



**Morecambe
Bay**
Partnership

Registered Charity: 1173489

Our Strategy for **Morecambe Bay**

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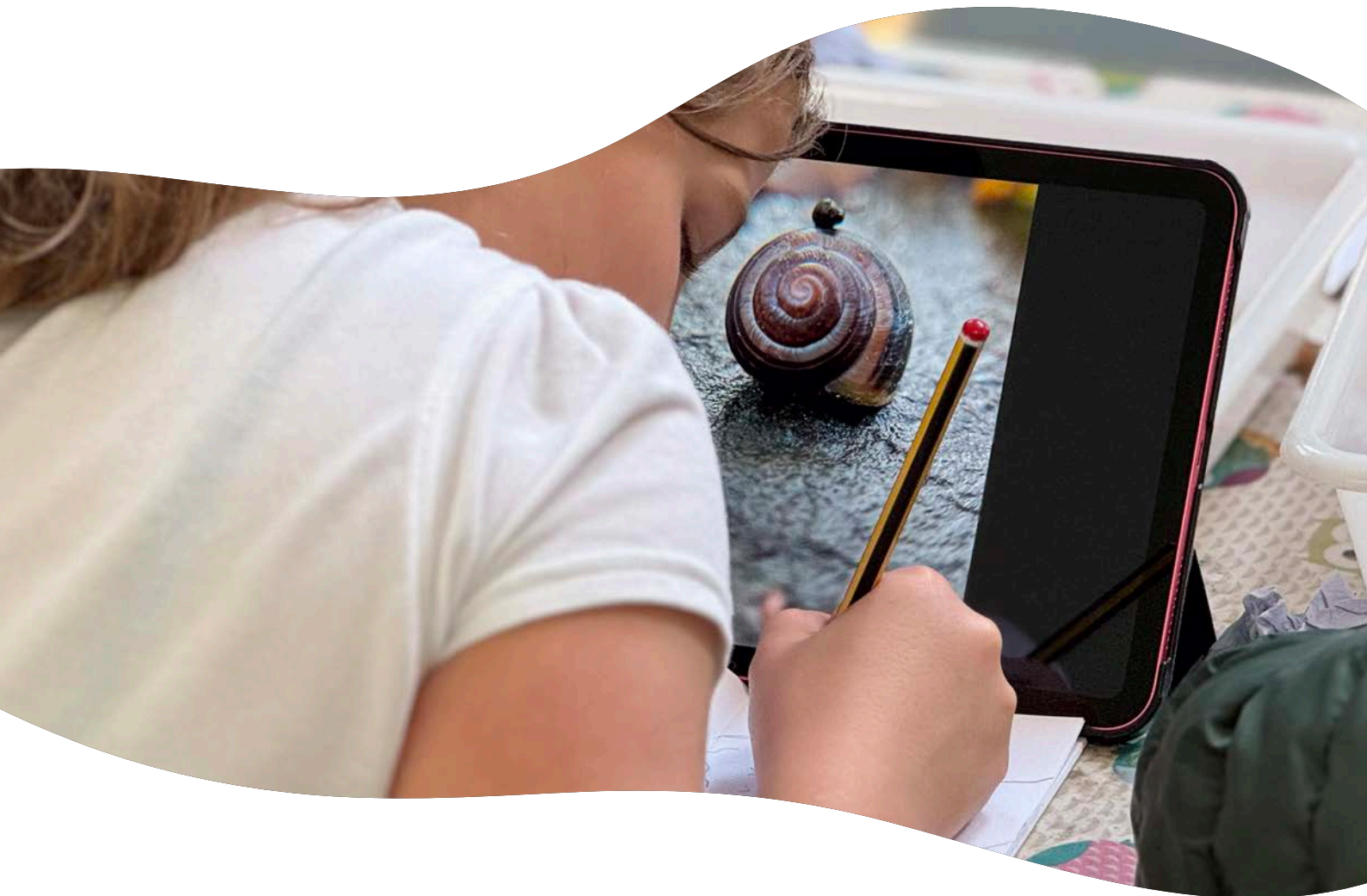
Morecambe Bay is a remarkable place, rich in wildlife, history and culture, and deeply important to the people who live around it.

But the Bay is under growing pressure and facing closely connected challenges:

- Nature is in decline. Internationally important bird populations are falling as habitats are lost, disturbance increases and severe weather becomes more regular and intense.
- Communities are struggling to deal with more frequent severe weather events causing flooding and erosion which are already reshaping lives and places, often with uncertainty about what comes next.
- Many young people are growing up disconnected from nature. This affects wellbeing today and limits opportunities to develop skills and futures connected to the natural world.

- Access to the countryside and coast is not inclusive. Too often, people are excluded by barriers linked to health, disability, poverty or poor transport links.
- The Bay's heritage is at risk. Archaeology, coastal history and shared cultural stories are being lost, quietly and steadily, without enough care or attention.

Without coordinated action, Morecambe Bay will lose wildlife, heritage, and the quality of life for the 350,000 people who call the area home.



Morecambe Bay



We are Morecambe Bay Partnership

We exist to care for the Bay as a whole; its nature, its heritage and its people.

Our charity's vision is of a Bay where wildlife is recovering and thriving; where we are all better prepared for more frequent and intense weather; where cultural heritage is respected and celebrated; and where people of all ages and abilities can access, enjoy and care for this place responsibly.

We are the only charity focused on the Bay at this scale. We raise funds so that community-led nature, learning and heritage programmes can happen, bringing together individuals and organisations to turn local passion into collective action.

We listen carefully to what's needed, spot opportunities for change, and help build the partnerships and raise the funds that make lasting impact possible.

We are guided by our core beliefs:

that the natural and historic environment of Morecambe Bay is precious and vulnerable;

that fairness, inclusion and respect matter;

and that when people feel connected to nature and heritage, they are more likely to look after it.

Our mission is simple:

to bring people together to care for the Bay's future



The change we want to see

We want people and nature to thrive together.

To get there, we aim to support four key changes, and these are our strategic objectives:

- Nature is cared for and restored
- Everyone can address environmental impacts
- Heritage is protected and shared
- Access to nature is fairer



**Nature is
cared for and
restored**

The decline of wildlife is stopped, and internationally important species are protected through practical conservation, careful management and shared responsibility.

**Everyone can
address
environmental
impacts**

Our communities understand how more frequent and severe weather events affect the Bay and our own lives; we all feel able to take part in shaping our own resilient future.

**Heritage is
protected
and shared**

The Bay's archaeology, history and cultural stories are cared for, keeping them alive as sources of learning, inspiration and connection.

**Access to
nature
is fairer**

More people, from all backgrounds, can experience the countryside and coast in ways that feel welcoming, meaningful and responsible.

What we will do to make it happen

We will work closely with our partners in communities across the Bay.

Designing, delivering and securing funding for engagement programmes that will be transformative for the Bay and those that live here.

These include:

- Opportunities for children & young people
- Listening to our communities
- Celebrating the special qualities of the Bay
- Working with other people and organisations



Opportunities for children & young people

We will take learning outdoors, connecting young people with nature through hands-on experiences that build environmental awareness and leadership skills.

Listening to our communities

Through consultation, research, and amplifying their voices we will shape decisions and act on nature, climate and heritage issues that matter.

Celebrating the special qualities of the Bay

Through clear, engaging storytelling; helping people to feel connected to it and motivated towards its care and conservation.

Working with other people and organisations

Bringing organisations, businesses and communities together to deliver the Vision for the Bay through biodiversity, access and environmental learning projects.

How we'll make it happen

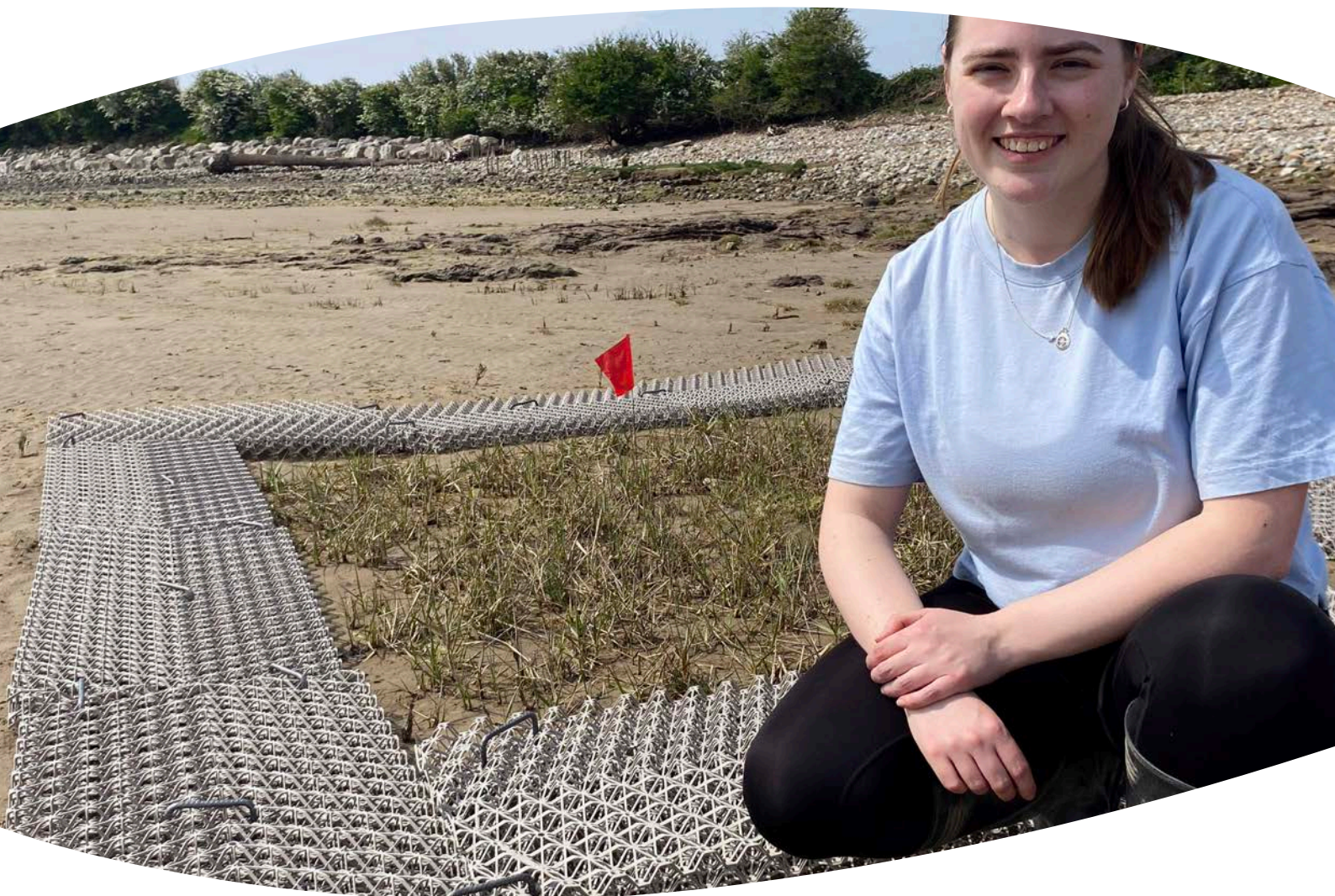
Our work is made possible by skilled and committed staff, strong partnerships, funding from supporters, and the knowledge, time and lived experience of people across the Bay.

We also rely on good evidence and research to guide our work, and on leadership that builds respect for the Bay, helping people see its value and their role in protecting it.

To do this well in the long term, we are strengthening our financial resilience so we can be stronger and more able to act for the Bay and our communities.

Tracking our Success

We will measure success through our Annual Business Plan, setting clear and meaningful targets which enable us to monitor progress. Performance indicators will be devised to show delivery of our strategic objectives.



Delivering our Strategic Objectives

How we'll make it happen 	Opportunities for children and young people	Listening to our communities	Celebrating the Bay	Working with others
Strategic Objectives 				
Nature is cared for and restored	Conservation action in school grounds & community spaces	Asking opinions on green spaces, and for local biodiversity knowledge	Raising awareness of the Bay's nature through media, events, activities & training	Leadership of the Morecambe Bay Local Nature Partnership & helping with the Bay's protected sites strategy
Everyone can address environmental impacts	Climate education in schools and community settings and youth-led climate action projects	Community consultations on climate risks & case studies sharing lived experience	Storytelling through case studies, events, training and activities	Cross-sector partnerships delivering climate adaptation programmes
Heritage is protected and shared	In-schools programmes on local archaeology & youth heritage storytelling	Community-led heritage projects, oral history & volunteering opportunities	Digital storytelling & interpretation	Partnerships with heritage organisations
Access to nature is fairer	Targeted programmes for underrepresented young people	Engagement with underserved communities to identify barriers & co-design more inclusive access	Campaigns promoting inclusivity & sense of place	Partnerships with community organisations

Our Strategy for Morecambe Bay
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Bay Partnership

Registered Charity: 1173489,
Stricklandgate House
92 Stricklandgate,
Kendal, Cumbria, LA9 4PU
Tel: 07880 345754



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