

## **Motion 15 - BLUE FLAG BEACHES**

**Proposed by** Councillor Liz Grey

**Seconded by** Councillor Allan Brame

Council acknowledges that Wirral's coastline deserves the best protection possible. Council acknowledges that following mistakes in managing our coasts, investigations are still ongoing, but lessons are already being learned.

Council acknowledges that the Blue Flag\* award is an internationally recognised sign of the very best quality beaches and that neighbouring authorities have achieved Blue Flag status, indicating to visitors that their beaches are safe, clean and very well looked after.

Council agrees that WBC set as a target the achievement of blue flag beaches along all of our beautiful coastline and takes steps to achieve this as soon as possible, consulting and working with stakeholders. This will help us to improve biodiversity and add to our attractiveness as a visitor destination.

Council requests Cabinet to work with the scrutiny committee, and United Utilities and Welsh Water to ensure that water standards along our coasts are always up to blue flag standards.

\*The Blue Flag Programme for beaches and marinas is run by the international, non-governmental, non-profit organisation FEE (the Foundation for Environmental Education). The Blue Flag Programme started in France in 1985. It has been implemented in Europe since 1987 and in areas outside of Europe since 2001, when South Africa joined. Today, Blue Flag has become a truly global Programme, with an ever-increasing number of countries participating in it.

The Blue Flag Programme promotes sustainable development in freshwater and marine areas. It challenges local authorities and beach operators to achieve high standards in the four categories of: water quality, environmental management, environmental education and safety. Over the years, the Blue Flag has become a highly respected and recognised eco-label working to bring together the tourism and environmental sectors at local, regional and national levels.