

## Unique charity takes a fresh approach.

Morecambe Bay Partnership, the only charity solely dedicated to connecting everyone to the nature & heritage of Morecambe Bay, is launching “**Love Morecambe Bay**”; a brand-new way for people and businesses to support and champion the awesome sands, sunsets, historic places, and wildlife we all love.

The charity’s new vision is for the area to be an exceptional place to live & visit, where the local economy provides healthy, happy, low carbon living for everyone and where nature is more abundant, and our heritage is understood & celebrated. Businesses and individuals can now support the charity’s aims through “**Love Morecambe Bay**”; which is a way to give something back to the place they cherish. **Love Morecambe Bay** is a creative way for businesses & individuals to be part of a community who care about their local area and is being launched online on 26 September. “*A pound a day for Morecambe Bay*” is just one inventive way in which financial support can be given by businesses to the charity to help keep Morecambe Bay, from Barrow to Fleetwood, special for all. In return, the charity can help businesses connect and build warmth with new audiences, grow their brand awareness, and help them fulfil their environmental potential through positive place-making partnerships.

Funds raised from Love Morecambe Bay, over the next 3 years, will help the charity grow its programmes with young people, connecting over 5000 school-age children with their local nature & heritage, & giving 18–30-year-olds the opportunity to make a difference to their local environment. Hiring mobility scooters and “Trampers” to more than 2000 people with access needs, running over 100 events which celebrate all that is special about the Bay, and supporting communities around the Bay to become resilient to the effects of climate change. Making it easier for people to explore the Bay area on foot and bike, whether they are on holiday or a resident, is also a key focus, as is working with partner organisations to promote the importance of the Bay’s precious birdlife so it can be protected for generations to come.

Sarah Mason, who runs the charity day-to-day said ‘*The staff, board of trustee team, and I are so pleased with our new approach to keeping Morecambe Bay special for nature and people. Thanks to input from many local people & organisations & support from the Halpin Trust, we now have a vision which represents the needs of communities & nature around Morecambe Bay. We are looking forward to working with as many individuals, partner organisations and businesses as possible to turn the vision of “Love Morecambe Bay” into reality.*

If you or your business would like to find out more about how to be part Love Morecambe Bay, please visit <https://www.morecambebay.org.uk/get-involved/support-us>

*Ends*

**Images:**

1. Supporting countryside and coastal access for those who can't walk far - A 'tramper' at Sunderland Point– image by Wildey Media
2. Caring for and championing Morecambe Bay - family walking by the 'Hoad', Ulverston – image by Wildey Media
3. Cleaning up the Bay – volunteers on a Morecambe Bay Partnership Beach Clean – image by MBP
4. Supporting active & low carbon travel - Cyclist at the start of the Bay Cycle Way – image by Wildey Media
5. Connecting young people to Morecambe Bay – pupils from a school session near Cockersand Abbey, image by MBP

**Notes to editors:**

- Morecambe Bay Partnership is a charity which exists to help keep Morecambe Bay special.
- The charity's vision is that the local economy provides healthy, happy, low-carbon living for everyone. And where nature is more abundant, heritage is understood, protected and celebrated and our culture is thriving.
- The charity offers everyone the opportunity to connect with the inspirational nature, heritage and culture of Morecambe Bay; from Barrow to Fleetwood.
- There is more about the charity's work at [www.morecambebay.org.uk](http://www.morecambebay.org.uk)
- The [Halpin Trust](#) is a grant-making charity established by Les and Claire Halpin to provide funds for projects which deliver a powerful and lasting impact in the areas of nature conservation and the environment, education and healthcare.

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