



Coastal Futures Conference 2025

The Path to 2030



**Coastal
Futures
2025**

Delivered by OCF

29 & 30 January 2025 | London & online

 www.coastal-futures.net

 Ocean and Coastal Futures

 #CoastalFutures25



Coastal Futures Conference 2025

The Path to 2030



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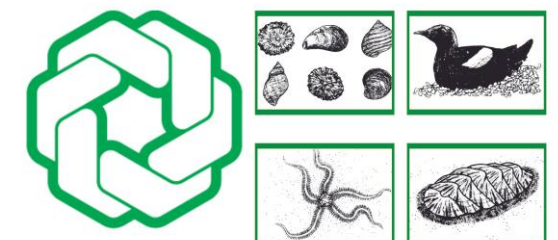
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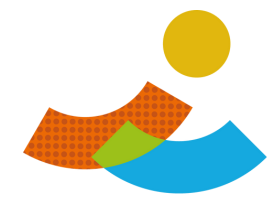
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Keynote

Mel Austin

Professor of Ocean and
Society, University of Plymouth

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Systems thinking: seeing and making the connections for sustainable use of our ocean

Professor Melanie Austen (she/her)

Coastal Futures 2025



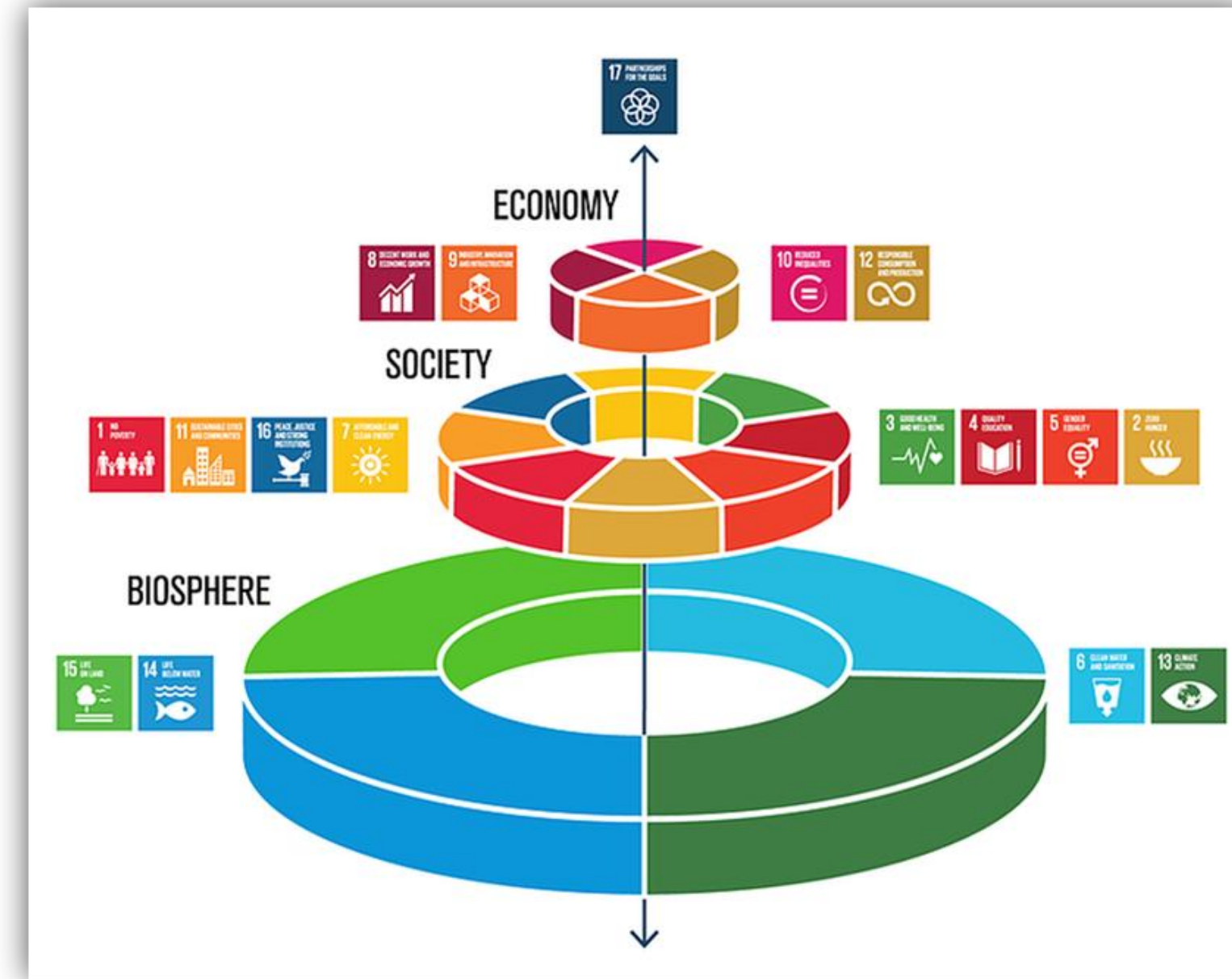
Systems thinking

How the different parts of a system interrelate and how systems work within the context of other, larger systems

‘A way of exploring and developing effective action by looking at connected wholes rather than separate parts’

Holistic approach

‘A mindset more than a prescribed practice’

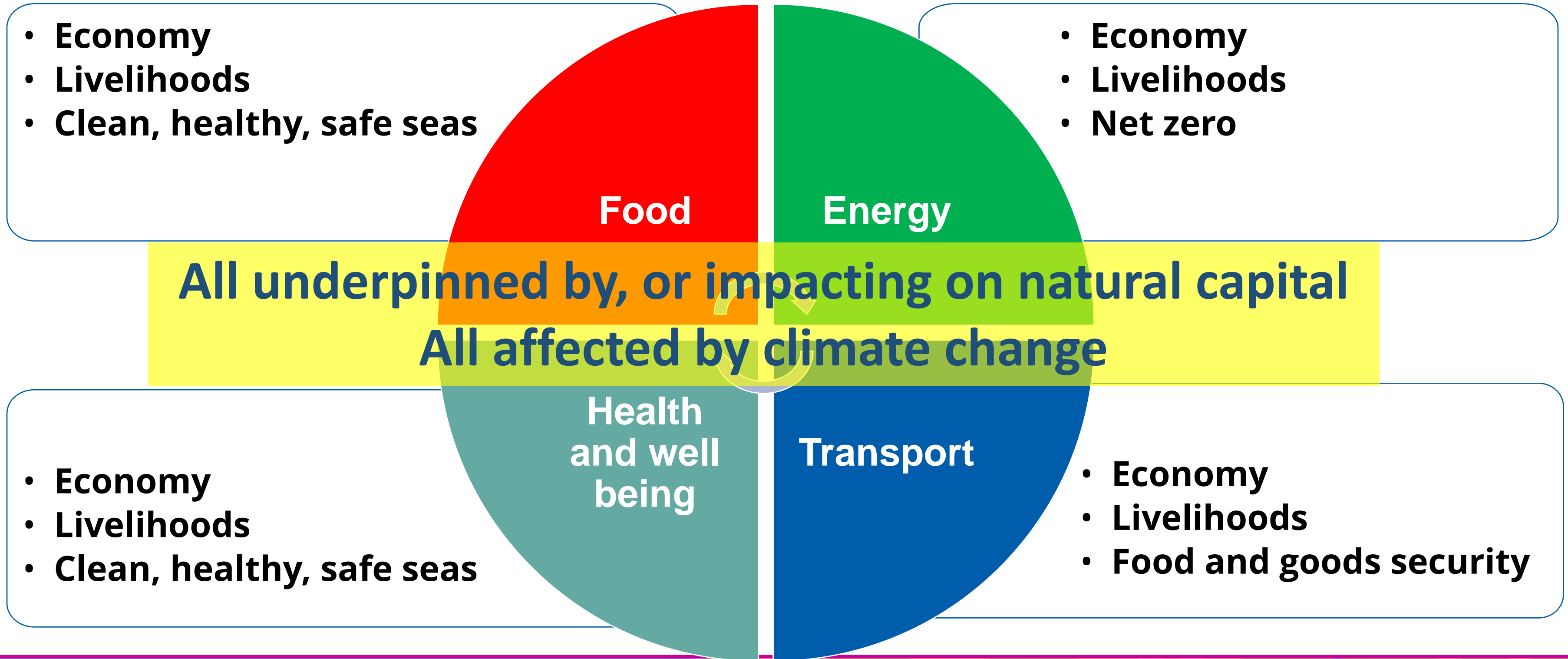


Rational uses of marine resources including marine space (examples)

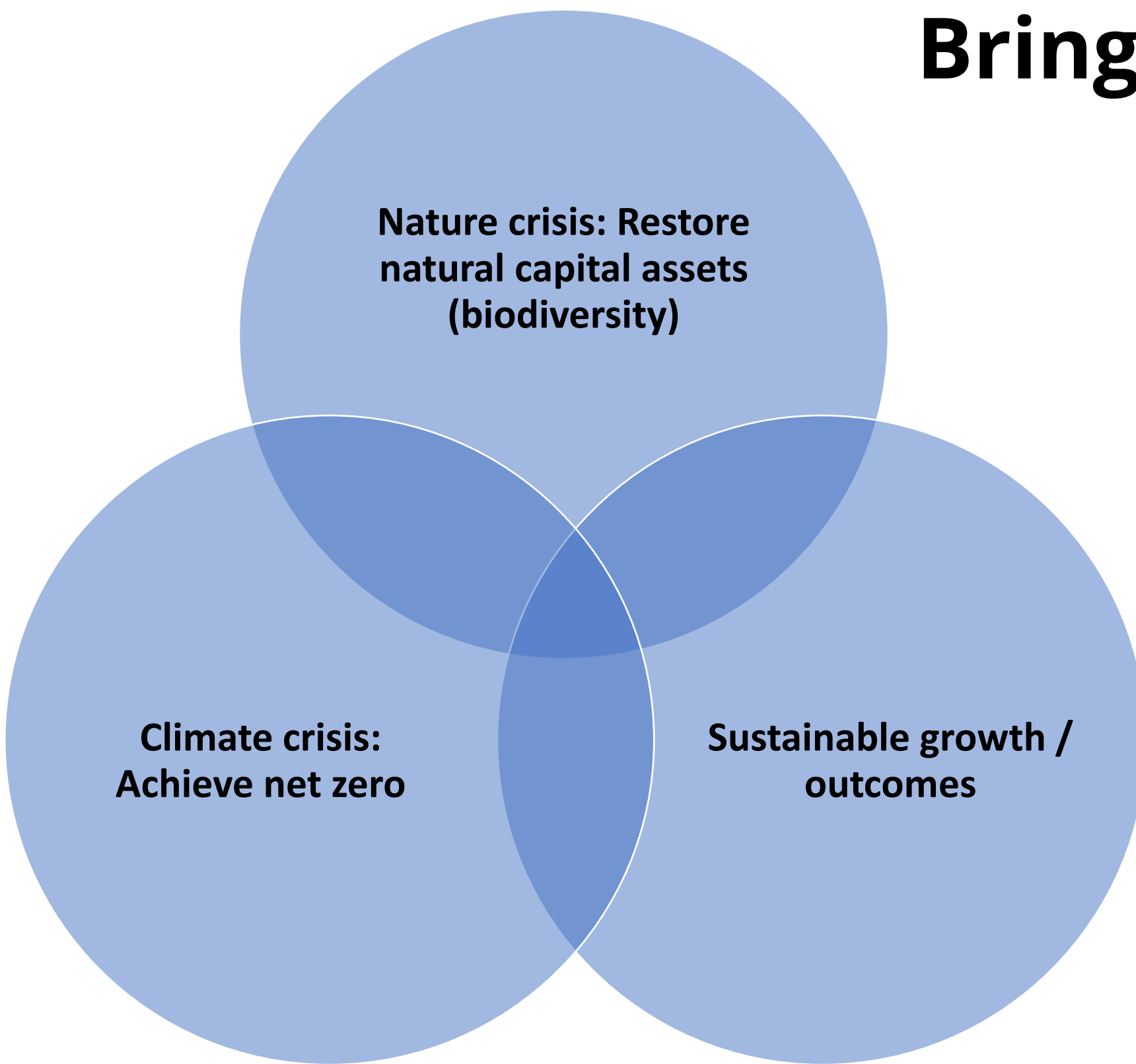
- Offshore renewable energy to address the climate crisis
- Protected areas to conserve and recover the best of nature
- Nature restoration to address nature and climate crises
- Fishing for economic and social benefit to coastal communities, and for health and wellbeing
- Shipping, ports and harbours for security in food, commerce and energy
- Coastal access for leisure, recreation, and health and wellbeing



Seeking growth and security from the sea...



Bringing in nature, Global solutions



Nature positive

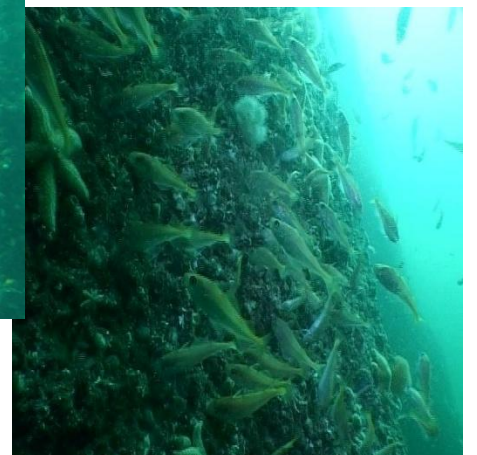
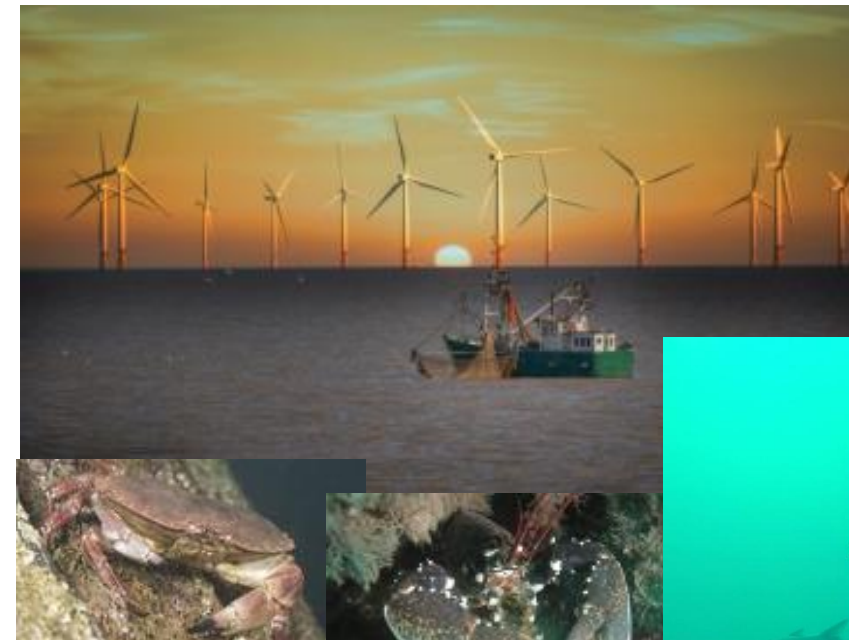
Net gain

Nature based solutions

Better managed protected areas

Highly protected marine areas

Net Zero



Nature based solutions

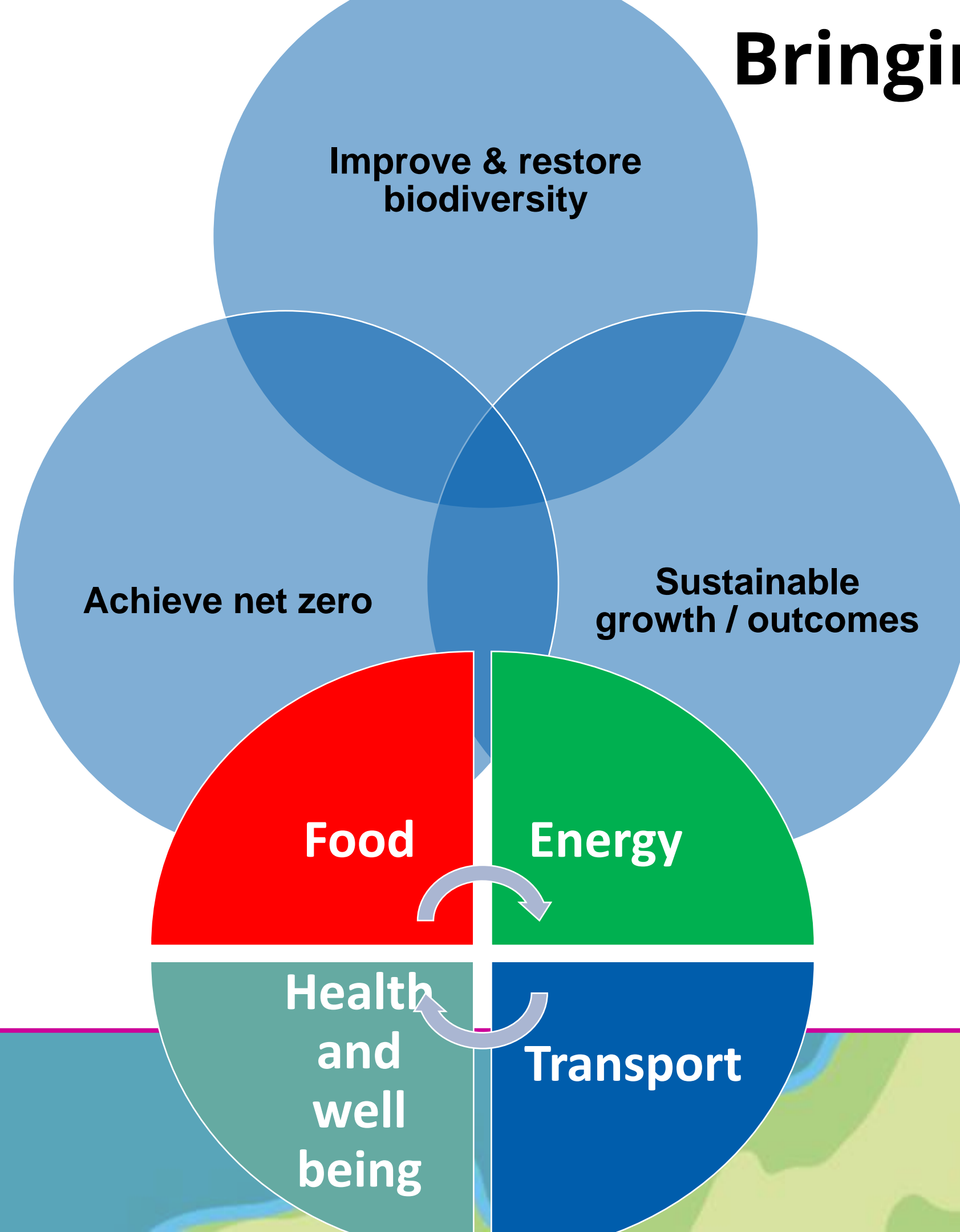
Nature Positive

Net Gain



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Bringing in nature, Global solutions



Nature positive

Net gain

Nature based solutions

Better managed protected areas

Highly protected marine areas

Protected for what?

Future proofed?

**Do we wait for science to
reduce uncertainty?**

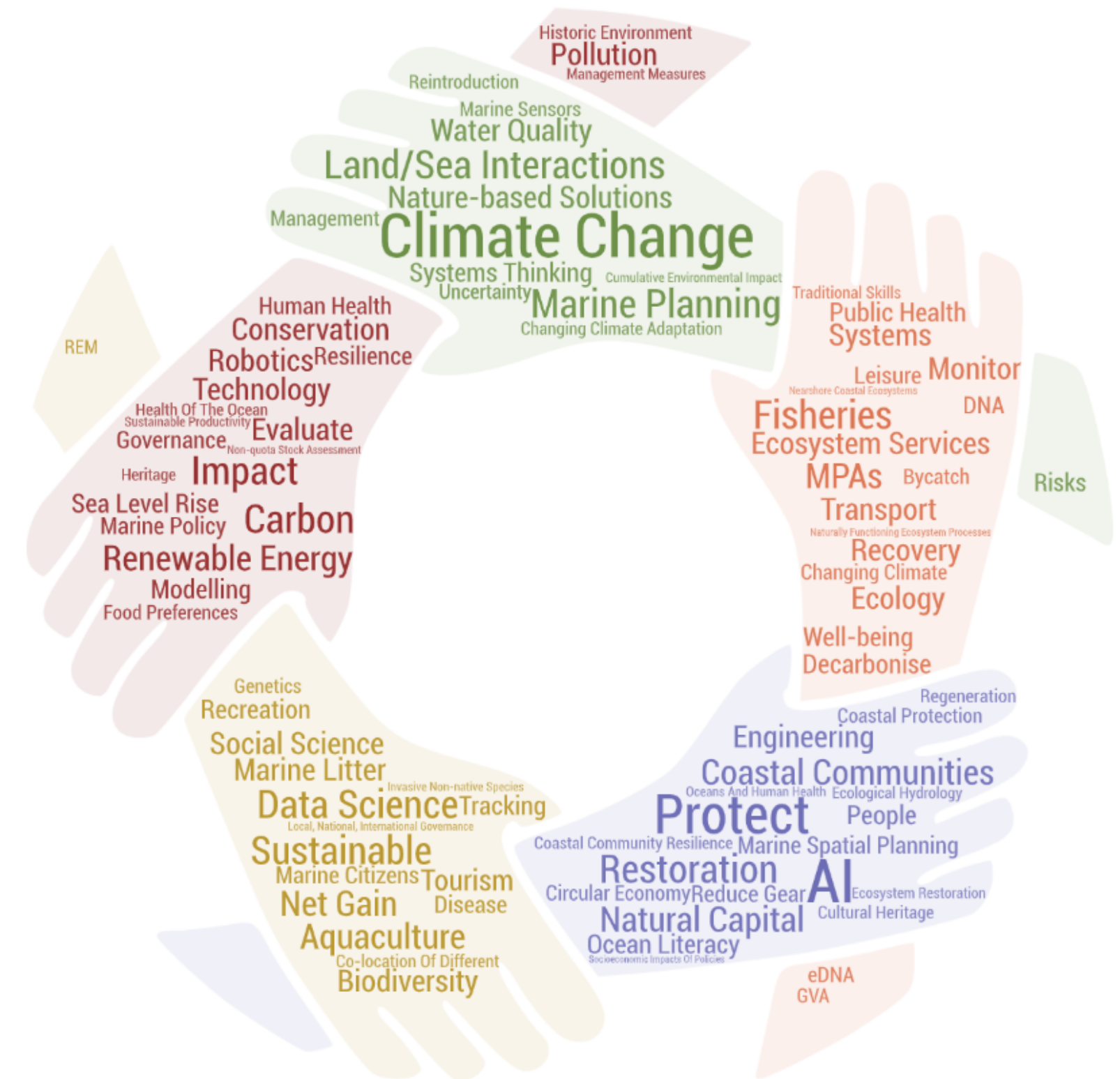
Will Co-location help?



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Systems Thinking to envisage an support decisions on (e.g.)

- ☹️ What goes where
- ☹️ What the consequences are
- ☹️ How and what to optimise
- ☹️ What compromises must be made
- ☹️ How future changes might affect and alter outcomes anticipated from current choices





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Incomes



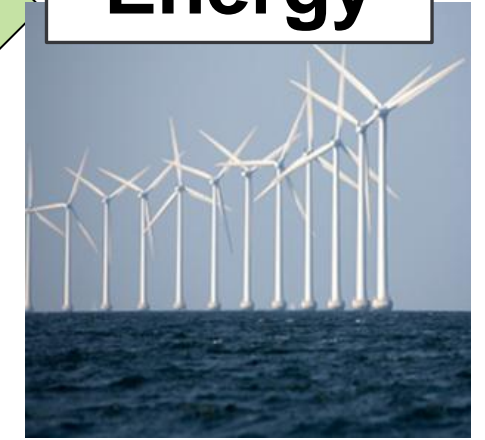
Food



**Marine Planning
Conservation measures
Licencing
Fisheries Management**

**Net zero
Net gain
Etc.**

Energy



Biodiversity



Greenhouse gases



**Recreation
& health**



Market values

Social Value

**Non-market
values**

**Flood
defence**



**Drivers of change:
Policy, Market &
Environment**

Values

sweep

What 'values' do we use when we make decisions?

- Who is making the decision?
- On behalf of whom are they making decisions?
- What are they guided by – are 'values' always important?

Social science, Economics, Environmental science, Ecology, Modelling, Governance, Public health, Environmental psychology etc....



We value what we are passionate about

Mud, Seagrass, Swimming
Snorkelling, Sailing
Ecology, Science



What do we need to understand about the marine ecosystem to inform our values and our decisions?

Deep academic insight

Political expediency



Institutional memory

Transformative and disruptive thinking

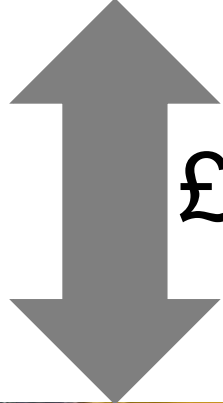


Andrea Damm / pixelio

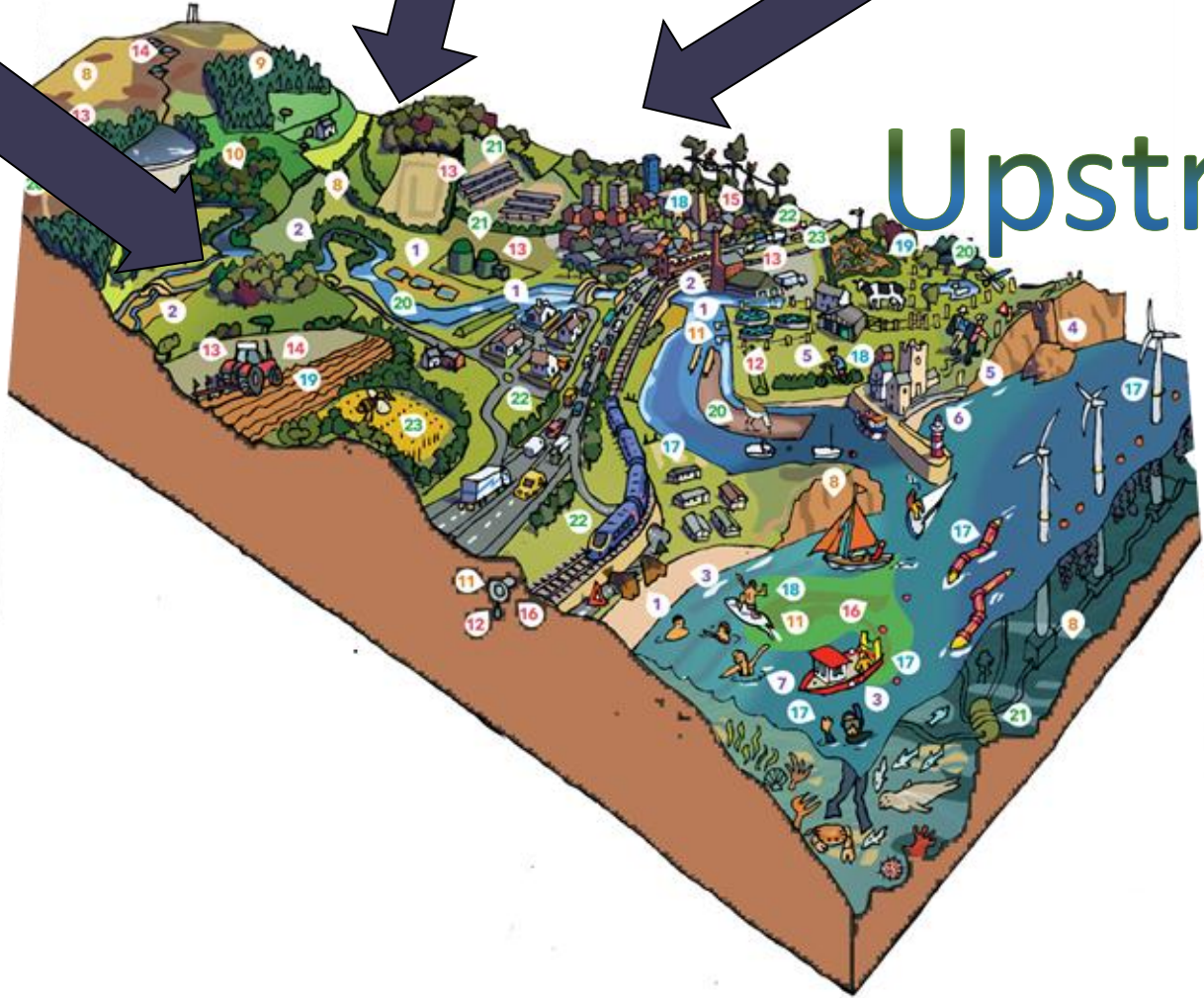
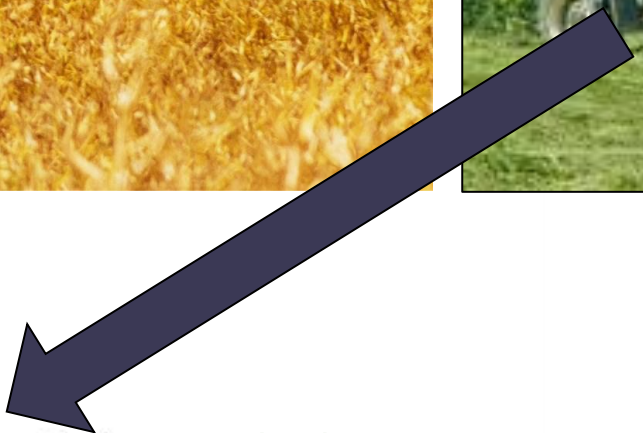


© Llucia Mascorda UoPlymou





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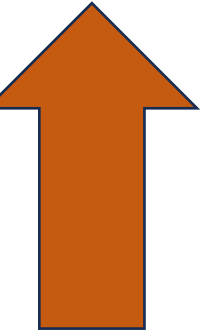
Upstream Thinking



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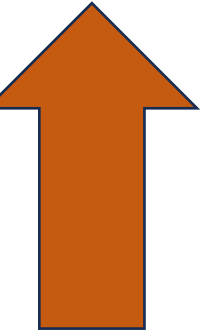
South







West





East









HM Govt 25YEP 2018



Marine Planning
Conservation measures
Licencing
Fisheries Management
Net zero
Net gain
Etc.

Drivers of change:
Policy, Market &
Environment

Values

Biodiversity



© Keith Hiscock

Greenhouse gases



Incomes



Food



Energy



Market values

Social Value

Non-market values

Flood defence



Recreation & health



Systems Thinking: Catchment to coast and global thinking

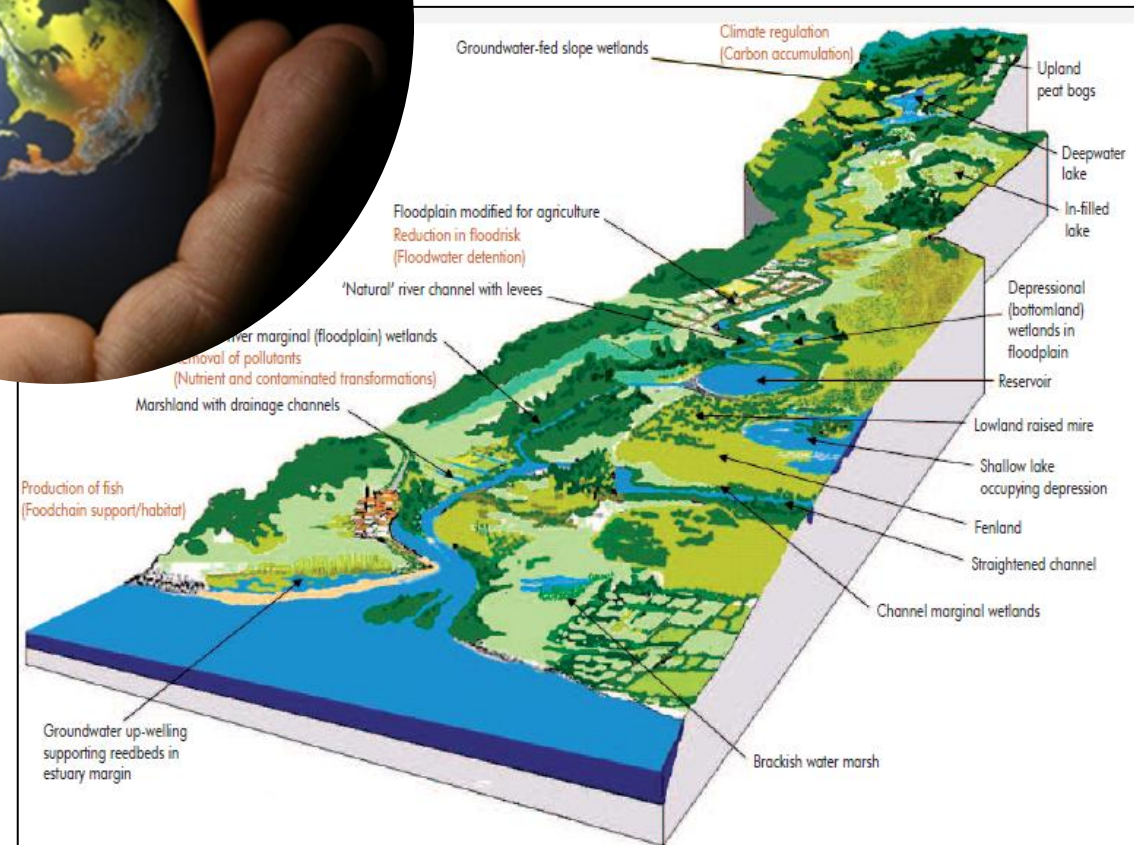


Figure 9.1 Links between landscape location and wetland services. Labels in orange are indicative of the functional gradient in importance of wetland ecosystem services, with text in parentheses providing an indication of the underpinning processes/intermediate services. Source: modified from art work of Aidoud in Maltby (2009a).

From: National Ecosystem Assessment 2011, Freshwaters

Catchment runoff:

- Pathogens
- Excess nutrients

River margins:

- Woody overgrowth impedes navigation

Wetlands & estuaries:

- Mop up some nutrients and pathogens
- Nursery & migratory habitat for commercial and recreational marine food species
- Invasive species – ecosystem change

Coastal urban populations:

- Waste overflow and irregularities
- Intertidal reclamation, disturbance
- Litter & plastics
- Need health and well being benefits

Coastal and offshore marine:

- Seabed disturbance –fishing, moorings
- Invasive species – ecosystem change
- Shipping litter & plastics
- Ecosystem services

Nature positive
Net gain
Nature based solutions
Better managed protected areas
Highly protected marine areas



Outcomes?

- **Indicators?**
- **Monitoring and evaluation?**



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GCRF Blue Communities

Building capability for marine planning in SE Asia:
Because actively, well-managed marine ecosystems are better able to support the health, wellbeing, food security and livelihoods of people



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UNIVERSITY OF
EXETER

PML | Plymouth Marine
Laboratory

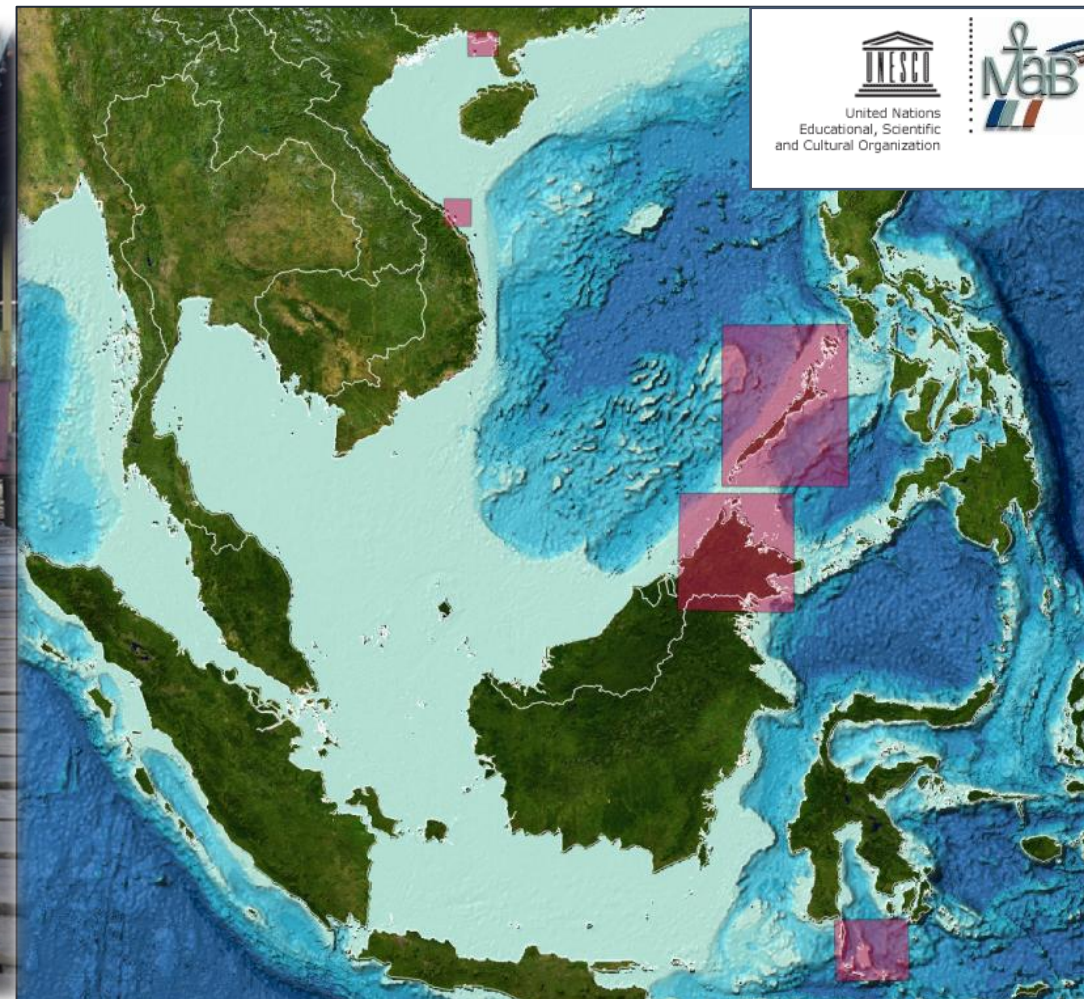
blue ventures
beyond conservation



HANOI NATIONAL UNIVERSITY OF EDUCATION
TRƯỜNG ĐẠI HỌC SƯ PHẠM HÀ NỘI



**UNIVERSITI
MALAYA**





Tun Mustapha, Sabah Marine Park, Malaysia

Images: <http://www.worldwildlife.org/stories/a-promise-of-tomorrow-for-fish-and-people-in-malaysia> © Mazidi Abd Ghani / WWF-Malaysia
<http://assets.inhabitat.com/wp-content/blogs.dir/1/files/2016/05/Malaysia-Green-Turtle.jpg> / wikipedia commons

Build research capability



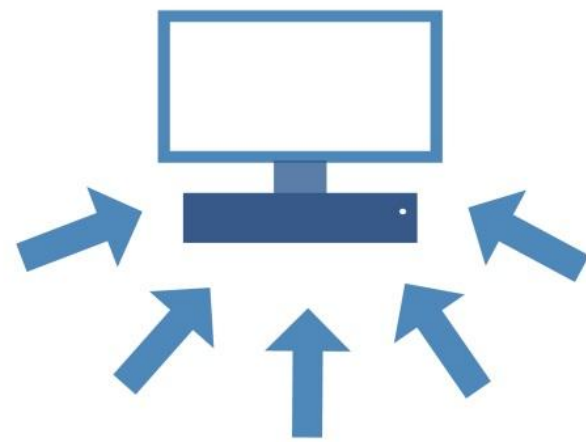
UN Sustainable Development Goals (SDG)

1. No poverty
2. Zero hunger
3. Good Health and Wellbeing
14. Life below water

Meeting 5 Challenges:

1. Promote Sustainable Harvesting
2. Prepare for climate change
3. Promote good health
4. Identify opportunities for growth
5. Co-development and implementation of marine planning

**GCRF Blue
Communities:
12 interrelated
and
interdisciplinary
projects**



Evidence synthesis



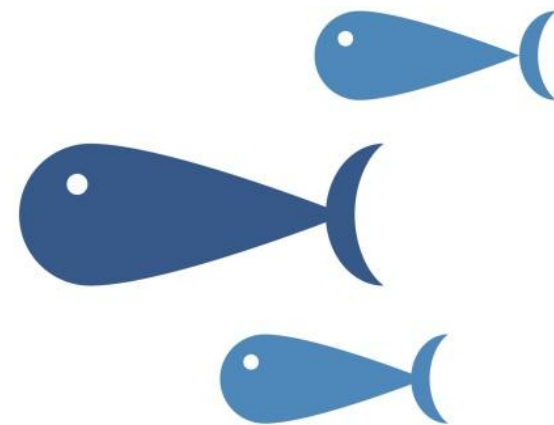
Critical analysis of marine
planning model
applications



Impacts on ecosystem
services and values



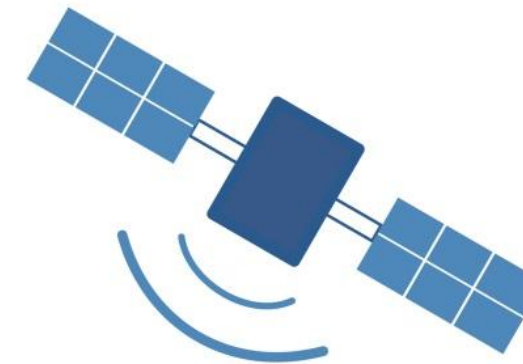
Marine renewable energy



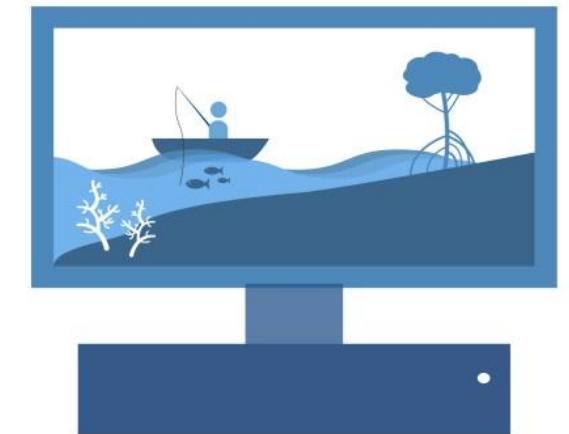
Small-scale coastal tuna
fisheries management



Well-being benefits and
risks of coastal living



Earth observation
approaches



Ecosystem service
trade-offs



Principles and
approaches to decision
making



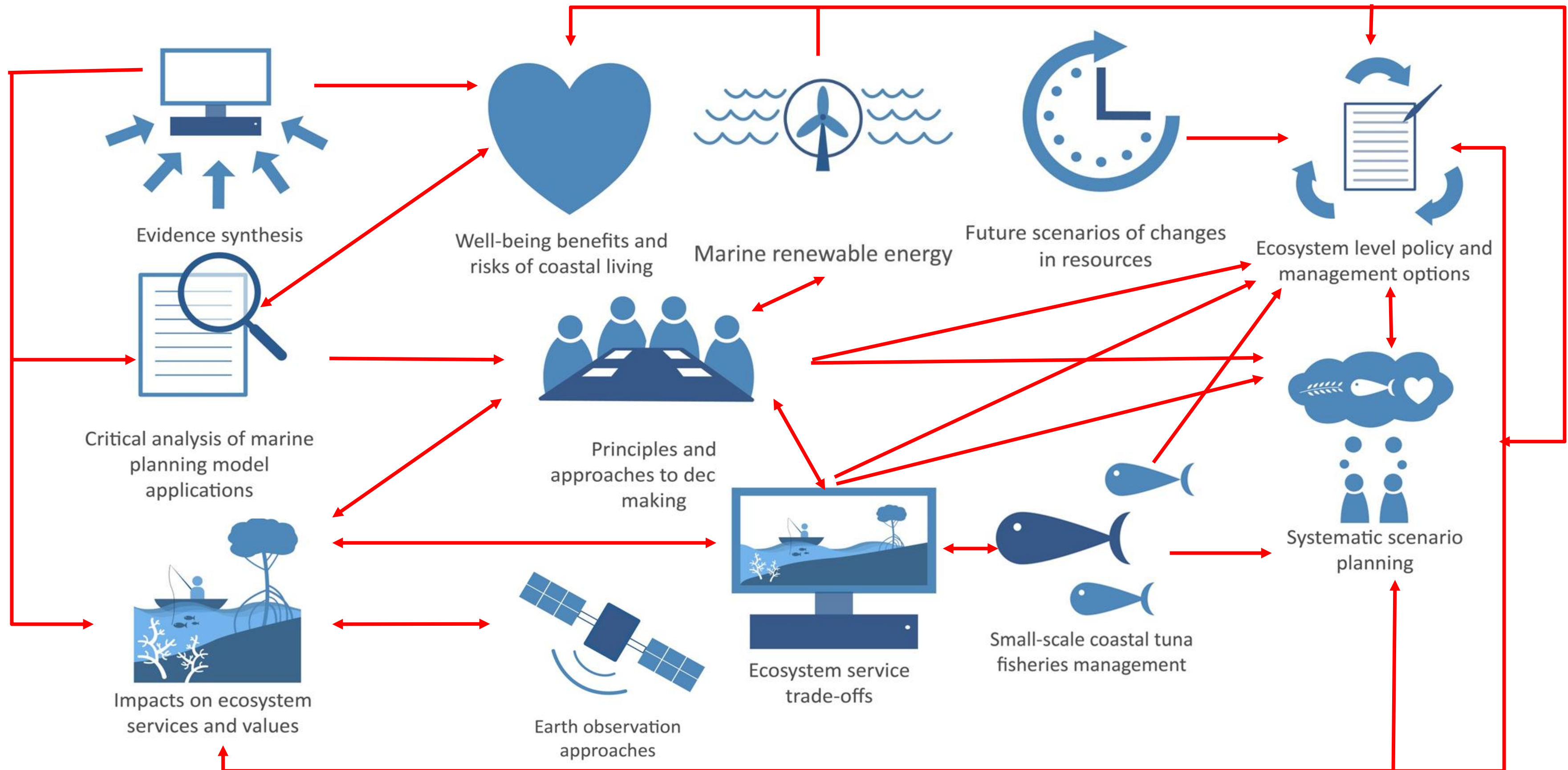
Future scenarios of changes
in resources



Ecosystem level policy and
management options



Systematic scenario
planning





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Centre for Systems Thinking: Ocean, land and Society (CSTOLS)

An interface for the systems thinking
approaches across the University

Champion for a whole-system transdisciplinary
approach to solutions-oriented research.

Promote understanding and improving complex
issues by viewing and addressing the whole of
the problem

Train our students to be the next generation of
system thinkers



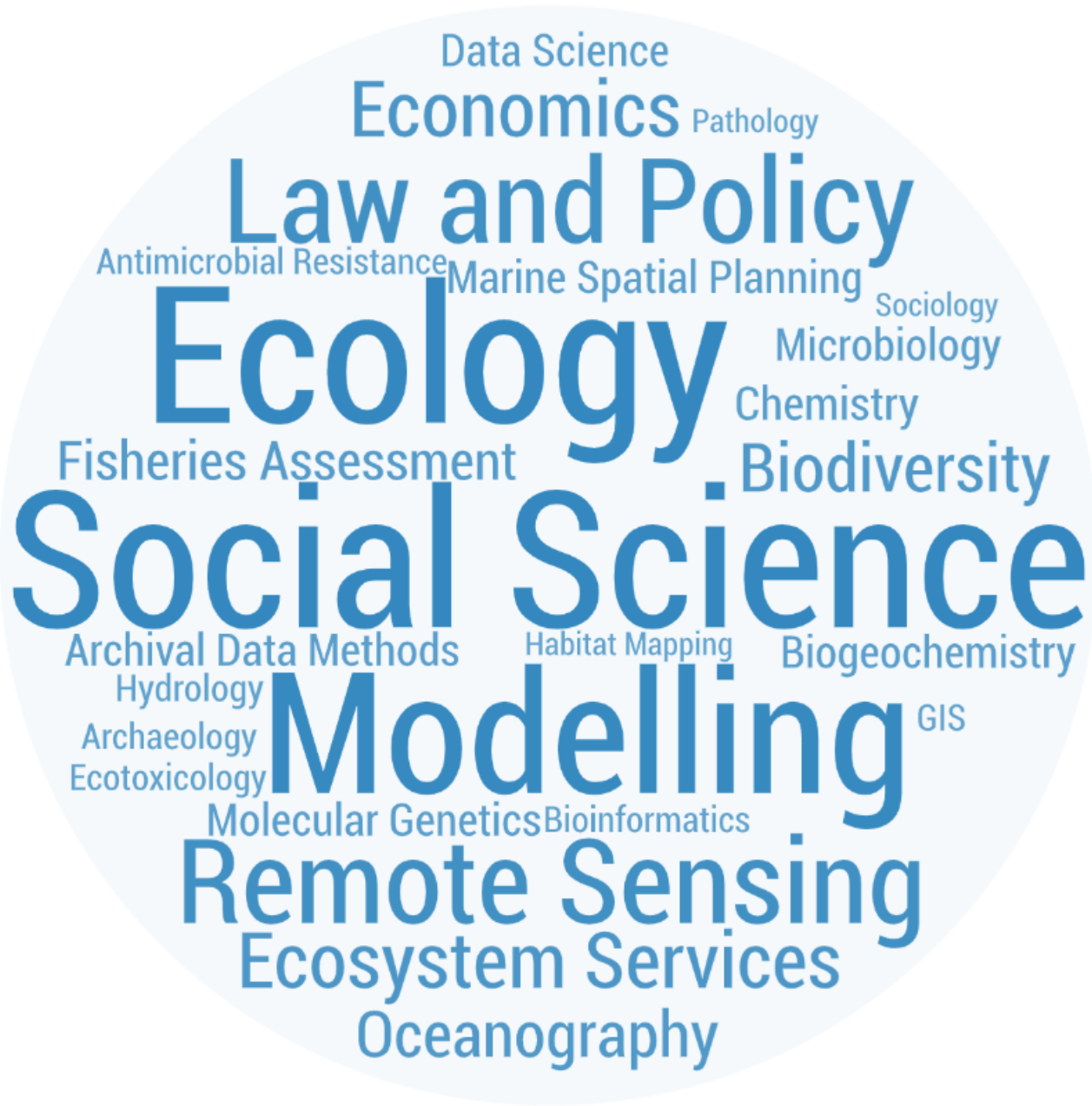
Training in Systems Thinking

– solving problems and finding solutions that will work

UKRI-NERC Centre for Doctoral Training in the Sustainable Management of UK Marine Resources (CDT-SuMMeR)



Natural Environment Research Council



About CDT SuMMeR

About the Centre for Doctoral Training in Sustainable Management of UK Marine Resources



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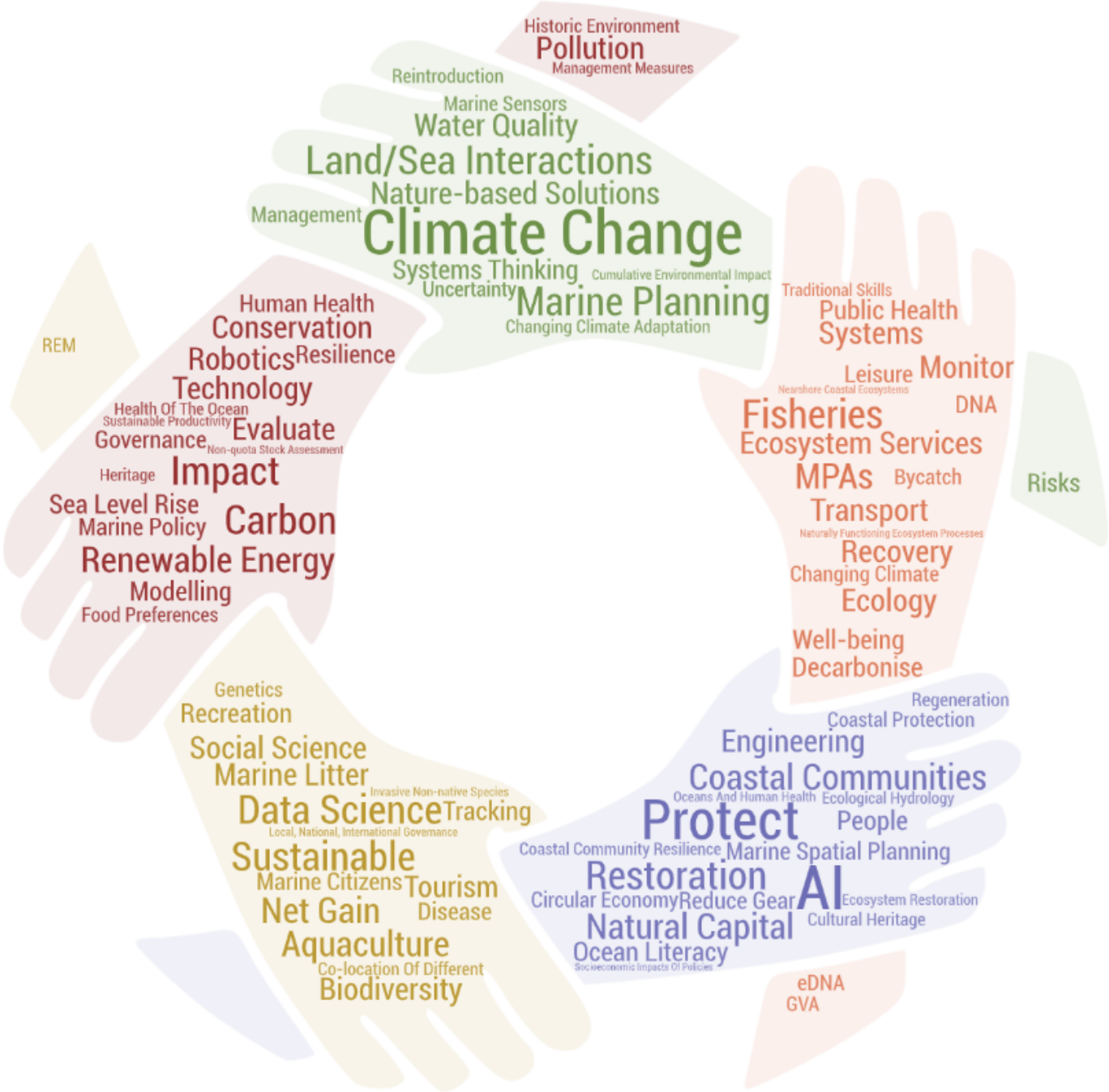
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Natural Environment Research Council



About CDT SuMMeR

About the Centre for Doctoral Training in Sustainable Management of UK Marine Resources



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Training in Systems Thinking

– solving problems and finding solutions that will work

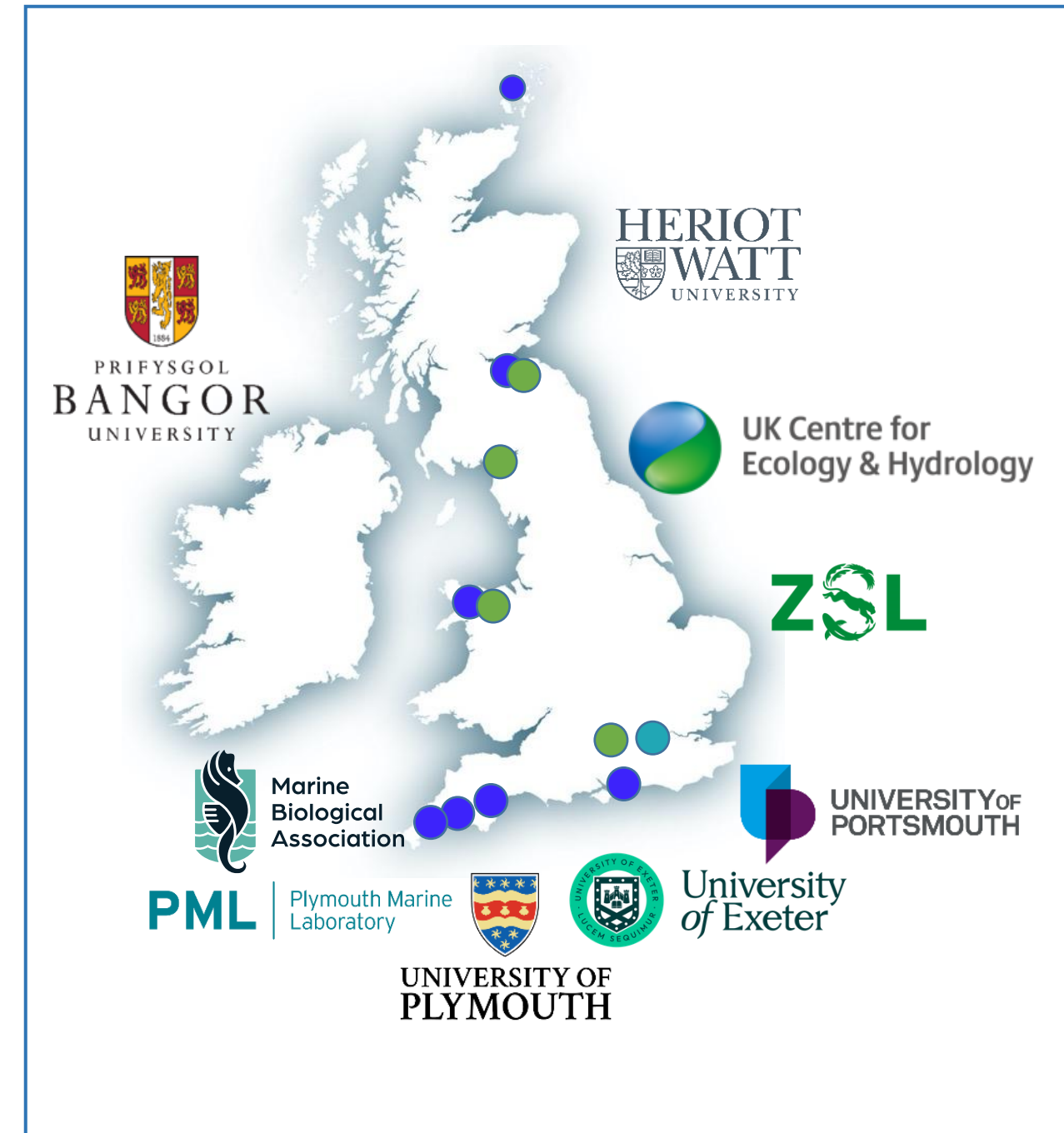
UKRI-NERC Centre for Doctoral Training in the Sustainable Management of UK Marine Resources (CDT-SuMMeR)

Transdisciplinary PhD projects:

- Integrate different disciplines
- Co-developed with policy makers, regulators, industry, businesses and the public.

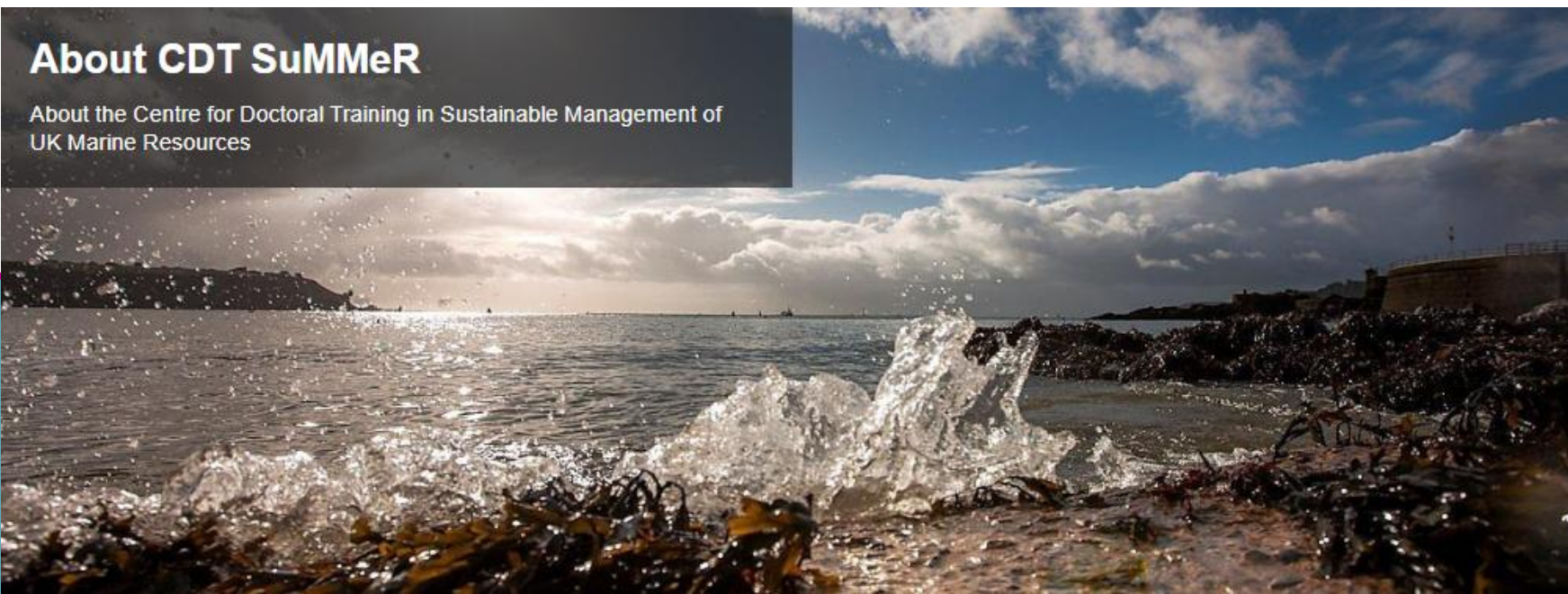


Natural Environment Research Council



About CDT SuMMeR

About the Centre for Doctoral Training in Sustainable Management of UK Marine Resources



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Co-developed with multi-sectoral stakeholders



Natural Environment Research Council



INDUSTRY



GOVERNMENT



THIRD SECTOR



Key Messages

1. We need to take account many perspectives for decision making, needs many disciplines, and a systems thinking approach, there will always be compromise.
2. We won't always know what the outcome will be
3. We need deep and detailed understanding (often from academia) but we also need disruptive and transformative thinking.
4. Collaboration to bring different disciplines and perspectives together works best if there is mutual respect across actors.
5. Universities also have a role to support development and training of the skills and understanding (through research) that is needed





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The Path to 2030

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Q&A

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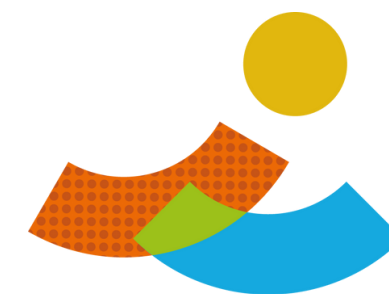
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 Ocean and Coastal Futures

 #CoastalFutures25

Session Four

Ocean Stewardship

Are we doing enough to understand
and promote the value of our seas?

Chair

Sian Rees,
University of Plymouth

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The Path to 2030



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The Path to 2030

Session Four

Ocean Stewardship

From the beach front to the front
benches: engaging, empowering, and
mobilising communities to protect the
Ocean

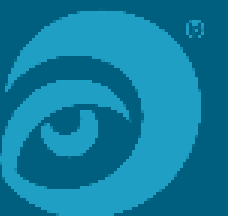
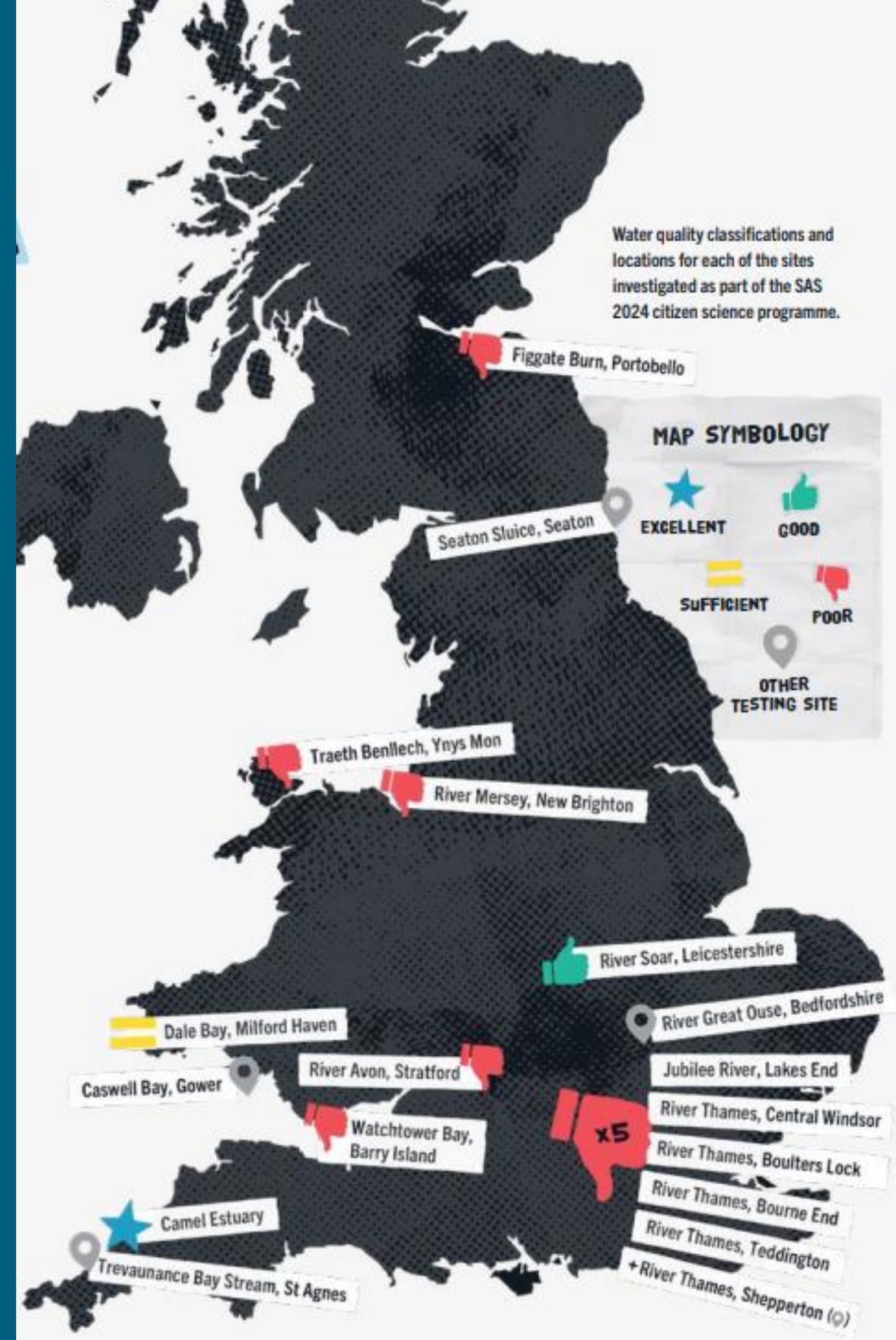
Giles Bristow,
CEO, Surfers Against Sewage





THE RIPPLE EFFECT

Citizen science insights into bathing water regulation





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Session Four

Ocean Stewardship

Holding Government to account in freshwater and marine environments

Jack Brett,
Office of Environmental Protection



Office for
**Environmental
Protection**

Holding Government to account in freshwater and marine environments

Coastal Futures
30 January 2025

Jack Brett
(Senior Investigations Officer)

Our role and remit



Office for
Environmental
Protection

- We are a public body, established by the Environment Act 2021.
- Remit covers Northern Ireland, England and UK reserved matters.
- ~80 staff: scientists, lawyers, regulators, professional services.
- Organisations and individuals we can hold to account include:
 - government departments
 - government ministers
 - regulators
 - local authorities
 - some private bodies in respect of their public powers and duties

Our functions



Our mission is to protect and improve the environment by holding government and other public authorities to account



Scrutinising law



Office for
Environmental
Protection

Water Framework Directive Regulations (England May 2024)

The measures specified and the funding allocated are not sufficient

This means the objectives that have been set are likely to be missed by a considerable margin

We made 15 recommendations to Government and highlight a number of possible areas of non-compliance with the law

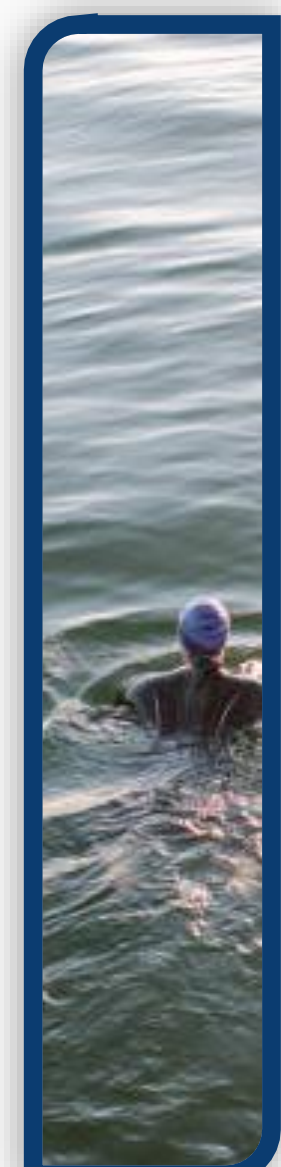


Bathing Water Regulations (England November 2024)

Current requirements on bathing water identification, monitoring and classification are broadly being implemented effectively

Could be updated to reflect changes to recreational use of water since they were introduced

12 recommendations



Also Water Framework Directive Regulations (September 2014) and Bathing Water Regulations (November 2024) reports for Northern Ireland.

Consultations

- Marine net gain
- Joint Fisheries Statement
- Highly protected marine protected areas
- **Fisheries Management Plans**



OFFICIAL	
	Office for Environmental Protection County Hall Spetchley Road Worcester WR5 2NP 03300 416 581 www.theoep.org.uk
FMP Policy Team – Marine and Fisheries Department for Environment, Food and Rural Affairs Seacole Building 2 Marsham Street London SW1P 4DF	29 September 2023
Dear Sir/Madam,	
Fisheries Management Plans – Frontrunner consultations	
We write further to our previous letter of 11 April 2022, providing the OEP’s response to Defra’s consultation on the draft Joint Fisheries Statement (JFS). In that letter, we expressed our strong support for government’s ambitions relating to the marine environment, including those captured by the 25 Year Environment Plan, and provided some critical observations which we trust were of assistance.	
Following the finalisation of the JFS, we note that Defra is now developing six ‘frontrunner’ Fisheries Management Plans (FMPs) and has launched a series of public consultations to inform this process. In our JFS response, we broadly agreed with the principles underpinning the development of FMPs, and stressed the need for the JFS to set clear and achievable targets against which delivery partners responsible for developing FMPs can be held to account.	
We remain interested in this work, and urge that Defra will continue to give it priority in light of its existing commitments. Goal 6 in the Environmental Improvement Plan 2023 sets out the importance of FMPs to English fisheries by sustainably managing the harvesting of stocks and supporting the delivery of the appropriate objectives from the UK Marine Strategy. We note they are also referenced as one of fifteen key policies which will deliver the apex biodiversity target – thriving plants and wildlife.	
Many of the questions in the consultation documents invite feedback informed by a detailed scientific and technical understanding of specific fisheries, which others will be able to contribute to more directly. However, we would like to make the following general observations which we believe need to be addressed for the finalised FMPs to effectively deliver on Government’s objectives:	
OFFICIAL	
	Office for Environmental Protection Wildwood Wildwood Drive Worcester WR5 2QT 03300 416 581 www.theoep.org.uk
FMP Policy Team – Marine and Fisheries Department for Environment, Food and Rural Affairs Seacole Building 2 Marsham Street London SW1P 4DF	16 January 2025
Dear Sir/Madam,	
Fisheries Management Plans – Defra-led consultations	
We write further to our previous letter of 29 September 2023, which provided the OEP’s response to Defra’s consultations on its six ‘frontrunner’ Fisheries Management Plans (FMPs). In our letter, we made several observations which we believe needed to be addressed for the finalised frontrunners, and the FMPs that followed, to deliver effectively on government’s statutory targets and objectives for the marine environment.	
As highlighted in our previous letter, we remain interested in this work and continue to urge that Defra give it priority in light of its existing commitments. Goal 6 in the Environmental Improvement Plan sets out the importance of FMPs to English fisheries by sustainably managing the harvesting of stocks and supporting the delivery of the appropriate objectives from the UK Marine Strategy. We also noted that FMPs are referenced as one of fifteen key policies that will deliver the Environment Act targets for biodiversity.	
We are pleased to see meaningful improvements in the latest package of FMPs, released for consultation on 19 September 2024. Where previously we raised concerns about it often being difficult to identify specific actions that will have the effect of restoring or maintaining relevant fish stocks, the latest FMPs adopt a more standardised approach, are less discursive and set out actions that are clearly linked to each FMP goal. The use of specific performance indicators for tracking the implementation of these actions and/or management measures in the Cackle and Southern North Sea FMPs is especially welcome and something that we strongly encourage to be replicated in the remaining FMPs, particularly where the actions themselves are less prescriptive and difficult to measure.	

Evidence baseline

- Drivers, pressures, and data gaps and monitoring.
- UK-wide focus: call for evidence and workshops
- Key stressors: commercial fishing, offshore energy production, climate change, pollution
- Equivalent report for terrestrial and freshwater environments



Office for
Environmental
Protection



Drivers and pressures
affecting terrestrial and
freshwater biodiversity
in Northern Ireland

Investigation

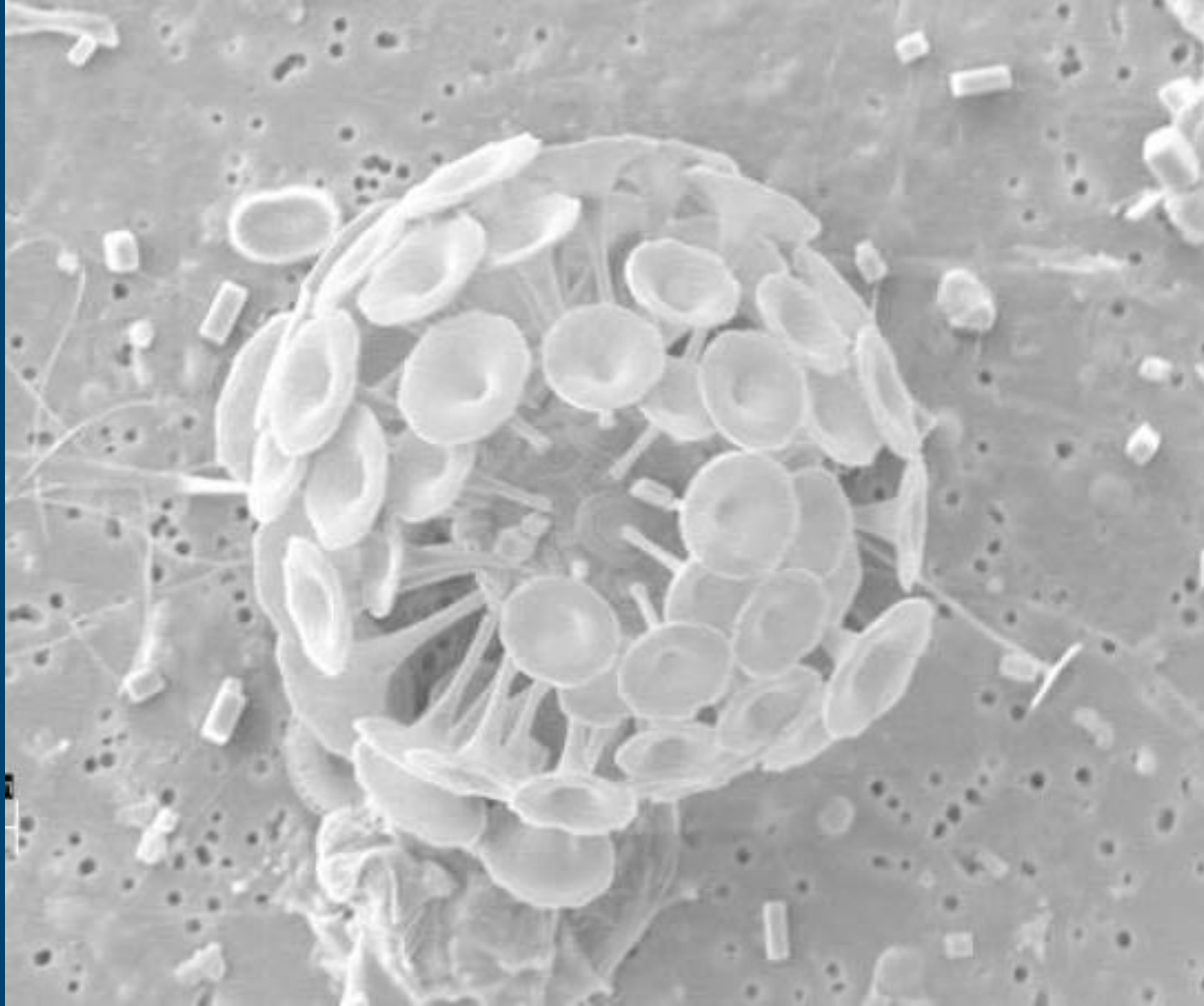


Office for
Environmental
Protection

- Marine Strategy Regulations 2010
- Good Environmental Status of UK marine waters by 2020.
- Data-driven review of the MSUK Assessment and Monitoring reports and OSPAR Quality Status Reports
- Investigation into a suspected failure by Defra Secretary of State to take the necessary measures to achieve Good Environmental Status (GES) of marine waters.



Next Steps





Office for Environmental Protection

Q&A

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Ocean Stewardship

Nature recovery for all – from
catchment to coast

Jenni Balmer,
Environment Agency

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The Path to 2030

Nature Recovery for All from Catchment to Coast

Jenni Balmer, Deputy Director for Nature Recovery, Environment Agency



Enjoying ourselves — Everything is.



== *at* **BLACKPOOL** ==

Is Blackpool okay?

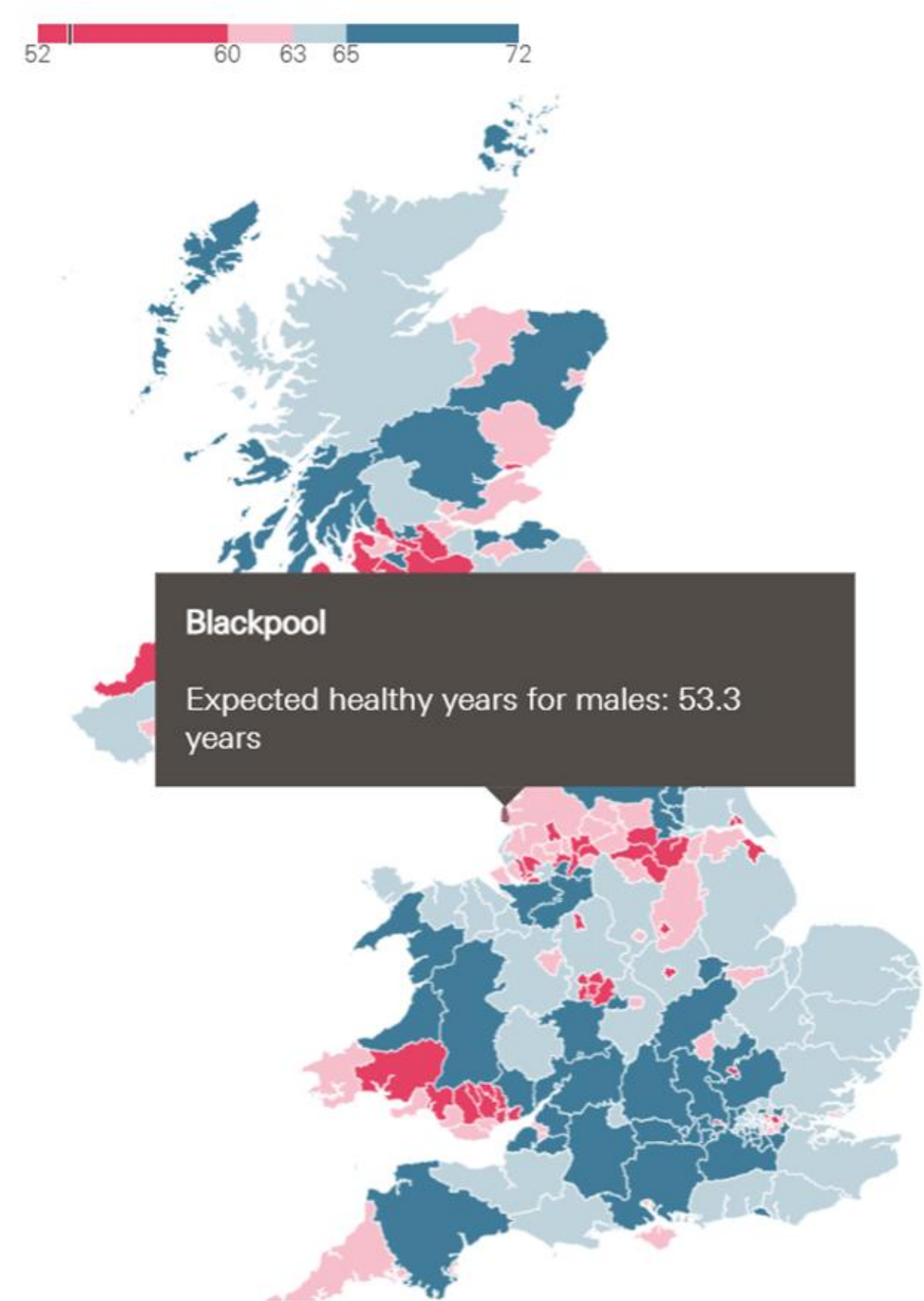


Photo: Andy Kelvin – Kelvin Media



Photo: Andy Kelvin – Kelvin Media



The Health Foundation
© 2020

Source: Health Foundation analysis of ONS data. • Notes: Figures are not available for the City of London and Isles of Scilly due to small numbers of death and population. Shetland Islands removed for map scale reasons. Category size is based on 'quartile binning' to ensure an even number of local authorities in each category.



Increased health & wellbeing benefits...

People living by the coast report:

better mental health compared to those living further inland

increased happiness in marine and coastal margins, compared to green spaces and urban environments

...Revived, Restored & Resilient

ECOSYSTEM SERVICES PROVIDED BY SALTMARSHES.

IMPROVED WATER QUALITY

Trapping sediment and absorbing contaminants improves water quality



BIODIVERSITY ENHANCEMENT

Provides complex habitat for a range of species e.g. nesting birds



FOOD PROVISION

Animal grazing and plant harvesting can contribute to local economy



FLOOD AND COASTAL DEFENCE

Absorbs tidal & wave energy to protect land and reduces hard sea defence costs



RECREATION & WELLBEING

Attracts tourism to area through bird watching and walking



- Regulating services
- Provisioning services
- Cultural services



FISHERIES PRODUCTION

Provides nursery habitat for commercial fish and shellfish



DENITRIFICATION

Saltmarshes remove excess nutrients from coastal ecosystems



CARBON SINK

Sequesters carbon from air and stores in soil; accretes carbon rich sediment



**Nature degradation could cause
a 12% loss UK GDP by 2030**

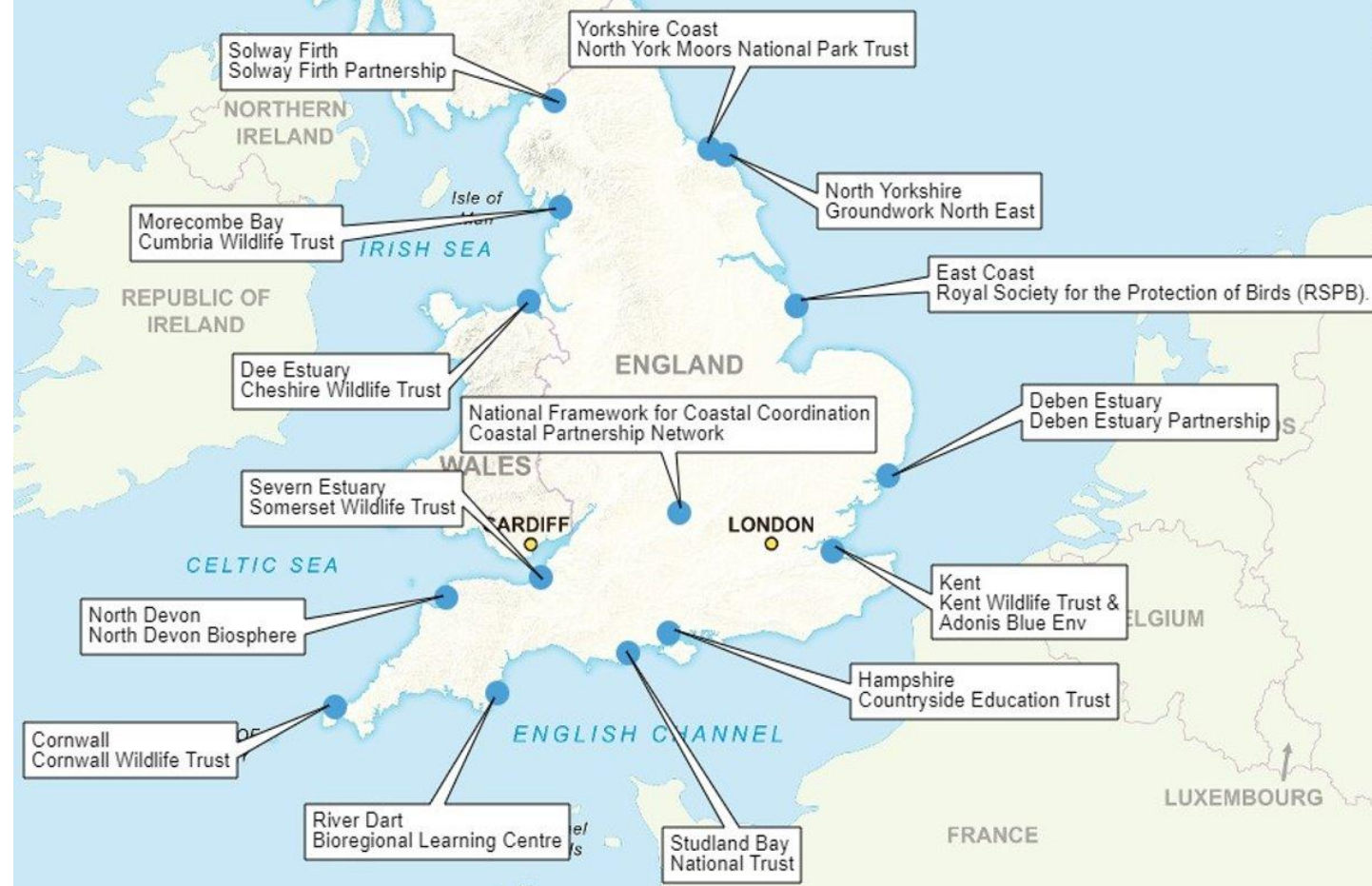
Photo: Wez Smith - RSPB



ReMeMaRe

2025-2030

Developing a roadmap for future
habitat restoration, building on
lessons-learned from past 5 years



Championing Coastal Coordination - 3Cs

- £2m funding secured over 3 years
- Benefitting 23 coastal projects
- Seeding coordination, partnership and innovation throughout England's coast



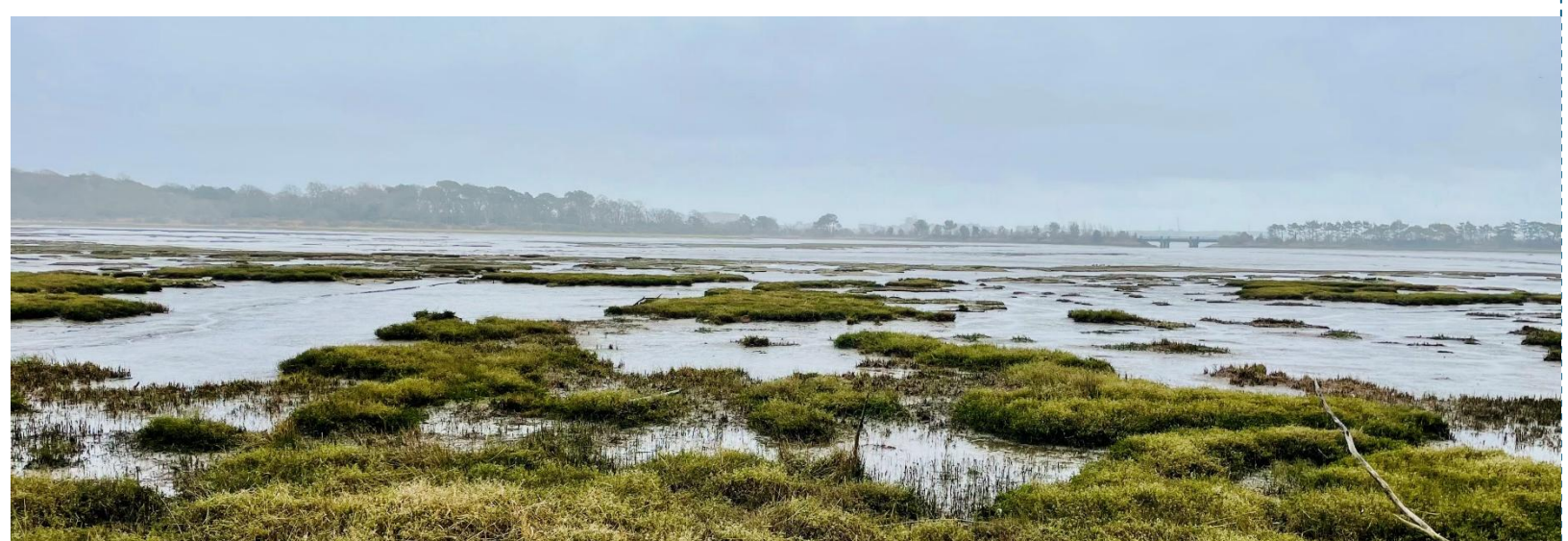
Living Dart Project example

- Restoring mosaic saltmarshes, Dart Estuary, Devon
- Success of community outreach from 3Cs gained momentum across 3 parishes
- Secured ReMeMaRe funding and got volunteers doing practical restoration!



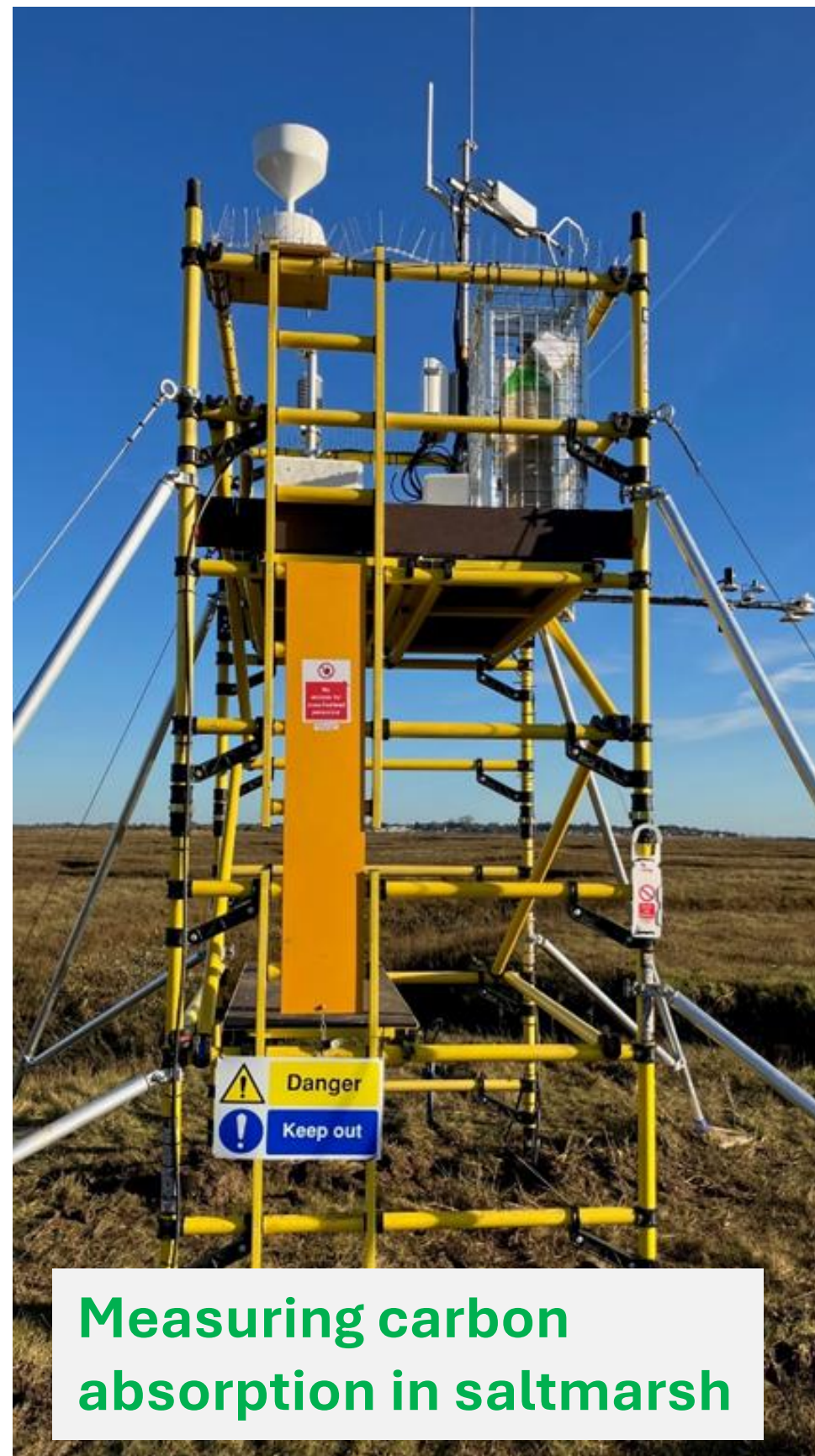
Photos, Emma Magee, EA

Source to Sea





Understanding
value of fish



Measuring carbon
absorption in saltmarsh

Robust evidence in driving change



Ecological assessment

There is hope...



Photo: The Conversation



Greetham Realignment, Tees Estuary



Photo: Essex Wildlife Trust



Photo: Matt Daggert



Photo: Solent Protection Society



Photo: Solent Seascapes



Photo: Yorkshire Wildlife Trust



Thank you

Rememare@environment-agency.gov.uk



Coastal Futures Conference 2025

The Path to 2030

29 & 30 January 2025 | London & online

Q&A

www.slido.com

For online and in-person attendees

Code: CoastalFutures25

WIFI: CoastalFutures25

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**Coastal
Futures
2025**

Delivered by OCF



Coastal Futures Conference 2025

The Path to 2030

Session Four

Ocean Stewardship

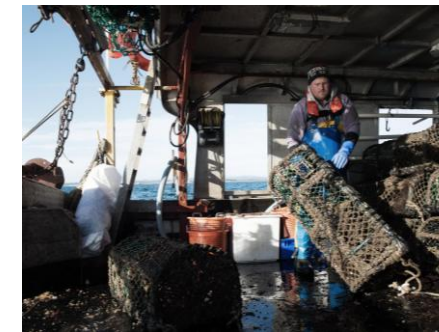
Ocean Literacy Strategies for Engaging Communities in England and Wales

Emma McKinley,
Cardiff University

Ocean Literacy Strategies for Engaging Communities in England and Wales

Emma McKinley

on behalf of the Wales Coasts and Seas Partnership's Ocean Literacy Coalition
and the Diverse Marine Values project



Partneriaeth Moroedd
ac Arfordiroedd Cymru
Wales Coasts and
Seas Partnership



Y Môr a Ni



Diverse Marine Values



2021 United Nations Decade
2030 of Ocean Science
for Sustainable Development

Ocean Literacy and the UN Ocean Decade



The Science
We Need for the
Ocean We Want

The United Nations
Decade of Ocean Science
for Sustainable Development
(2021-2030)



GenO

Welcome to
**Generation
Ocean**

Join the
movement
for the
**Ocean
We Want**

The United Nations
Decade of Ocean Science
for Sustainable Development
(2021-2030)



10 years
10 challenges
1 ocean

*Restore society's relationship
with the ocean
Ocean literacy as a societal
outcome*

The Evolution of Ocean Literacy – in one slide!

The understanding of our relationship with the sea: our impact on it, and its impact on us

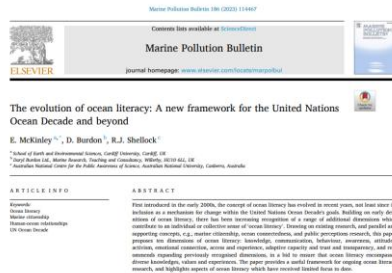
Knowledge

Communication

Behaviour

The 7 principles of Ocean literacy

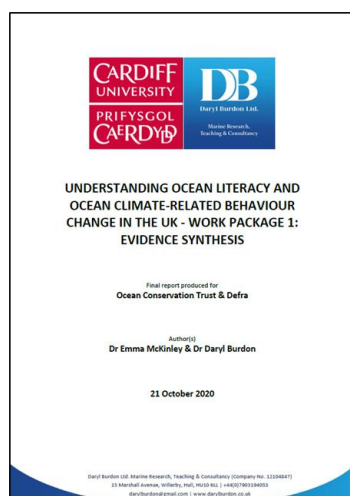
- The Earth has one big ocean with many features
- The ocean and life in the ocean shape the features of the Earth
- The ocean is a major influence on the weather and climate
- The ocean makes the Earth habitable
- The ocean supports a great diversity of life and ecosystems
- The ocean and humans are inextricably interconnected
- The ocean is largely unexplored



McKinley *et al.* 2023



Diverse Marine Values





Partneriaeth Moroedd
ac Arfordiroedd Cymru
Wales Coasts and
Seas Partnership



Y Môr a Ni

Ocean Literacy in Wales

- International and national emphasis on ocean literacy.
- One of three priority areas of work for Wales's Coasts and Seas Partnership.
- Builds on the Wales Ocean Literacy Assessment carried out in 2022.
- Over two years of collaborative work to date, bringing together a broad range of researchers, practitioners and policy colleagues from across Wales.

THE CROWN
ESTATE

CARDIFF
UNIVERSITY
PRIFYSGOL
CAERDYDD

Platffwrdd yr
amgylchedd Cymru
Eiddo newid
Pŵlfaen Wides

MARINE
CONSERVATION
SOCIETY
Hiraeth Yn
Y Môr

SIARC

tyf

Ymddiriedolaethau Natur
Cymru
Wildlife Trusts
Wales

Uywodraeth Cymru
Welsh Government

JNCC

Cyfoeth
Naturiol
Cymru
Natural
Resources
Wales

mpa
Marine Aggregates

PRIFYSGOL
BANGOR
UNIVERSITY

RSPB

MARINE
ENERGY WALES
YNNI MOROL CYMRU

Wales
National
Marine
Science
Centre

MARINE
CONSERVATION
SOCIETY

cadwch keep
gymru'n wales
daclus tidy

sea watch
FOUNDATION

Wales
National
coastal
centre
Cyswllt a Llywodraeth
Prifysgol Cymru

Prifysgol
Abertawe
Swansea
University

angling
cymru
Pysgotwyr Môr Sea Anglers

NatureQuest
ACADEMY

Sir Benfro
PCF
Coastal Forum

Ymddiriedolaeth
Genedlaethol
National Trust

University of
Southampton

Port of
Milford Haven



Partneriaeth Moroedd
ac Arfordiroedd Cymru
Wales Coasts and
Seas Partnership



Y Môr a Ni

Y Môr a Ni

Ocean Literacy Strategy for Wales 2025

Prepared by the Welsh Ocean Literacy Coalition,
part of the Wales Coasts and Seas Partnership



Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government



Developing Y Môr a Ni

JUNE 2022

Initial workshops held to explore how to build ocean literacy in Wales

JUNE 2022 –
SEPTEMBER 2023

Establishment of working group to co-develop *Y Môr a Ni*

SEPTEMBER 2023 –
DECEMBER 2023

Draft *Y Môr a Ni* reviewed by wider Wales Coasts and Seas Partnership

JANUARY AND
FEBRUARY 2024

National engagement events for *Y Môr a Ni*

MARCH - OCTOBER
2024

Further refinement of draft strategy and development of resources

JANUARY 2025

Publish *Y Môr a Ni* as a framework to support further action to build ocean literacy in Wales

Co-developing the Ocean Literacy Strategy for Wales

Co-identified priorities:

- Developing a vision and strategy for building ocean literacy in Wales
- Building a base of champions, creating a network of skilled and informed people.
- Enabling information sharing, effective communication and collaborative working.



Partneriaeth Moroedd
ac Arfordiroedd Cymru
Wales Coasts and
Seas Partnership



Y Môr a Ni

dedicated and dynamic crew of passionate ocean and coastal practitioners.

The Ocean and Ocean Literacy – what does it mean to you?

What is Ocean Literacy, in a practical sense that can mean something to people? The term is internationally recognised but what does it mean to the

the seaside tourists, for example. It is for all the people of Wales, for the current and future generations, whether living in Newgale or Newtown, Barmouth or Bala, Aberavon or Abergavenny. And even more than that, it is also for all those who are not from Wales or not living in Wales.

Ocean Literacy Strategy for Wales 2024

6

Croeso - Welcome

To me, the essence of the ocean is the connection with our planet, the connection with people and nature far from the shores of Wales as well as those right here. For us to truly understand our impact on the ocean and its impact on us, we must value and believe in its connection to us and to others far from our shore.

We must welcome its power, the hidden life it supports, and the vital part it plays in our lives. We must welcome the opportunities it brings, from food, to energy, to fun and to transport.

For it to thrive, we cannot continue to shun its presence, ignore the benefits or downplay its relevance. We must welcome the opportunities and respect its role in our lives. It is time to reconnect and to 'croeso' the sea and shore into our lives and appreciate the critical role it has in our survival as a nation and species.

We now have this strategy to help us do just that, and it is time to drive forward the actions within it.

Dr David Tudor
Chair, Wales Coasts and Seas Partnership (CaSP Cymru)
September 2024

Our vision of Welsh seas is that they are clean, healthy, safe, productive and biologically diverse.

To achieve the outcomes we all want to see, like less pollution and litter, more local communities involved in managing protected areas and improved knowledge of careers in the marine environment, we need to involve everybody.

Ocean Literacy is crucial to this. If we don't understand our influence and our impacts on our coasts and seas, how can we care enough to act to protect them?

I wholeheartedly welcome the work of the Coasts and Seas Partnership to connect people to the sea in Wales through Y Môr a Ni. I will continue to support delivery of this work and look forward to seeing the results of this collaborative approach that brings people together. Working together we can safeguard our critical marine and coastal ecosystems which underpin our lives and livelihoods.

Deputy First Minister and Cabinet Secretary for Climate Change and Rural Affairs, Huw Irranca-Davies

SECTION 7

Ocean Literacy Strategy for Wales 2024

14

Y Môr a Ni: Our mission

Mission

To nurture and grow levels of ocean literacy in Wales for a more sustainable relationship between people and the sea.

Vision

To enact change, we first need to know where we want to be. Our collective vision for an ocean literate Wales is that:

“People are connected to, understand and value our coasts and seas in Wales, making informed decisions that support a safe and sustainable relationship between them.”

Goals

Ocean connection

Physical and emotional connections from accessing and experiencing marine and coastal spaces in different ways. This includes traditional experience such as being at the coast and sea and feeling comfortable and safe whilst there, but also non-traditional experience such as through arts, culture and technology.

Ocean understanding

Knowledge, awareness and action so that we can make informed decisions is critical to positive behaviour change. This includes understanding our own and others impacts, and the need for sustainable management.

Ocean values

Beliefs and principles that enable individuals to take a personal position on how we should value, manage and interact with our coastal and marine spaces, now and in the future

Ocean influence

An active, responsible, and ethical “ocean citizen” (McKinley & Fletcher, 2012; Buchan et al. 2023). Influencing society as part of a resilient and prosperous community.



Six Action Areas

Access and Experience

Ocean Literate Policy

Ocean Literacy Leadership and champions

Knowledge and Skills

Communities and Culture

Network and Capacity Building



SECTION 8 Action Areas

Ocean Literacy Strategy for Wales 2025

B: Ocean literate policy

Marine and coastal environments can often be out of sight and out of mind for policy makers, leading to a political landscape that is not appropriately focused on the value of our coastal spaces. Effectively embedding marine and coastal considerations within relevant policy and management frameworks, systems and decisions will ensure more sustainable outcomes for the marine and coastal area and the communities that rely on them.

Outcome

Welsh policy frameworks, systems and decisions effectively consider and address relevant marine and coastal issues.

Objectives

- Strengthen understanding of marine issues across public sector organisations and the Senedd;
- Promote ocean literacy and embed marine and coastal considerations in strategic and local decision making.



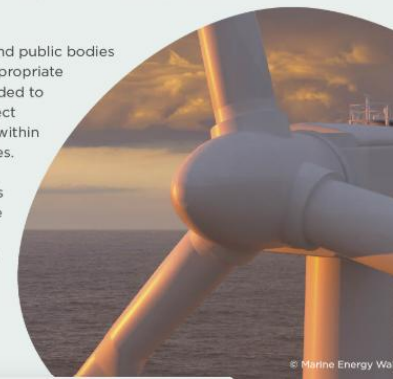
Actions in this area include to:

Inform and engage Members of the Senedd on issues regarding coasts and seas, for example, through a cross party group.

Join up policy areas across Welsh Government with a marine and coastal remit.

Work with organisations and public bodies to identify and develop appropriate guidance and support needed to enable them to better reflect marine and coastal issues within their plans and programmes.

Develop targeted materials highlighting the varied role of marine and coast in supporting environmental, social and economic outcomes in Wales.



17 SECTION Action Areas

Ocean Literacy Strategy for Wales 2025

D: Knowledge and skills

Enabling informed decision-making is critical at every level (local, regional and national; across-sectors, disciplines and cultures). Whilst knowledge does not necessarily equal behaviour change, it is essential to understand how behaviour and decisions connect people with their impact on the ocean, coast and wider environment.

Outcome

People in Wales are equipped with the knowledge and skills required to engage effectively with marine and coastal issues.

Objectives

- Develop resources to build knowledge and skills around the marine and coastal area;
- Develop knowledge and skills to support access to jobs in marine and coastal sectors.



Actions in this area include to:

Develop appropriate resources, aligned to the Curriculum for Wales, to increase knowledge of marine and coastal issues.

Provide training for teachers and other practitioners in using relevant resources.

Explore opportunities to put in place or promote relevant apprenticeships / paid internships / placements / industry partnerships to support access to maritime careers.



Partneriaeth Moroedd
ac Arfordiroedd Cymru
Wales Coasts and
Seas Partnership



Y Môr a Ni



Y Môr a Ni

Y Môr a Ni (The Sea and Us)

Overview



A new initiative led by the Wales Coasts and Seas Partnership (CaSP Cymru) has launched 'Y Môr a Ni' – a framework for Ocean Literacy in Wales, which is a first of its kind in the UK. The strategy aims to grow people's relationship with our coasts and seas.

The more connected people feel to the sea, the more conscious people become about their individual and societal effects on marine and coastal environments. This can lead to behavioural changes that safeguard and protect these important natural spaces as well as all the benefits they provide.

CaSP Cymru has established the Welsh Ocean Literacy Coalition to develop Y Môr a Ni (The Sea and Us). It combines the knowledge and experience of 22 organisations including [NRW \(Natural Resources Wales\)](#), [Welsh Government](#), [The Marine Conservation Society](#), [Cardiff University](#) and [North Wales Wildlife Trust](#) and looks to build awareness of our influence on the sea and the sea's influence on us.

Y Môr a Ni has been in development since 2022 and following its launch on the 8th January, we will be sharing ideas for how people can get involved with action for the sea in 2025, including two Festival of the Sea events taking place in Milford Haven and Flint in March. Keep checking this page for updates and information on how you can get involved.

[Click here to see the full strategy.](#)

Closes 31 Dec 2025

Opened 8 Jan 2025

Contact

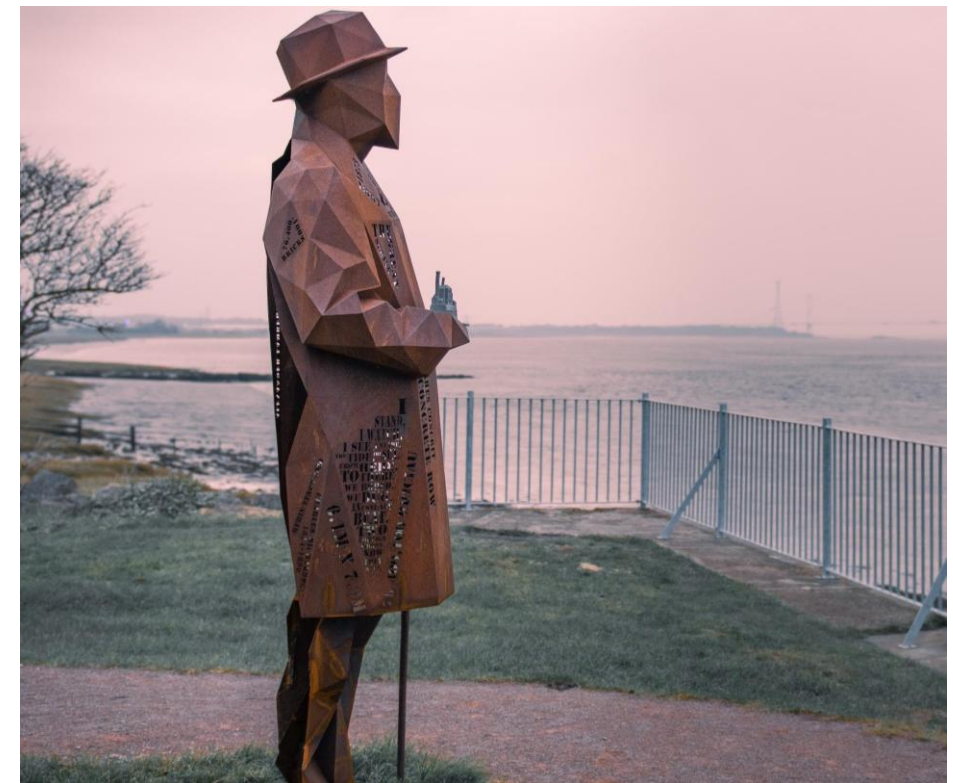
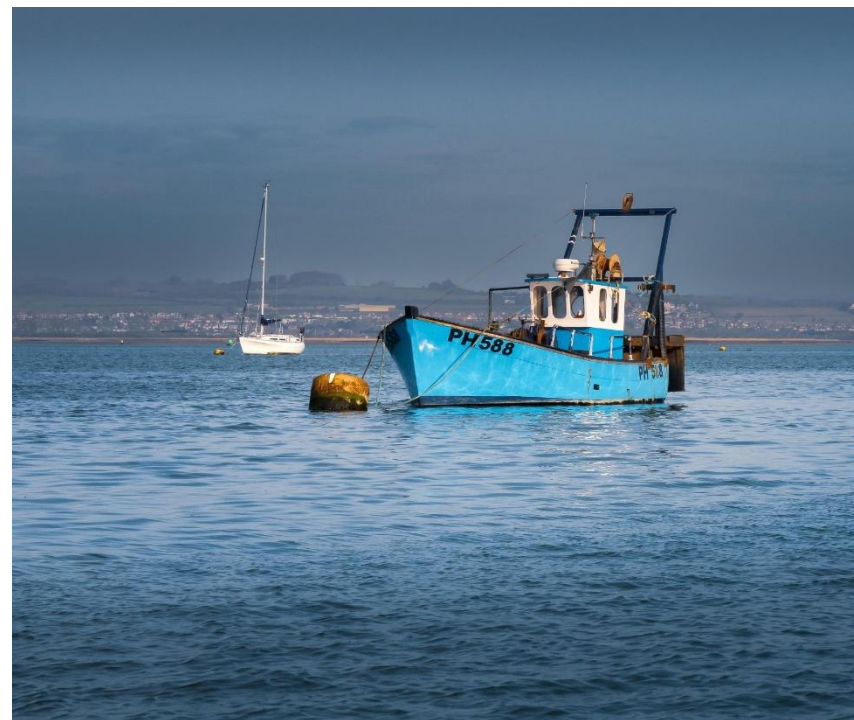
Reece Halstead

(Ocean Literacy Co-ordinator for Wales)

Reece.Halstead@northwaleswildlifetrust.org.uk



Co-developing an Ocean Literacy Strategy for England





Early themes from initial workshop:

- Develop understanding and capacity around ocean literacy as a policy tool
- Need to identify enablers and barriers
- Ensure inclusivity, equity and accessibility.
- Create agency and empowerment
- Focus on whole society approach

An Ocean Literacy Strategy for England: Workshop Invitation

Are you interested in people and their relationships with the ocean?

Do you want to know more about ocean literacy and what it means for England's coasts and seas and their management?

Defined as 'having an understanding of the ocean's influence on your, and your influence on the ocean', ocean literacy has been positioned as a mechanism for change within the UN Ocean Decade. This workshop series, co-organised by the Diverse Marine Values project, Defra and OCT, will map existing ocean literacy activities and initiatives across England, identify current gaps and barriers and highlight opportunities and priorities for the development of a co-designed strategy.

Virtual workshops

Tuesday February 18th
10:00 – 1:00

Wednesday February 19th
12:30pm–3:30pm

Register by scanning the QR code or email mckinleye1@cardiff.ac.uk

In person workshops

Tuesday March 4th
National Maritime Museum
Cornwall, Falmouth.

10:00 – 3:00pm

North-west England
workshop
*Location and final date to
be confirmed*

Co-developing an ocean literacy strategy for England Workshops

Online workshops

February 18th and 19th

In Person workshops

National Maritime Museum Cornwall – in collaboration with ROCC

March 4th 10am-3pm

Northwest England – late March
Date and location to be confirmed

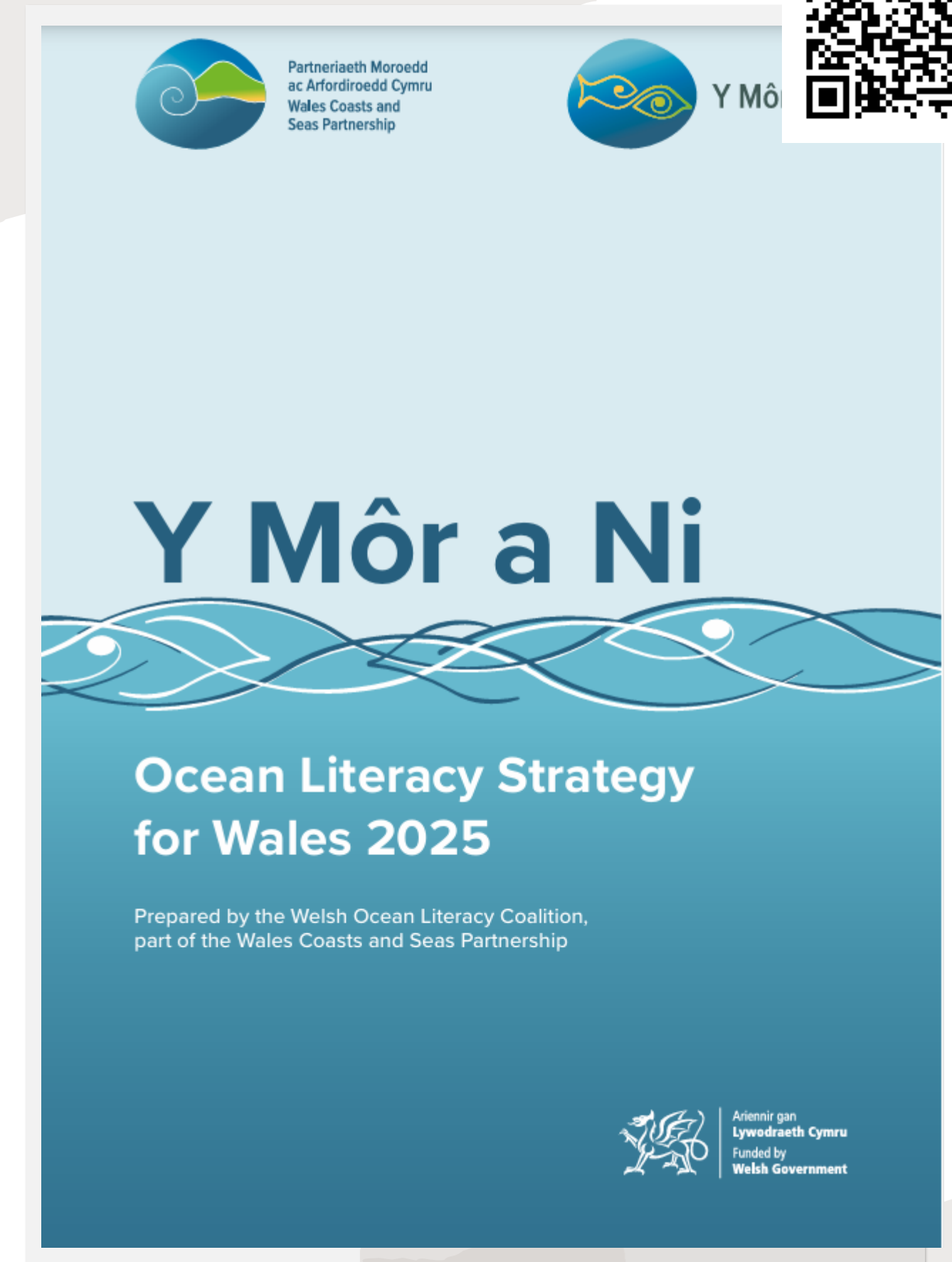
Register by scanning the QR code or email:

mckinleye1@cardiff.ac.uk



Take Homes and Calls to Action

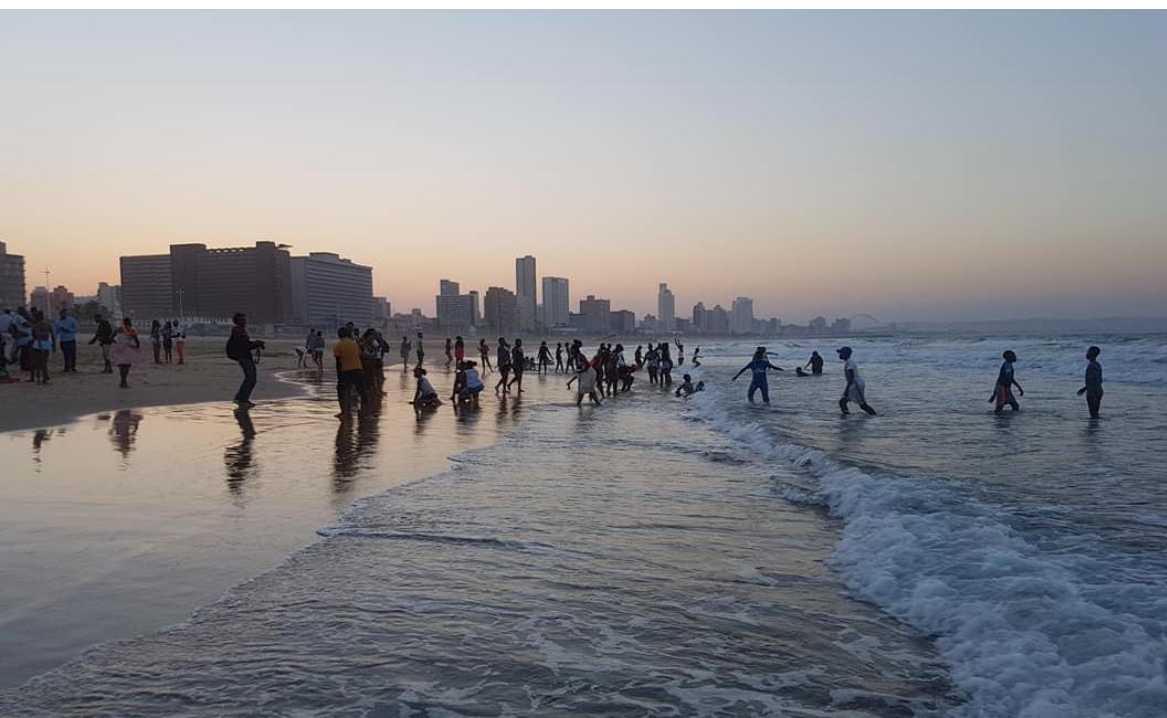
- A reminder that ocean literacy is more than communication and education.
- **Download and read the Ocean Literacy for Wales strategy** – and check out the landing page and forthcoming website!
- Celebrate the Launch of **Y Môr a Ni** by coming along to the Festival of the Sea events!
- **Make your pledges to #YMôraNi #OceanLiteracy** and raise the profile of your work across Wales.
- **Register** for the England Ocean Literacy Strategy workshops!





Thank you!

mckinleye1@cardiff.ac.uk



Diverse Marine Values





Coastal Futures Conference 2025

The Path to 2030

29 & 30 January 2025 | London & online

Q&A

www.slido.com

For online and in-person attendees

Code: CoastalFutures25

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Coastal Futures Conference 2025

The Path to 2030

Session Four

Ocean Stewardship

Hiraeth Yn Y Môr – Equitably
connecting underserved coastal
communities to our ocean

Ffion Mitchell-Langford,
Marine Conservation Society

Hiraeth Yn Y Môr

Equitably reconnecting people to our ocean



Presented by:
Ffion Mitchell-Langford (Hi/She/Her)
HYYM Project Legacy Lead
Ffion.mitchell@mcsuk.org



Mewn Partneriaeth â
Llywodraeth Cymru
In Partnership with
Welsh Government



MARINE CONSERVATION SOCIETY

**A sea full of life,
where nature
flourishes and
people thrive.**



To grow Ocean Literacy as a means to support the sustainable management of Liverpool Bay SPA and community health & well-being.



North-East Wales, UK



National Lottery Heritage Fund



Two years



Practical Guidance



The model



The structure

April 2023

Project starts

March 2025

Project ends

April – September 2023



Building local relationships

November 2023 – January 2025



One Ocean Forum

July 2024 – January 2025



Ocean Connection Programme



Researching Ocean Literacy

July 2023 – January 2025



Tackling barriers to participation

April 2023 – March 2025



The methods

Measuring growth in Ocean Literacy

1. Community-scale Ocean Literacy survey
2. Pre-activity survey
3. Post-activity survey
4. One Ocean Forum workshops
5. Interviews
6. Arts-based activities

Responsible conservation

7. Transport log
8. Local expenditure
9. About me survey
10. Enabling fund
11. Staff training

Organization join-up

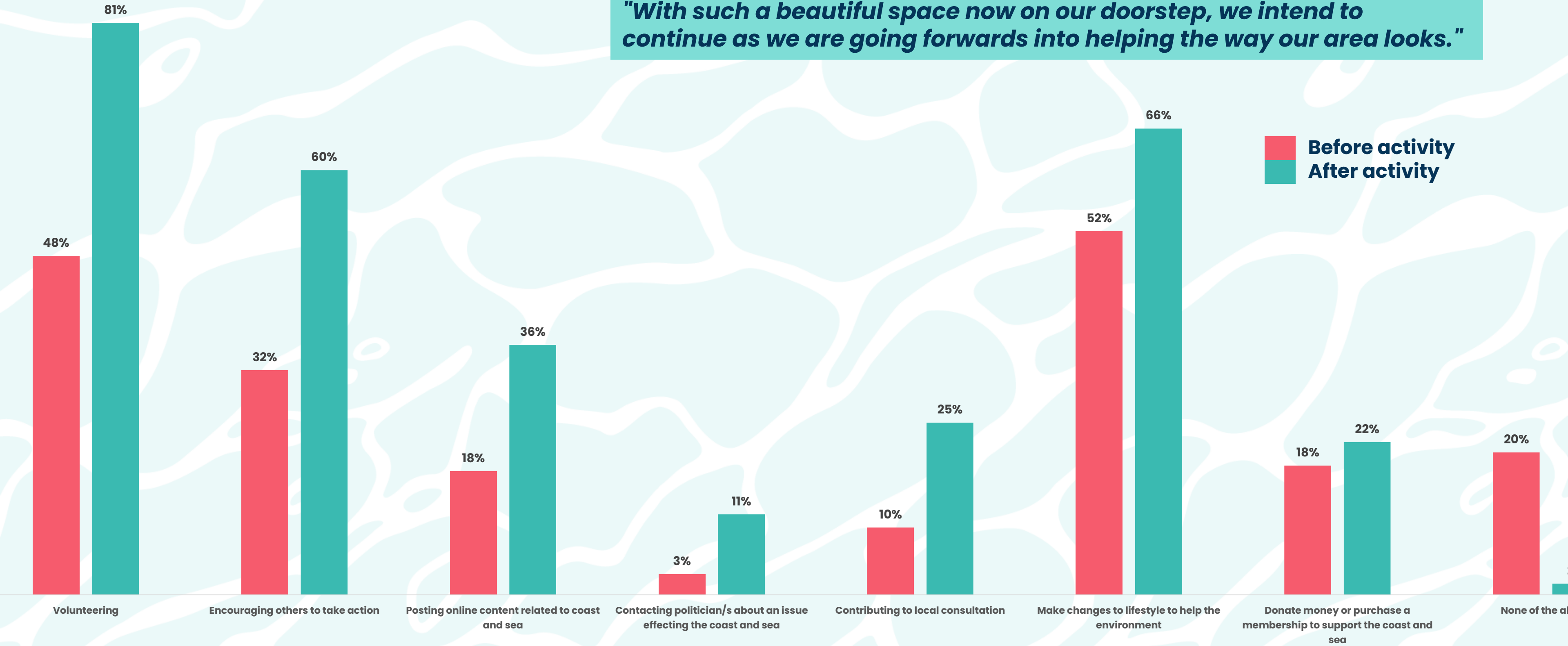
12. Beachwatch survey
13. Seasearch survey
14. Wildlife Sightings
15. Participation log



The results

Mobilizing pro-ocean behaviours

"With such a beautiful space now on our doorstep, we intend to continue as we are going forwards into helping the way our area looks."



The results

Ground-truthing national datasets

- 'Social media has been my main source of information about the marine environment.' **28% (National); 42% (Local)**
- 'Renewable energy is one of the most important benefits that society gains from the marine environment.' **31% (National); 43% (Local)**
- **85%** had heard of MPAs, but only **44%** had heard of Liverpool Bay SPA **(Local)**



The results

Understanding values & barriers

Ability to spend time by the coast and sea

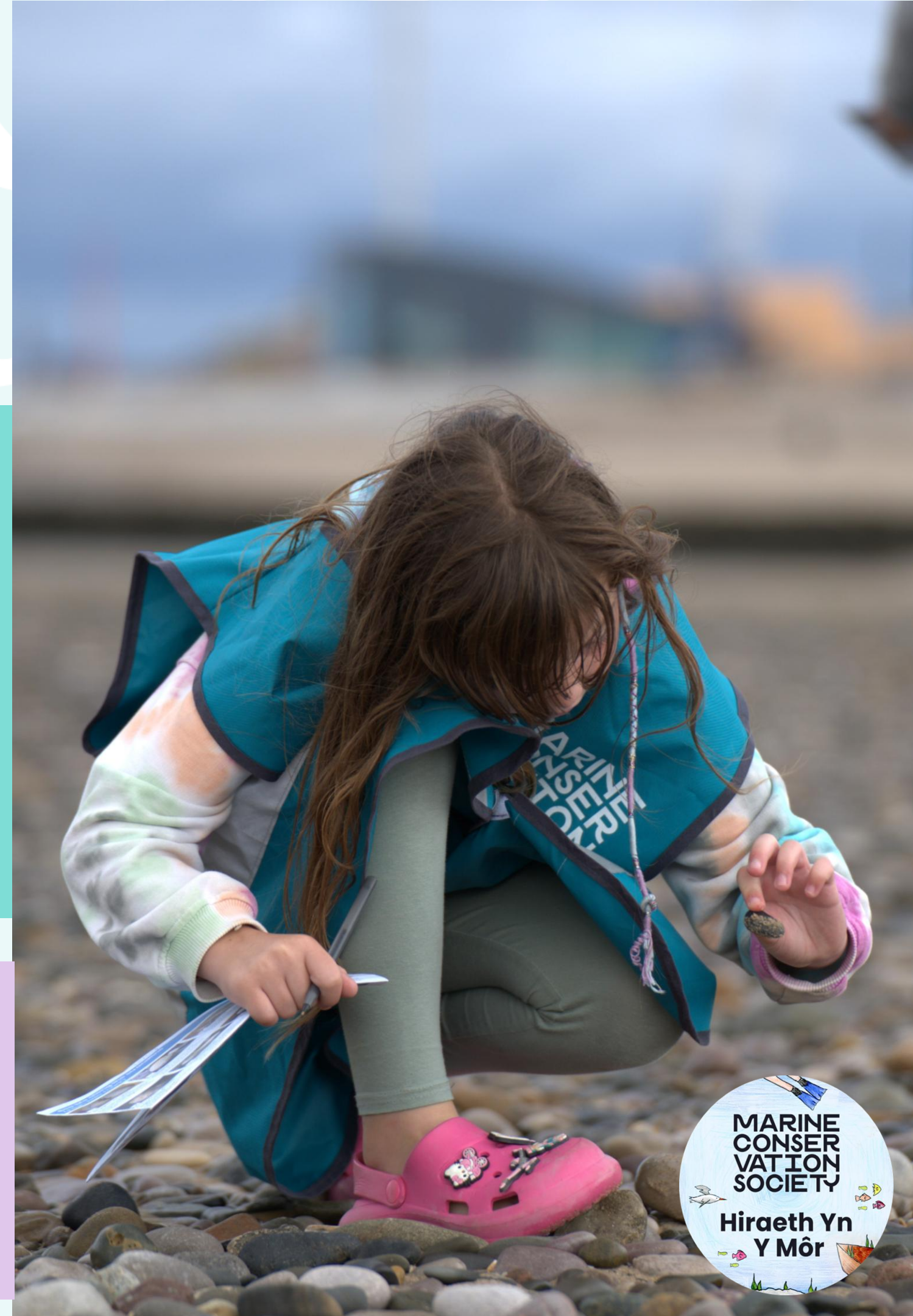
68% of people said that taking part in a HYYM activity made them feel more able to spend time by the coast and sea

- ***“Having planned beach activities encourages my children to come out and leave screens”***
- ***“It’s helped me appreciate where I live”***

Barriers to spending time by the coast and sea

I am too busy (23%); I have caring responsibilities (8%); It’s too far from where I live (7%)

- ***“Transport is still an issue for me at times”***
- ***“Parents busy and I am small”***



We won't achieve our 2030 targets, or sustainable conservation outcomes, without revolutionizing how we work with people.



Diolch am gwranddo

Thank you for listening

Connect with us:
www.mcsuk.org/hyym
Ffion.mitchell@mcsuk.org





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Coastal Futures Conference 2025

The Path to 2030

Session Four

Ocean Stewardship

Coastal Pasts for Coastal Futures: investing in our maritime inheritance

Antony Firth,
Historic England



Historic England

Coastal Futures 2025

Royal Geographical Society, London

30th January 2025

Ocean Stewardship

Coastal Pasts for Coastal Futures
investing in our maritime inheritance

Dr. Antony Firth, MCIfA

Head of Marine & Coastal Heritage

Historic England

antony.firth@historicengland.org.uk

Marine heritage embodies the relationship between people and the sea over time

Stone tool, Palaeo-Yare, 337,000-130,000 BP.
© Wessex Archaeology



Mortar Wreck (LEN 1474570), Poole Bay, c. AD 1250 with cargo of Purbeck Stone.
© Bournemouth University



Heritage = People x Environment
Time *past, present, future ...*

Conservation, research and public engagement go hand in hand with wider missions

National Heritage Act 1983

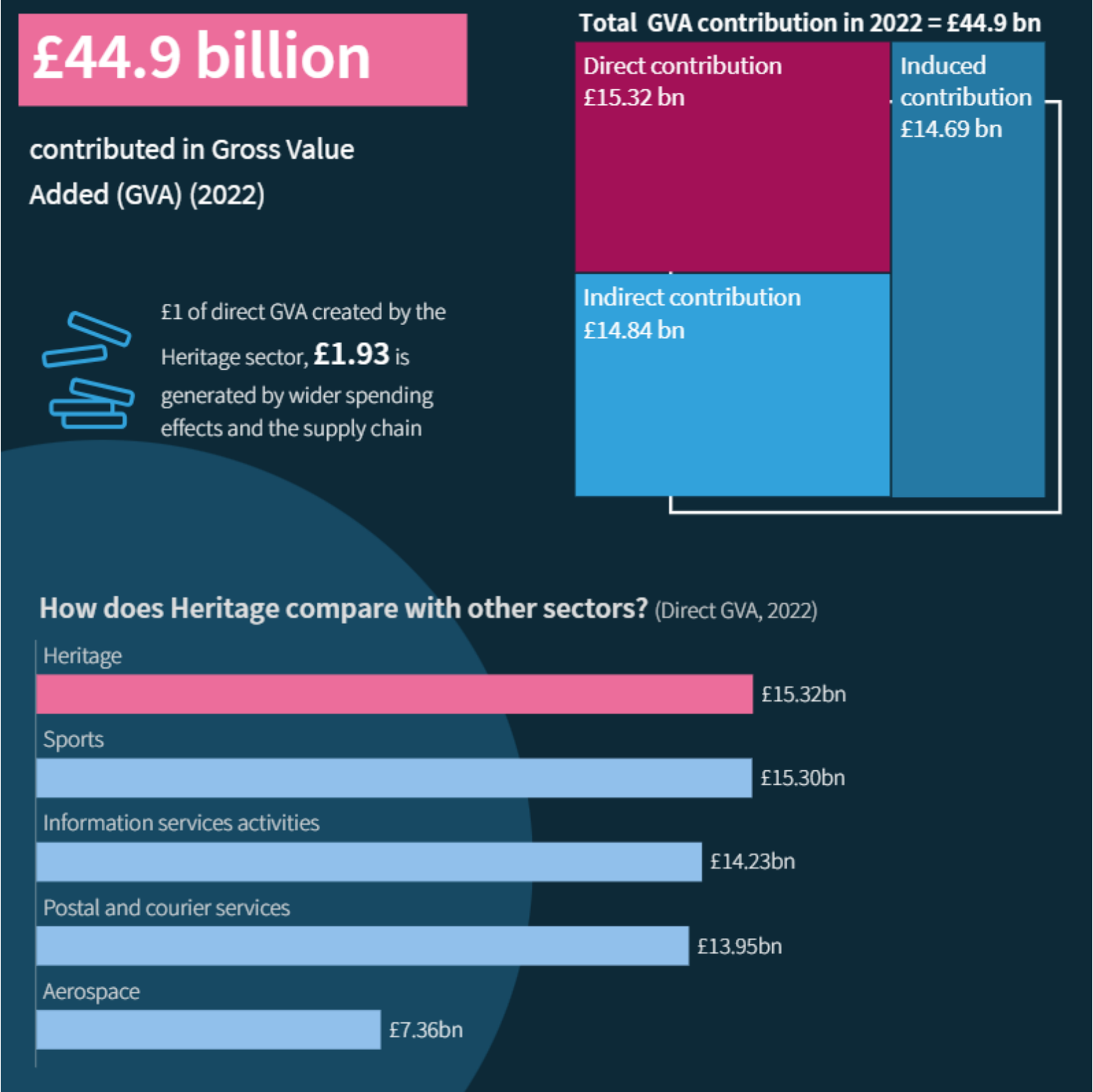
33 The Commission’s general functions.

(1) It shall be the duty of the Commission (so far as practicable) —

(a) to secure the **preservation** of ancient monuments and historic buildings situated in England,

...

(c) to promote **the public’s enjoyment** of, and **advance their knowledge** of, ancient monuments and historic buildings situated in England and their preservation



Gross Value Added (GVA) of England’s heritage sector
Heritage Counts, Nov 2024

<https://historicengland.org.uk/research/heritage-counts/>

Heritage is fundamental to our access to blue space and its benefits



The Hoe (LEN 1001635) and
Royal Citadel (LEN 1012943).
© A. Firth



The Hoe, Plymouth, August 1937.
© Historic England Aerofilms Collection EPR003252.

Heritage presents opportunities for nature recovery



Rapid biodiversity assessment at the former Royal William Yard reservoir drain, Devil’s Point, Plymouth
© J. Panes 2023

marine ecology

RESEARCH ARTICLE | Open Access |

Shipwrecks act as de facto Marine Protected Areas in areas of heavy fishing pressure

Jenny Hickman , Joe Richards, Adam Rees, Emma V. Sheehan

First published: 22 November 2023 | <https://doi.org/10.1111/maec.12782>

ELSEVIER

Marine Pollution Bulletin
Volume 188, March 2023, 114617

Intertidal biodiversity and physical habitat complexity on historic masonry walls: A comparison with modern concrete infrastructure and natural rocky cliffs

Timothy Baxter , Martin Coombes, Heather Viles

Heritage as part of the marine environment: both in and out?



Plymouth Breakwater and Lighthouse
(LEN 1386471) and
Breakwater Fort (LEN 1002623)
© A. Firth

Heritage contributes to the quality of coastal places, to understanding change, and to public engagement in the future of our seas



Town Wall and Sandwell Gate,
Hartlepool (LEN 1250535).
© A. Firth

Accelerating heritage stewardship within marine planning and licensing



MDE Heritage Accelerator

This project will improve access to **marine heritage data** which is gathered when offshore wind farms are developed to enable faster, informed decision making by regulators, developers and their advisors.

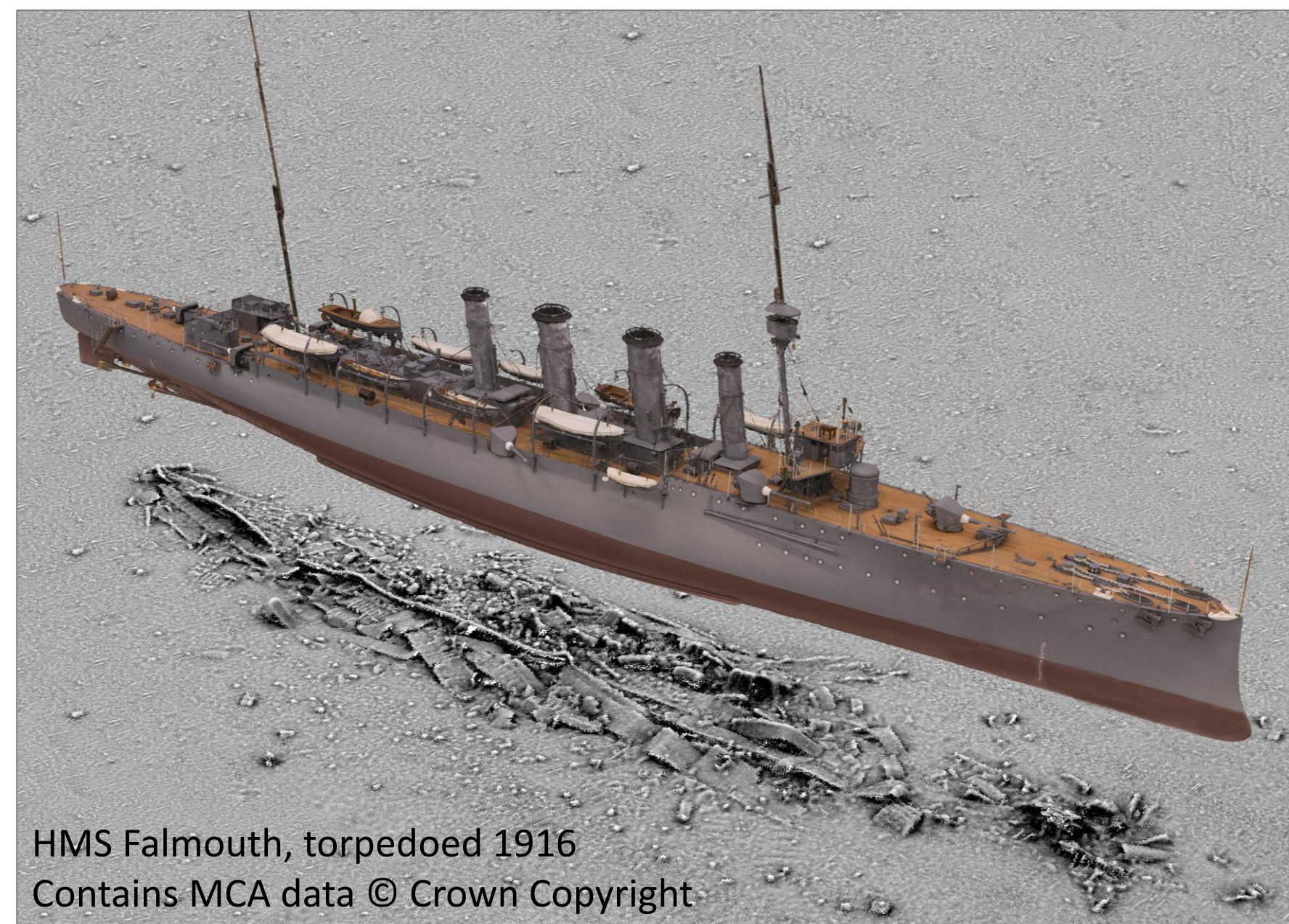
By integrating data from the **Marine Data Exchange (MDE)**, into Historic England's National Marine Heritage Record, the project aims to enhance planning and strengthen how heritage is represented.

Led by Historic England.

 Offshore Wind Evidence + Change Programme |  THE CROWN ESTATE |  Historic England

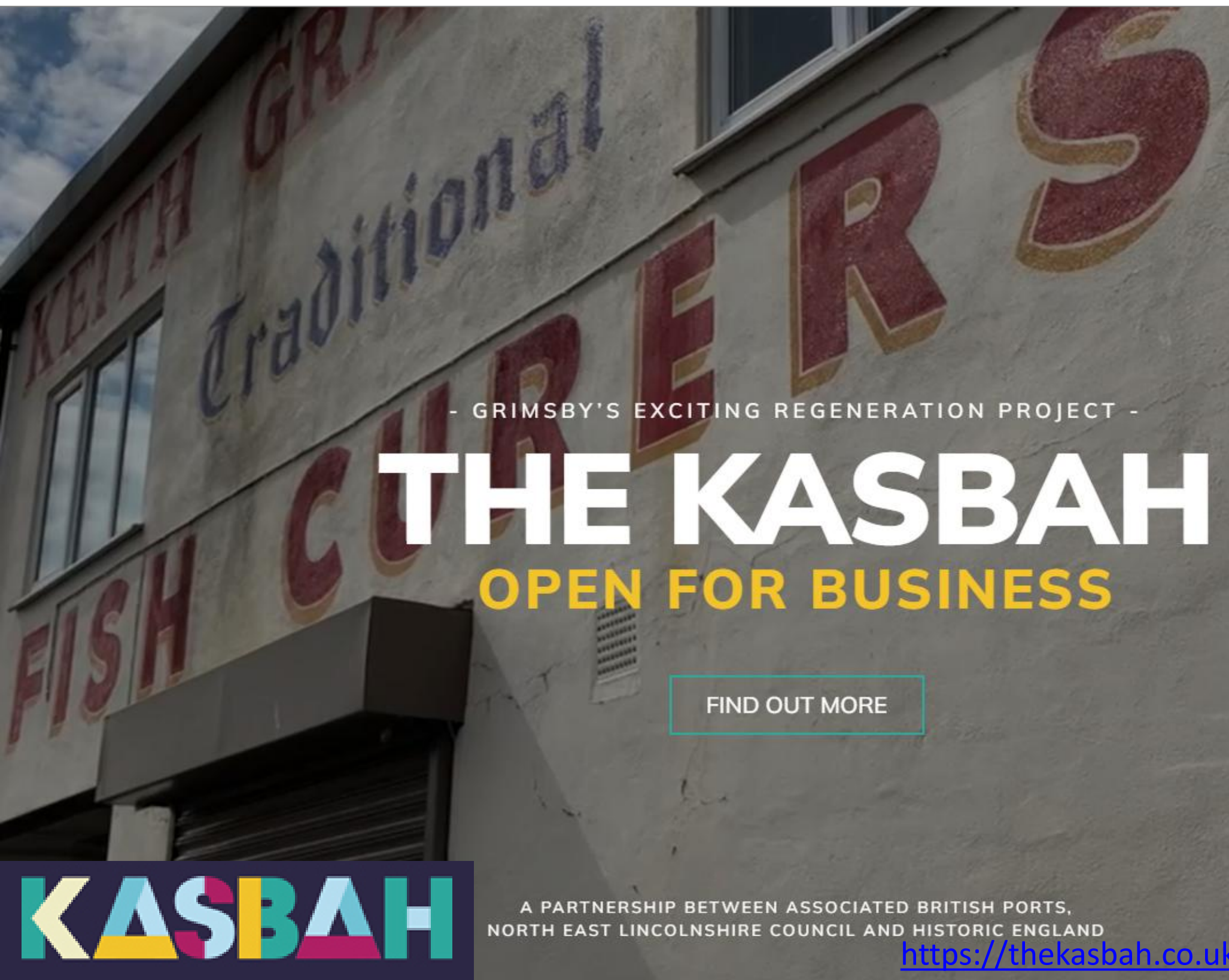
UK Centre for Seabed Mapping (UK CSM)

Coordinating the collection, management and access of seabed mapping data through collaboration.



HMS Falmouth, torpedoed 1916
Contains MCA data © Crown Copyright

Improving community engagement with changes to shorelines and economies



KEITH GRIMSBY Traditional FISH CURERS

- GRIMSBY'S EXCITING REGENERATION PROJECT -

THE KASBAH

OPEN FOR BUSINESS

FIND OUT MORE

KASBAH

A PARTNERSHIP BETWEEN ASSOCIATED BRITISH PORTS,
NORTH EAST LINCOLNSHIRE COUNCIL AND HISTORIC ENGLAND

<https://thekasbah.co.uk/>



Culture-based solutions to marine nature recovery

Integrating the Management of the Natural and Historic Environment

Joint Statement between Natural England, Historic England, and the National Lottery Heritage Fund

We face huge challenges as a result of the climate and nature emergencies and the need to mitigate and adapt to unprecedented levels of environmental change. Government is clear that "initiatives to protect and improve our natural world and cultural heritage are acts of stewardship by which we discharge our debt to it, and so are moral imperatives in themselves, but they are also economically sensible¹". A healthy economy depends on a healthy environment and by integrating the management and protection of our historic and natural environment we can achieve much more for people, nature, places and the economy.

We recognise that nature comprises habitats, species, geology, landscape, historic features, cultural connections, and the opportunities we have to connect with the environment. We acknowledge the complex interplay of these factors and the crucial role that heritage management practices can play in nature's recovery.

As national institutions we support local initiatives and partnerships to deliver more beautiful, sustainable, successful places that build pride in communities. We believe that our natural and historic environment offers joy and inspiration, igniting the imagination, connecting us to our past and helping to shape the future. We will work in collaboration to identify and realise these opportunities, working together in places to create benefits for people who live, work, study and visit there. We will pursue these goals at national and local levels, working across government and partners to embed the full range of changes required to ensure we achieve our ambitions of integrated delivery.

We acknowledge that past failures to understand the full suite of benefits offered by the natural and historic environment have resulted in poor choices being made², exchanging short-term, limited wins for long-term, sustainable goals. Where possible, we will use natural capital and culture and heritage capital models to identify and recognise the values of the public goods and services provided by the environment. This will enable better quality decisions that will deliver greater environmental benefits alongside better value for money. We will also seek to demonstrate the broader, non-monetary values of our natural and historic environment where they sit outside the tools provided by capital models. We will be evidence-led to ensure that we base our strategic interventions and our local decision-making on robust evidence.

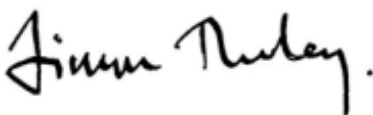
We commit to act as strong advocates for the added value that integrated management approaches deliver, producing positive changes that leave a legacy to future generations of high-quality placemaking, maximising the value of environmental opportunities and minimising the inadvertent harm caused by short-term decision-making. We seek to align activities and funding at a place-based scale to achieve stronger and more sustained outcomes, particularly where it can be shown that these create public value in ways that are more efficient and effective than would be achieved by acting alone.

¹ Government's 25 Year Environment Plan (2018): https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/693158/25-year-environment-plan.pdf

² Ibid.



Lord Mendoza CBE
Historic England Chair



Dr Simon Thurley CBE
National Lottery Heritage Fund Chair



Tony Juniper
Natural England Chair



Gansey Girl, Bridlington by Stephen Carvill. © A. Firth

<https://historicengland.org.uk/content/docs/advice/joint-statement-naturalengland-historicengland-nlhf/>

Ensuring that heritage delivers a globally inspiring and engaging ocean



Ocean Decade UK

2021
2030

United Nations Decade
of Ocean Science
for Sustainable Development

<https://uk-ndc.org/>

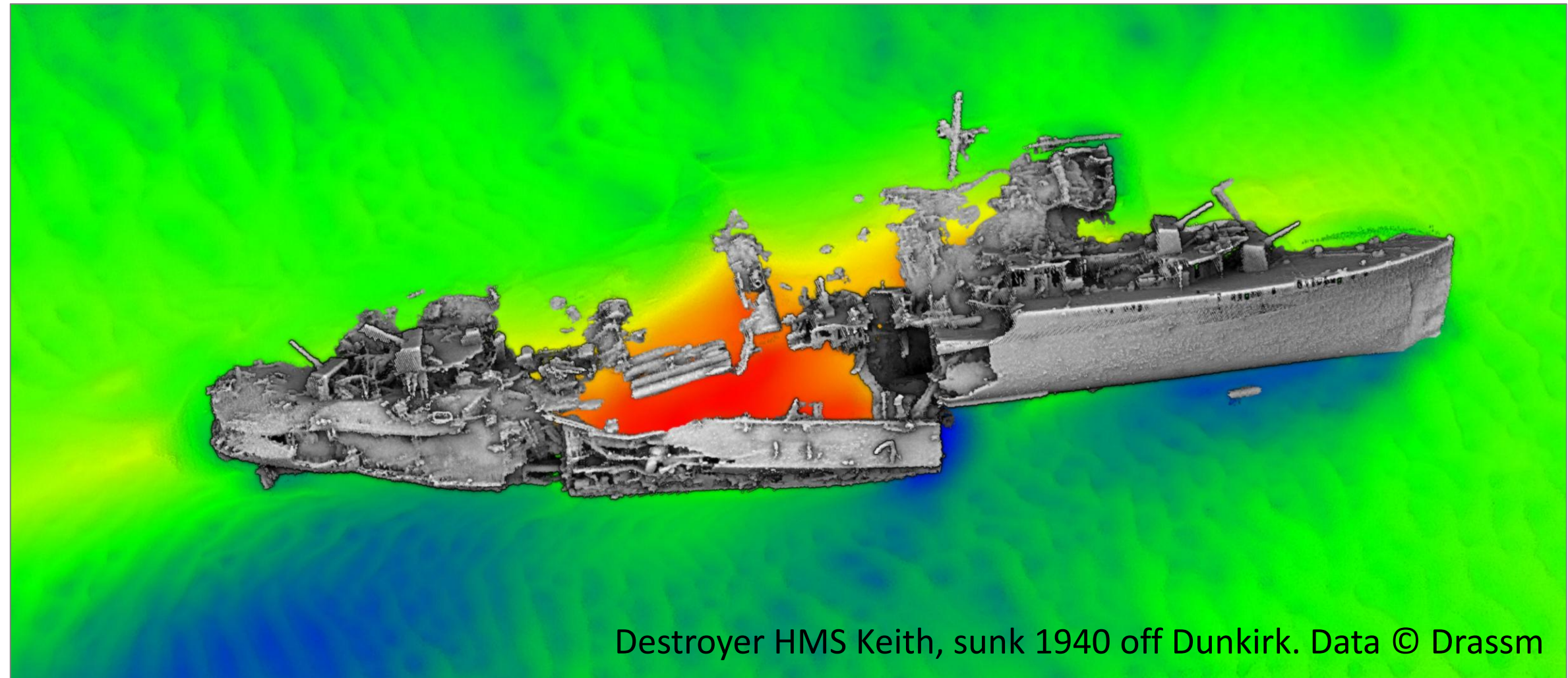


<https://oceandecadechfp.org/>



The stern of Endurance

© Falklands Maritime Heritage Trust / National Geographic



Destroyer HMS Keith, sunk 1940 off Dunkirk. Data © Drassm

Transformation by 2030: mobilising the past to support coastal futures



'Pioneer' on the beach at Flamborough. © Historic England - Walter Scott Archive Collection [WSA01/01/00579](#).

Thank you!

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Session Four Panel Debate

Ocean Stewardship

Are we doing enough to understand and promote the value of our seas?

Chair: Sian Rees, University of Plymouth

Giles Bristow, CEO, Surfers Against Sewage

Jenni Balmer, Environment Agency

Emma McKinley, Cardiff University

Ffion Mitchell-Langford, Marine Conservation Society

Antony Firth, Historic England

Tim Adey, Office of Environmental Protection

Indy Kiemel Greene, RSPB Youth Council





Session Four Posters

Sunley Room

- 3. Flossy Barraud: Promoting gender equity for wider ocean stewardship
- 7. Dr Daryl Burdon: Supporting coastal communities 'Sea the Value' of marine restoration initiatives using Participatory Mapping approaches
- 9. Abigail Crosby: Building Ocean Stewardship Through Collaboration: The Cornwall and Isles of Scilly Marine and Coastal Partnership
- 12. Marie Hanin: A Coastal Health framework to support sustainable coastal ecosystems and resilient coastal communities
- 14. Kate Jury: Coastal Wildbelt: Seizing a once in a generation opportunity for people and nature along our dynamic coast
- 19. Toni Scarr: Is Estuarine Environmental Management Fit for Purpose? A Case Study of the English System



Refreshments
11:00 – 12:15



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