

# WIRRAL COUNCIL

## SUSTAINABLE COMMUNITIES OVERVIEW & SCRUTINY

### COMMITTEE

10 MARCH 2011

<b>SUBJECT:</b>	<b>WIRRAL BEACH MANAGEMENT PLAN</b>
<b>WARD/S AFFECTED:</b>	<b>NEW BRIGHTON, WALLASEY, LEASOWE AND MORETON EAST, MORETON WEST AND SAUGHALL MASSIE, HOYLAKE AND MEOLS, NEW FERRY, WEST KIRBY AND THURSTASTON</b>
<b>REPORT OF:</b>	<b>DAVID GREEN, DIRECTOR OF TECHNICAL SERVICES</b>
<b>RESPONSIBLE PORTFOLIO HOLDER:</b>	<b>COUNCILLOR DAVID ELDERTON</b>
<b>KEY DECISION?</b> <i>(Defined in paragraph 13.3 of Article 13 'Decision Making' in the Council's Constitution.)</i>	NO <i>(delete as applicable)</i>

#### 1.0 EXECUTIVE SUMMARY

- 1.1 Members are asked to note the Draft Management plan for Wirral's beaches and agree for it to be distributed for consultation and comments before being referred back to this committee.

#### 2.0 RECOMMENDATION/S

- 2.1 Members are asked to note the draft management plan for Wirral's beaches and agree for it to be distributed for consultation and comments.

#### 3.0 REASON/S FOR RECOMMENDATION/S

- 3.1 To enable public consultation on the draft Wirral Beach Management Plan and the site management plan for Hoylake Beach.

#### 4.0 BACKGROUND AND KEY ISSUES

- 4.1 Beaches are one of Wirral's most important assets and are a dynamic feature of the coast. They range from the resort beaches at New Brighton and West Kirby to quieter beaches such as Leasowe Bay. They create opportunities for tourism and economic investment and are important for nature conservation with high level, international designations.

4.2 The management plan uses a format adopted for the Parks and Countryside procurement exercise service plan and covers the following locations:

- Caldy Beach
- Egremont Shore
- Heswall Foreshore
- Hoylake Beach
- Leasowe Bay
- Meols Beach
- Moreton Beach
- New Ferry Foreshore
- New Brighton Beach
- Thurstaston Beach
- Wallasey Beach
- West Kirby Beach

4.3 The management plan itself provides an overview of the management of Wirral's Beaches and specific plans will be added as appendices. A site management plan has been prepared for Hoylake Beach and is included for members comments before public consultation. The plan is set out in a format which enables it to be submitted to Natural England and other Public Agencies for approval of maintenance operations and other activities.

## **5.0 RELEVANT RISKS**

5.1 None arising from this report.

## **6.0 OTHER OPTIONS CONSIDERED**

6.1 None arising from this report.

## **7.0 CONSULTATION**

7.1 The Beach Management Plan and appendices will be circulated to interested organisations and Friends groups for their comments and will then be updated annually.

## **8.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS**

8.1 A large number of voluntary and community groups are involved with activity on and management of Wirral's beaches.

## **9.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS**

9.1 Wirral's beaches are currently managed as part of the Parks and Countryside Service. Once the PACSPE is concluded responsibility for implementing these plans will fall to the successful contractor.

## **10.0 LEGAL IMPLICATIONS**

10.1 There are no byelaws for Wirral's beaches but consideration may be given in the future to introduce them to assist with the management of beaches and control activities such as cockling and vehicle access.

## **11.0 EQUALITIES IMPLICATIONS**

11.1 There are none arising from this report.

## **12.0 CARBON REDUCTION IMPLICATIONS**

12.1 There are none arising from this report.

## **13.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS**

13.1 There are none arising from this report.

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## **APPENDICES**

*Wirral Beach Management Plan.*

## **REFERENCE MATERIAL**

### **SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>