, viewing. Fabulous elevated view of the Bay and its context/setting

Leven Estuary

1. Spring tide, awe inspiring, flooding tide, bore
2. Leven Estuary

Trawler from Knott End

1. To look back on the landscape and learn more about the marine life
2. A boat trawl with the Wyre Rangers from Knott End. To look at what lives under the water at high tide

Chapel Island

1. Stay on island with tide up and just enjoy
2. In winter to see some of the rare sea ducks (long tailed and roosters) etc.

Flookburgh

1. Last reminder of old fishing village
2. To walk on the beach at low tide. The open expanse of sands gives an experience of the openness of the Bay

Flookburgh marshes

1. Spring tides in winter to watch the waders, gulls, peregrines etc.
2. 5am in winter after a spring tide. Waders splashing through the marsh

Wolf House Gallery

1. Beautiful scenery, short walks along coast, good cup of tea. Accessible by train
2. Tea shop of distinction with gallery

Cartmel & Cartmel Priory

1. Quite the finest 12/13 century priory church in the North. And still very much a house of worship
2. Historic and scenic interest

Milnthorpe & Foulshaw reclaimed marshes

1. A life behind sea defences on the estuaries. A wonderful atmosphere
2. Friends in Milnthorpe so good stopover place. Would visit The Ship pub right on estuary - excellent views

Ulverston Channel/Mort Bank

- Isolation, birds, all round view

Beanwell Scar

- Interesting historical record carved into limestone outcrops

Preesall Sands

- To watch the birds feeding in one part of the Bay before flying off to use another part to roost

Wardleys

- Look at the history of the old port and shipbuilding industry

Lune Millennium Park

- By bike or on foot. To see the river, watch the birds, enjoy the trees and check the art works..... best of all climb to Gray's Seat viewpoint and sit and rest and listen

Lune Valley

- Either side of Gressingham Bridge, walking, bird-watching

Levens Hall

- Hall and gardens. Good food

Goodbarrow/White Sloall

- Really good in summer, plenty of parking, ice-cream vans and sandy beaches

Rampside

- Good views across to Walney and Piel and out to Isle of Man

Aldcliffe Embankment

- Location of first (potentially) managed realignment scheme in NW - good views

Head Scar (Walney Channel)

- At lowest tide. Because of its rich and unusual marine life

Ulpha Point

- Watching otters

Kirkhead

- Picking sloes

Meathop

- Sitting & watching the tide come in and out. Good vantage point for Bay and inland scenery

Sizergh Castle

- Defence and surveillance of the Bay during the English/Scottish border troubles till 1601

Hoad Monument

- Can see the whole of Morecambe Bay and Ulverston in a lovely market town

Knott End

- Watching the tide. In the river lots of activity with large ferries and small boats. Wading birds racing across the beach. Rough seas on the sea wall

Kendal Torchlight Procession

- It is a relatively novel event

Trowbarrow Quarry

- Fossil hunting. Interpretation on a 300 million year time scale

Jack Scout

- Butterfly counting. High Brown Fritillary on a good day

Cowpren Point

- Spring tides in winter to see ducks and waders

Gaitbarrow

- Under snow, pony watching. Prehistoric, view of animals and landscape

Duddon Estuary

- Beauty

Black Combe

- 360° view of landscape and seascape

Wyre Marshes

- Walking and bird-watching. Because it is fun and beautiful and for the contrasts

East plan marsh

- Massive bird roost (40,000)

South Furness Coast

- To see drumlin clay cliffs eroding in the more sheltered Morecambe Bay environment

Furness Wildlife park**Hale Moss Butterfly centre****SPECIFIED ACTIVITIES OR NON SPECIFIC PLACES****Fishing or shrimping**

1. Morecambe or Barrow area. Commercial and sport fishing
2. Picking and eating seafood - delicious, free oysters
3. Go shrimping. Interesting
4. Many varied methods - unique to the Bay
5. Fishing
6. Shrimp fishing

Coast Road

1. Park on coast road on a wet/windy day and watch the weather go by. Drive or even cycle around the coast, explore an unsignposted road down to the coast. Treasures to be found
2. Ulverston - Roa Island. Superb views of birds from car
3. Superb view of birds from car
4. Journey around the whole of the Bay to get the whole story
5. A5087 through to Roa Island - linkage with Cumbria Coastal Path - scenic value
6. From Ulverston to Barrow

Coastal Walk

1. Either Arnside/Silverdale or Grange. Peaceful, stunning scenery, especially in the evening in summer
2. Many & varied flora and fauna around the coastline
3. Walking
4. Coastal walk
5. Cumbria & Lancashire coastal routes
6. Walking the Cumbria Coastal Way

Furness Line

1. Great views of lots of different towns and country that you don't see from the road and seeing some birds
2. Stopping of at a number of places - Arnside, Grange, Flookburgh, Cark, Whitehaven etc.
3. Railway journey

4. The train journey up the coast from Arnside Railway
5. Route round Bay

Tidal bore

1. Sheer inconceivable power
2. The power of the incoming tide is so awe inspiring and sometimes also beautiful
3. Energy considerations
4. From Arnside or Lancaster

Sailing/boat ride

1. Beautiful views, peace, escape from everyday life and problems. Delightful waste of time
2. Sail through the Bay at high water. Because it is wonderful!
3. Boat ride - safe, different types e.g. rowing, sailing, motor, sailboards
4. Sailing

Diving

1. Diving in Lune Deeps. Varied marine habitat
2. Fleetwood and Walney Island - recreation, scientific research
3. Lune Deep. See the marine life below the surface. See scale and space of Bay. To appreciate the colour, variety and numbers of creatures dependent on the Bay

Bird-watching (no specific place)

- Many varied and migratory bird population

Caravanning (no specific place)

- Caravanning

Sheep grazing

- Watch the sheep grazing

Watching sunset and bore

- (both occasionally) from Albion pub

Mudflats

- Dynamic estuary system. Fascinating place, dynamic, ecology and history

Wreck Trek

- Interesting to see and raise money for RNLI

Middle of the Bay

- Watching the sunrise and sunset, feeling the power of the tide. You really feel the expanse of the Bay and that the Bay is about the sea and tide

Watching the tide (no specific place)

- Watching the tide come in

Tidal Estuaries

- All the tidal estuaries have their own individual charms

Skydiving

- Cark Airfield to skydive over the Bay

Seashell Safari

- To evaluate ???/ and diversity of molluscs

Appendix VI

QUESTION 3: What places or themes have potential for more interpretation around the Bay?

Workshop A

Distinction between "could" & "should" – some places should be left for people to find themselves
There is sufficient existing interpretation at St George's Quay in Lancaster, Lancaster Maritime Museum & Morecambe Promenade
More interpretation needed at Bardsea, Arnside, Flookburgh, Pilling, Fleetwood
Agree that too much information in one place is often not helpful
Interpretation to small groups or one-to-one is often most valuable
Need to establish who the audience is – people are not necessarily interested in the same things
People are often reluctant to ask for information
Need to find a balance – don't interpret too much
Local people often don't know what to value – its under their noses, but sometimes need to demonstrate the obvious
Need to identify "unique selling points"
Why do we want to interpret? – to get more people to come, to tell them about the Bay's wildlife?
55% of Barrow Borough is an SSSI – how many people know that?
Barrow & Morecambe share the need to diversify – but don't need to compete with each other
All dots on map in Fleetwood area were from people who live there – need to spread the word, *e.g.* hold next conference there
Still evidence of the fishing industry in Fleetwood
Market North West birding (Morecambe Bay, Solway, etc) – but its not all about marketing
Its not all about writing on boards

Workshop C

Areas of opportunity

Sandside – fishing pressures, herons
Ulpha/Meathop
Morecambe Promenade
Grange Promenade & old pool site
Sailing on the Bay
Carnforth – bay walks
Lancaster Canal
Barrow
Leven walks
Older age groups – mobility impaired
Dead whales
Walrus & seals

Workshop F

What places or theme have potential for more interpretation around the Bay?

Don't promote/direct people around the Bay – but to honeypots, *i.e.* Morecambe
Spartina at Grange – study of natural succession, environmental processes, environmental education for children
Tourism – map leaflet linking tourist attractions for promotion, also link to Lake District National Park
Do people come to the Lake District & Morecambe Bay for different reasons?
Industrial heritage of the Bay – Barrow, Fleetwood

Opportunity for interpretation in areas that can cope or that need more people
Need for interpretation/information for visitors at busy places to guide, advise, explain opportunities
People (generally) care but need information & advice
Schools/environmental education based on the Bay – need for information aimed at 11-14 year olds, perhaps a schools pack including industrial heritage & past (railway, iron & steel works at Carnforth), local & community heritage
Interpretation at a local level - & future
Wider Bay promotion
Local interest promotion
Interpretation can be challenging & contentious – *e.g.* pollution of the Irish Sea is a major issue (including Sellafield)
Include messages about sustainability – *e.g.* public transport

Other replies and questionnaires

Walks, birdlife, tides, natural history, industrial history
Identify key viewpoints a trail of 'high points' and view of Bay and a trail of coastal access points
Fleetwood/Wyre
South end of Bay, Fleetwood - Cockerham
Wildlife, history, ports
Vantage points - on hills with views over Bay
Places with common themes
Things about people
On the heritage side - ports, industry etc, it might be nice to stress the global history of slavery, black history and colonisation as part of the north west (less twee than Beatrix Potter and quite unusual)
The foreshore and immediate area could do with a facelift done well. Access improvements, sea defence work, more natural than Morecambe did
Visitor management - i.e. car parks
Morecambe prom, Carnforth station, Grange
Fleetwood and the coast northwards towards Lancaster
Sunderland Point
Great variety of walks available
Environmental, historical and transport themes linked together
South Walney and Foulney nature reserves - themes of wildlife, natural elements, people, history, open space, solitude
Link visitor attractions with interpretation stories
Link walks leaflets with interpretation stories
Build the mix of what visitors want to know - where to take the kids when it rains with what you want to say. Make it exciting and fun
Towns and villages should have the option to be included or not
The honeypot areas should be concentrated on for tourists. People will find their own way to other places they want to visit.
A better rail link from Barrow to Morecambe would link so many places. A wonderful scenic ride too.
South Bay area, Wyre south of Lancaster
It's ecology for schools - especially the 'natural succession' demonstrated by the Spartina marsh development of Grange.
Walking - a well signposted walk around local areas
Natural history (wildlife/walks) diversity and water quality
Morecambe - birds, marine life
Schools - general, plus specific science/environmental
Grange - history and ecology
Silverdale - history and ecology
Haverthwaite and Roudsea wood

Further development on the natural environment opportunities - walking, bird-watching etc.
None
See project from groups around Morecambe Bay in MBP action plan. For interpretation also Health and 'Community Voices' report from Bay-wide groups
The evolution of the varied coastline could be highlighted at key point, with appropriate access for schools and other groups and the interested general public
Photographic "safaris" - any location.
History projects (Barrow, Ulverston etc)
Nature walks, on site lectures
Hovercraft trips around the Bay! (Dreaming)
Morecambe has no interpretation and needs lots
Silverdale, Arnside and Glasson have awful waterlogged carparks which flood at high water
Coastal footpath could stand more interpretation
Cycling around the Bay would be a good theme
Art would be a good theme
I like it the way it is
Don't know
The towns and people - Fleetwood, Morecambe, Heysham, Grange, Ulverston, Carnforth, Barrow
Major industries - iron & steel, shipbuilding, linoleum, quarrying & mining, energy, tourism
Transport from before to present - coastal shipping, ports, canals, railways, roads
I do not believe that any additional access is needed. Too many visitors will ruin the Bay.
Interpretation is very well covered by the AONB and National Trust
The beaches could be more of a tourist attraction if they were cleaned up and developed
Barrage across the Bay
Morecambe and Grange promenades
People, places and culture
Geology and wildlife
Midland Hotel - Morecambe, architecture
Winter Gardens - Morecambe, architecture
Most of the Bay area is very underrated and lacking in facilities. We are quite lucky around Ulverston as we have many car parks with toilets etc, giving good access to the Bay. I appreciate that if the Bay was opened up too much it would no longer have its current appeal
All of it
The historic stone jetty at Morecambe could feature a small museum of the ecology of the Bay
A special observation coach on the railway from Carnforth to Barrow
Tidal bore, Heysham power station, Barrow Gas Terminal, coast road, shipyard
The Ulverston canal and basin
Roa and Piel Island - better facilities for visiting sailing trailers
Walney - Cavendish Dock for water sports
Interpretation - none
Access - coastal paths nearer whole shore
Coast road at Barrow could benefit from an interpretative board at a suitable view point - e.g. the lay-by between Seawood and Baycliff
I would like to see a Nature Reserve on the upper reaches of the Kent (Arnside viaduct to Levens). This to go right across the sands from Foulshore to the Arnside/Sandside road
Walking is still undeveloped compared to the Lake District
Walney/Piel/Foulney
Wildlife coastal walks
Piel Castle
Industrial History and Barrow

Appendix VII

QUESTION 4: What places would be spoiled by too many visitors?

Workshop B

Need to preserve all the things that make the Bay special
Cross-bay walks are already spoiled – but a good way of containing visitors & may develop greater interest
Noise pollution from microlights, small planes, radios & cars
Industrial land could be developed to allow 4 wheel drive vehicles, motorbikes, etc
Codes of conduct
Timetabled access
Areas highlighted for solitude would be spoiled if numbers increase
Dog walkers are a problem
Concentrate rather than spread
Split recreational user groups
Piel Island numbers need careful management
Potential for sea crossings but will need careful management
North West coastal footpath could create areas of conflict
Target the market appropriately
Appropriate visitors
Sunderland Point

Workshop C

Arnside/Silverdale – need for visitor management, car parking is a problem
Flookburgh – spoiled already
Sunderland Point
Humphrey Head – probably OK with management
Cartmel

Management tools

Access by rail should be a priority
Availability of toilets (including disabled)
Car parks
Shops
Interpretation – availability of material

Interpretation v visitor numbers?

Use car parking as a control
Better management of cross-bay walks
Availability of publicity material – inside & outside the area
Public transport – rail access (park & ride at Carnforth)
Quiet lanes

Other replies and questionnaires

Cartmel, Humphrey Head, Piel Island
Yes - need case by case assessment and plan to control/enhance access
Yes - places that people would prefer to find themselves e.g. Sunderland Point
Size of car parks is the key and walks from the areas into wood and common areas
Arnside AONB, Quiet lanes being swamped by cars
Arnside, lack of parking spaces
Humphrey Head
I think this is unlikely to happen in view of proximity to Lake District
Everywhere can be spoiled by too many people, visitors need managing. Places like Foulney, Roa and Piel need visitor numbers to be managed to a low key promotion lever

All the high tide bird roosts
 Yes - the NIMBY aspect and also fragile habitats - vulnerable to abuse
 Many, many places
 Probably definitely
 Yes, car parking should not be increased anywhere
 No, Bay is big enough to withstand visitors at the present volume
 No. Tourism and the environment go together you cannot separate them. The more people visit the more people know about the issues and pressures. Education is the key
 Arnside/Silverdale AONB - already has parking problems
 Within limits - no
 The undeveloped coast needs sensitive visitor management. Developed areas may not be spoiled by too many visitors - there remains spare capacity, but traffic management is important
 Bela and River Kent Estuaries
 Not any different to other beauty areas
 The Silverdale coast has a limited capacity if it is to retain this present character.
 Humphrey Head is attractive for its remoteness and relative wilderness and needs visitor numbers keeping low to protect this
 Would not think so. As long as parking, litter bins, leaflets etc are adhered to
 Silverdale shore
 Between Bardsea and Barrow
 Sunderland Point
 Sunderland Point, Arnside Knott
 Send the hordes to Morecambe, but only after the whole place has been given a wash and brush up and the pubs and cafes have been taught their business properly! They still think that we are in the 1930s
 Yes, quiet areas like Leven Estuary
 Lancashire coastal walk would become spoiled if it were too popular
 Arnside and Silverdale AONB
 Glasson Dock and Sunderland Point
 Roa Island and Piel Island
 Yes, virtually all of the Bay
 Any of the nature reserves would suffer unless walkers are restricted to pathways
 Yes, on A590 to coastal towns. Tourists cannot enjoy this route - too many fatal accidents
 Yes many - poorly informed and uneducated access to many sites causes environmental problems. E.g. dog walkers disturbing roosting sites of internationally important bird populations
 Yes! Anywhere
 Walking across the Sands - Bay Walk. Huge visitor numbers need to be controlled - park and ride schemes - transport control
 All parts of the Bay could be spoiled by receiving too many visitors, but to some degree it is self-regulating as most people are looking for peace and quiet, sights that are too busy defeat the object, and so visitor look elsewhere. At least the Bay is vast enough to accommodate many people pursuing various activities
 Depends, different people will have different ideas as to what is too many
 Walney and Roa Islands, Sunderland Point, Jenny Brown's Point
 Humphrey Head, Piel Island, Grange
 Yes and some (Bardsea, Arnside) are already spoiled
 Probably, but not in Furness, however, Humphrey Head suffers with litter dumping and raves
 The coastal path from Silverdale to White Creek, Arnside should not be designated the coastal way. It is a dangerous and narrow path. OK for walkers who go carefully but not good when you meet a party coming the other way
 Everywhere is spoiled by "too many". Most places can cope with more "sympathetic" visitors. Problem is inappropriate visitors - noise in quiet places. So we need to tell people what each site is appropriate for and not deviate from that
 True of any beauty spot. Possibly Silverdale has most to lose
 Arnside can get very congested

The smaller villages with winding country road access - e.g. Arnside/Silverdale/Sandside.
Limestone pavements
Yes cherish those unspoilt areas

Appendix VIII

QUESTION 5: Does the Bay have a sense of identity?

WORKSHOP C

Morecambe Bay or Lake District Peninsulas/South Lakeland/South Lakes Peninsulas

Cumbria bias?

Include Fleetwood?

Lancashire over sands

J36 on M6

North Lonsdale RIP

WORKSHOP D

No – its overshadowed by the Lake District

Bay Radio – identifies a commercial catchment

Lack of cross-bay travel links – ferries would close the Barrow/Fleetwood loop

Package the many Bay attributes – offer a different experience to the Lake District

Package holidays – guided special interest

Cover the whole MBP area

WORKSHOP E

Do we mean physical place or views?

Is interpretation for tourism, business or industry?

Common identity

- Tides - a living, changing environment; Arnside bore = a phenomenon; source of food & entertainment
- Market the tide as an entity - involves fear (being stranded etc. = exciting)
- Sunsets & sun rises - special place for these
- history - common identity through invasions
- Transport (past & present) - rail circuit + links to elsewhere
- Ports
- Cross-bay walk
- Shellfish(ing)
- Religious heritage - Cartmel monks were original bay guides - heritage of Cross Bay Walks; Heysham etc
- [we didn't mention sands or light until chatting afterwards]

Link between birds & tides is very important & very popular with tourists

There is heaps of art around the bay - photographers, painters, sculptors etc - should be linked. How about arts theme - Lowry in Knott End, "Turner weekends". Market as activity & themes [Joyce Lynch]

Things that aren't done:

Roman stuff

Dark ages (Halton church, Heysham head)

Place names: Winster = Norse; 2 waves of immigration

Viking links

- There has been no history of whole-bay marketing (etc) due to separate Authorities having control of different parts
- Some visitors have "done" bits of the Bay & want info, but also want info & suggestions for other bits to visit. Need an interpretation centre -also available electronically; Focus on wildlife; one site or several? - one is better which then feeds people to sites of interest

- Need organised excursions inc arranged transport & face-to-face interpretation at sites - like Mountain Goat days out.
- Transport potential - Huge! Linked well already by trains which then link fairly well with buses (& bike-friendly roads). Exploit this link & get First Northwestern involved. Railway is the closest views of the shore - Hest Bank to Ulverston is phenomenal. Crossings are fantastic - stop on Arnside Viaduct (like they do on Ribbleshead)
- Most visitors are day trippers so can market transport stuff effectively by raising awareness locally
- Get "tourism" link on MBP website)
- Partnership strategy (for interp etc) should be x-border w.r.t. institutions & authorities (Cumbria/Lanc/Wyre etc). At present, there's a sense that MBP activities are Lanc/Morecambe & north - missing out southern part
- Whitehaven weekend was excellent.
- Market themed books better: Sefton birds book E.N. M bay book, 101 Children's adventures in the area
- Ask returning caravanners what they like about the area
- More info about places to visit (focussed on the Bay) & cross-link these so that other places are always suggested.
- Events tend to be at certain times of the year, i.e. seasons are important]
- Some events should/could be expanded into (mini)festivals - e.g. ends of cross-bay walks

Other Responses and Questionnaires

No identity, it is worth developing

Not as widely as should "Bay Radio" helps - suggest a Bay Unitary Authority!

No identity

No identity. Is worth developing with easily recognisable logo (e.g. RSPB, National Trust)

The wet bit does, the landward side doesn't but could have more so

Multitude of identities all blended in

An identity should be developed because it emphasis that it's a system, that the ecology, physiography, activities around the Bay are interlinked and effect each other. It can be managed as a system and the identity will make it appeal to more people and hopefully think of it as a whole

2nd largest Bay, but most interesting and varied

Due to local authority/fund allocations, not enough priority to joint Cumbria/Lancashire publicity

Not sure that it has identity, but think it would be worth trying to develop it

Undecided whether to include Fleetwood area or not

No identity and yes, it would be worth developing

Yes

Yes

Yes

No identity, yes worth developing

Develop the common theme of all aspects of the life of the Bay - i.e. the tide. Educate people and children about the power and effect of the tide - then remove some of the unfounded but excessive fear

The Bay does have an identity, but it is very diverse and multi-faceted and this to me is the attraction

Access by car means I think of the Bay in separate areas - separated by rivers mainly. Trains and boat/hovercraft/Bay walks can change this idea

I don't think there is yet a common identity in perception of people living around the Bay.

The love of the Bay is a unifying factor

A Bay centre in Morecambe with interpretation/information/museum etc. may be helpful and good for Morecambe

No identity, yes we should develop one

It still has retained most of its intrinsic charm - don't spoil it through development

I think it already has an identity

Not on the same scale as the Lake District. Local people of course can give it an identity because it's their home. Tourists don't unless they visit on a regular basis.

Any "development" should be targeted e.g. Birds/Morecambe, so that any extra "traffic/people" are drawn to areas which can absorb them. E.g. Arnside has considerable parking problems at weekends

Definitely has identity as proved by Bay Radio, if not NHS Trust, it would be heightened if there were Cross Bay transport - e.g. Heysham-Barrow

Probably doesn't have a wider sense of identity outside of the immediate area and possibly the region. Probably worth developing it for niche markets

No reason to develop this as it has a place in its own right

The Bay does have a distinctive identity perhaps mainly emanating from its large tidal range and changing views as the tide ebbs and floods. The tidal bore in the Kent Estuary forms part of this

Yes it does - unfortunately due to private ownership, dangerous Saltmarsh/sand conditions, farm "run-off" and sewage discharges etc. it is not as well recognised as it should be for the unique place it is

I never thought it had an identity until I came to live in Morecambe, now I think it has but it needs developing and advertising. We used to live in Poulton-le-Fylde and visit Fleetwood frequently. There was little indication that it was part of Morecambe Bay

Not really, only if you are made aware of it. Once you are given the idea then it does make sense

Not to the same extent, clearly, but could develop it on theme of interesting coastal area. It's not a lovely beach type coastline but interesting for wildlife (wildfowl in particular) and its estuaries

The Bay has a very distinctive identity. Its secrets are known to a few. 'Develop' is a much abused word. We should seek to increase understanding and appreciation of a special area

Yes, develop an identity, but excesses of people would spoil it. I believe that there are too many Cross Bay walks each with too many people. A maximum of 100 persons per walks per season is enough

No identity - I think the only way in which it will get its identity is by creating a theme such as a full coastal walk way

Yes it does have an identity, just look in the phone book at the number of businesses using the word Bay or Morecambe Bay in their name

No it doesn't have a sense of identity at this stage, it needs to be jointly marketed as gateway to lakes with Lancaster and lakes - a place to stop off

The Bay most certainly has its own sense of identity. I appreciated that it is not unique as such but it does have its own charisma and should be developed and promoted

It does but often 'in bits' - sometimes as large, sometimes as small - and may be close together. Function of its size and geography in general

It lacks a sense of identity. It is well worth developing this, how about efforts to attract bird-watchers and seascape painters?

Not really

No identity. Yes, but it must be a balanced approach with planned development of creative business for real jobs and communities and not like the Lakes - an overprotected theme park and retirement home!

Yes - the Countryside Character and Natural Area documents provide sources to look at in speculating this identity

No, yes

I think it does and yes it is worth developing. Lancaster, Morecambe, Grange Ulverston etc. are all good tourist centres

Of course it does - it's so distinctive. But whether that is appreciated by those not living here?

I think it has, but it is special too because of the walking possibilities into and out of the Lakes, Furness and Cartmel

More fragmented identity - would it be spoilt by a "bigger" image? Is its beauty partly in its lower profile?

No identity, could be developed further

Furness Peninsula has identity, Morecambe Bay has geographical identity. Both need promotion