

A Blue New Deal to revitalise coastal communities

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What makes coastal
communities different?

They share a unique asset

Communities reliant on the ocean for food, jobs and recreation.

Distinct characteristics in terms of their heritage and culture.

Unique coastal challenges.





Happisburgh, Norfolk, England

Challenges for coastal communities

Top of the list of most deprived areas

Top 20 most deprived places

- 1 Tendring - around St Osyth and Seawick
- 2 Blackpool - By Central Pier
- 3 Blackpool - Around the promenade near North Pier
- 4 Thanet - Cliftonville West
- 5 Blackpool - Near the South Pier
- 6 Tendring - Clacton-on-Sea
- 7 Blackpool - Between Waterloo Road and St Chad's Station
- 8 Coventry - Around Hillmorton Road in Henley
- 9 Blackpool - Woolman Road and Clinton Avenue
- 10 Waveney - near South Pier in Lowestoft

Social and economic challenges

Higher levels of underemployment, economic inequality and educational underachievement.

Higher proportions of people aged 65 or over, and high outward migration.

Higher-than-average proportions of small and cheap private sector rented housing, often of poor quality.

Most impacted by austerity cuts due to heavy reliance on public sector jobs.



Top of the list of most politically dislocated

Ukip do like to be beside the seaside

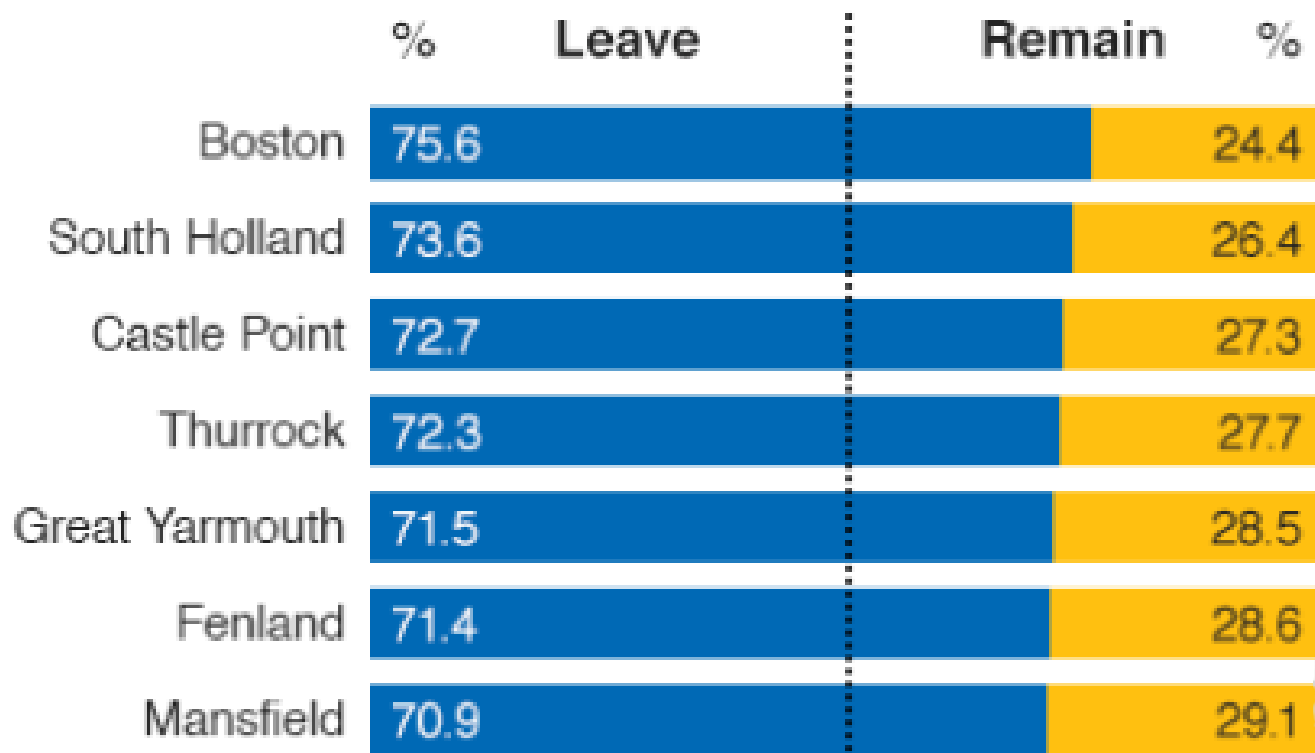
FT Data



SEPTEMBER 1, 2014 by: **Claer Barrett**

A “seaside strategy” is being deployed by the UK Independence party in the run-up to next year’s general election which will see the eurosceptic party target seven seats in faded coastal areas of the UK.

Top of the list of Brexit voting areas



Long-term decline

Former seaside resorts, mining areas, fishing communities and agricultural centres are still struggling to find alternatives to economic prosperity.

Lack of economic diversity.

Feeling left behind by the political and economic system.



Uncertain future

Coastal setting and vulnerable socio-economic state means climate change will hit those areas the hardest.

The UK coast needs action that meets its needs to ensure a more prosperous and sustainable future.





Nature is in trouble

Using modern Red List criteria, which identify species of the highest conservation concern, **we assessed 8,000 species. Of these, 15% are extinct or threatened with extinction** from Great Britain.

One way of assessing how damaged nature is across the world is the
Biodiversity Intactness Index

BEST

Of 218 countries assessed,
the UK is ranked 189

WORST

Greenland

Norway

Germany

France

Greece

Ireland
USA
Hong Kong

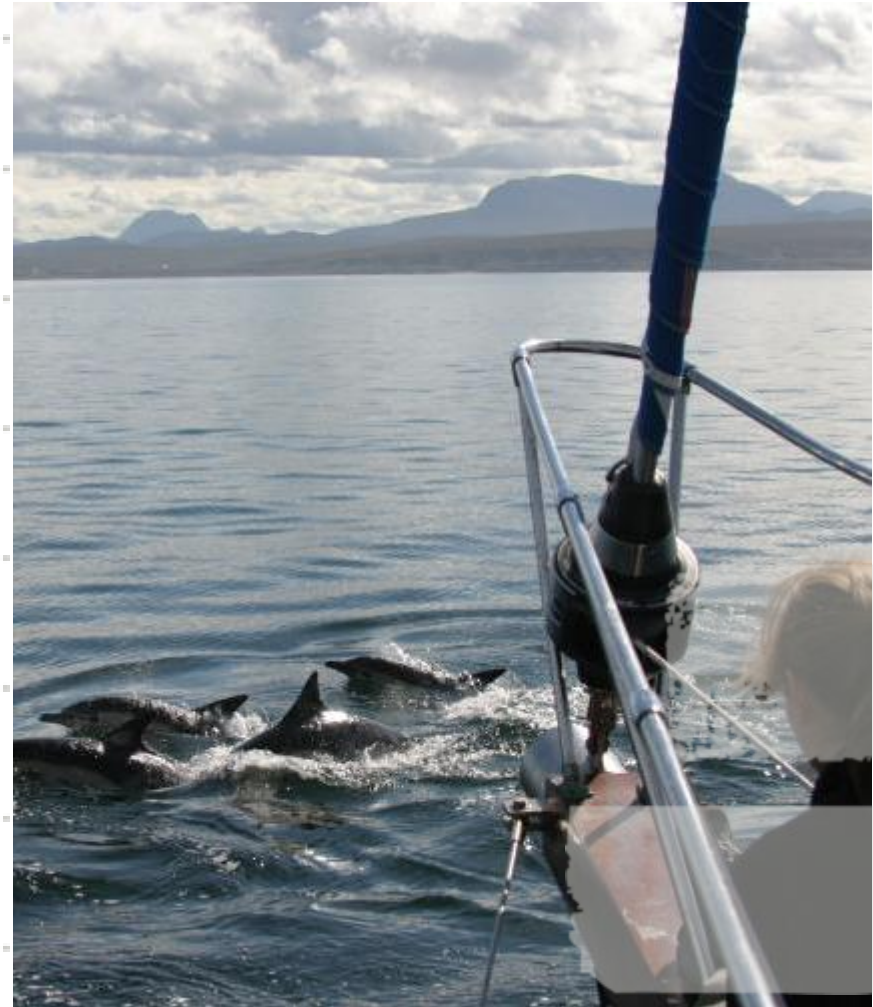
Macao

What we did through the Blue New Deal initiative

A different approach

Communities at the forefront of our relationship with UK seas.

- Demonstrating that it is possible to deliver more and better jobs and increased economic resilience through a healthier coastal and marine environment.
- Strengthening the coastal identity.



A unifying vision

Communities coming together to take control of their lives through a healthier marine environment and more resilient economies.

Raising greater awareness of the challenges facing coastal communities at a crucial time in UK politics.

Inspiring action by highlighting how it is already happening.

Bringing people together to co-develop solutions.



What's already happening









BLUE NEW DEAL

Good jobs for coastal communities through healthy seas



Filter

Search

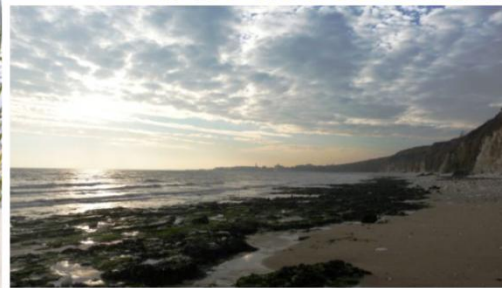
Tell your story

About

Discover stories from around the UK coast of innovative and sustainable approaches to deliver stronger coastal economies and a healthier marine environment



Reimagining Margate



Protecting and restoring Flamborough Head

Who got involved and how

A diverse and influential network

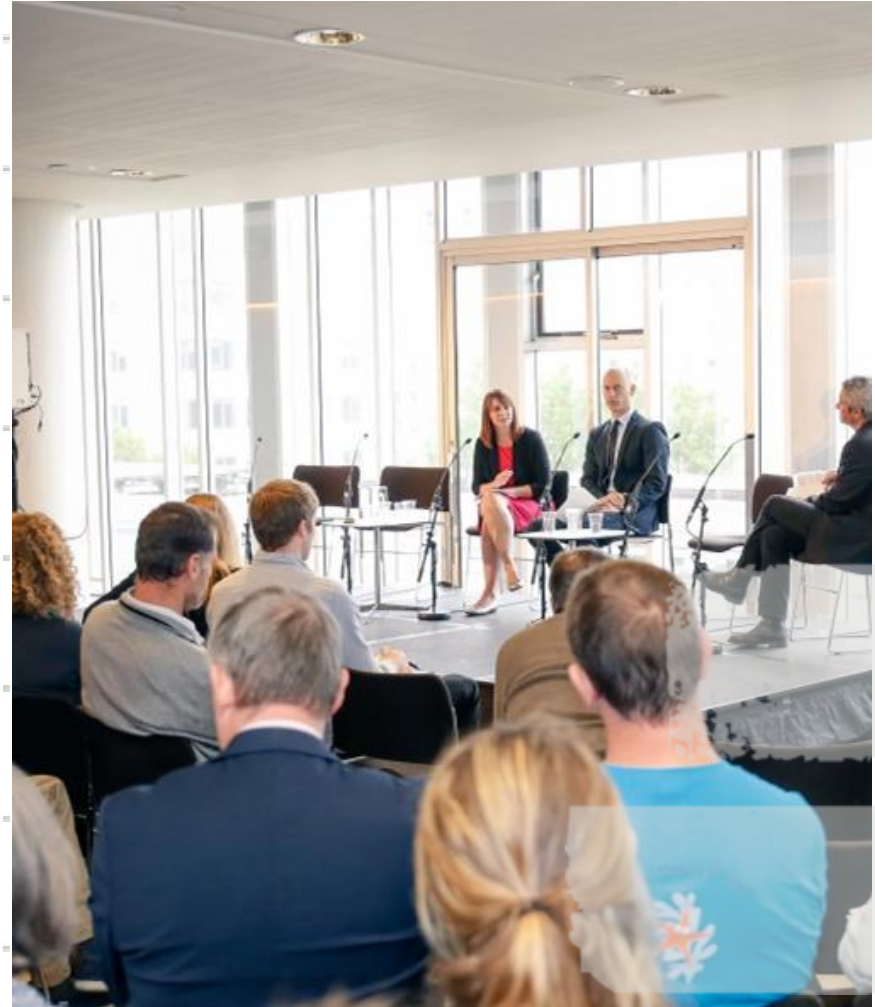
Over 600 people engaged, including...

Community trusts, groups and forums.

Industry bodies, environmental NGOs
and a range of interests' groups.

Government agencies, quangos, local
government and LEPS.

Universities, social investors and other
bodies, including The Crown Estate
and The National Trust.



Cross-party political engagement



Peter Aldous, Conservative MP



Patricia Gibson, SNP MP



Stephen Kinnock, Labour MP

Cross-party political engagement

IAIN WRIGHT: Hartlepool could benefit from coastal communities plan



Seaton Carew beach.

Published: 14:12 Thursday 24 November 2016

Last week in Parliament I attended an event to launch what is known as a Blue New Deal to revitalise coastal communities. The points arising from the event were fascinating and could be used to benefit Hartlepool.

It was said at the event that there has never been a more urgent need for communities on the coast to come together and affect positive change.

The point was made that it was striking that coastal communities up and down the country, but especially all along the east coast and including Hartlepool, voted overwhelmingly in the referendum for Brexit; this is in all likelihood because people felt left behind by globalisation and the changes to the economy.

There is huge scope to do significant work here. For investors, there is the potential to support the new businesses and innovative projects that are needed.

For the Government, it was suggested that such a deal would provide a coastal industrial strategy to help rebalance the economy away from London and towards manufacturing and begin to close the big gap between the

Co-developing an action plan

Series of events, workshops and meetings.

Working groups covering fisheries, aquaculture, tourism, energy, coastal management, and financing and delivering change.

Finding common ground, strengthening collaboration and building momentum around taking action.

Grounded on the knowledge of local people and experts.



Solutions: an action plan to revitalise coastal communities

What we heard

- There is pride in the sea – it's why most people or their families live there.
- Communities around the UK coast want a better future for their towns – which feels like 'theirs'.
- They don't want handouts but they do need policy makers to focus on coastal towns' unique challenges.
- And help and support is needed – money, business development, economic skills, facilities.



Blue New Deal Action Plan

A plan to put local people in control so that they can shape local priorities, value their greatest assets and help revitalise the UK coast, bringing back prosperity to coastal communities.

Good practice and successful projects are still far too few to deliver the transformation that is needed.

The problem for coastal communities is that they lack the scale of power and resources needed to address their complex and unique challenges.



Jobs and economic resilience

20 main priorities that focus on innovation and greater investment into building expertise and capacity in coastal areas.

A mix of actions bringing bottom-up solutions closer together with high-level policy.

Potential to support around 160,000 additional jobs and around £7.2 billion to the coastal economy.

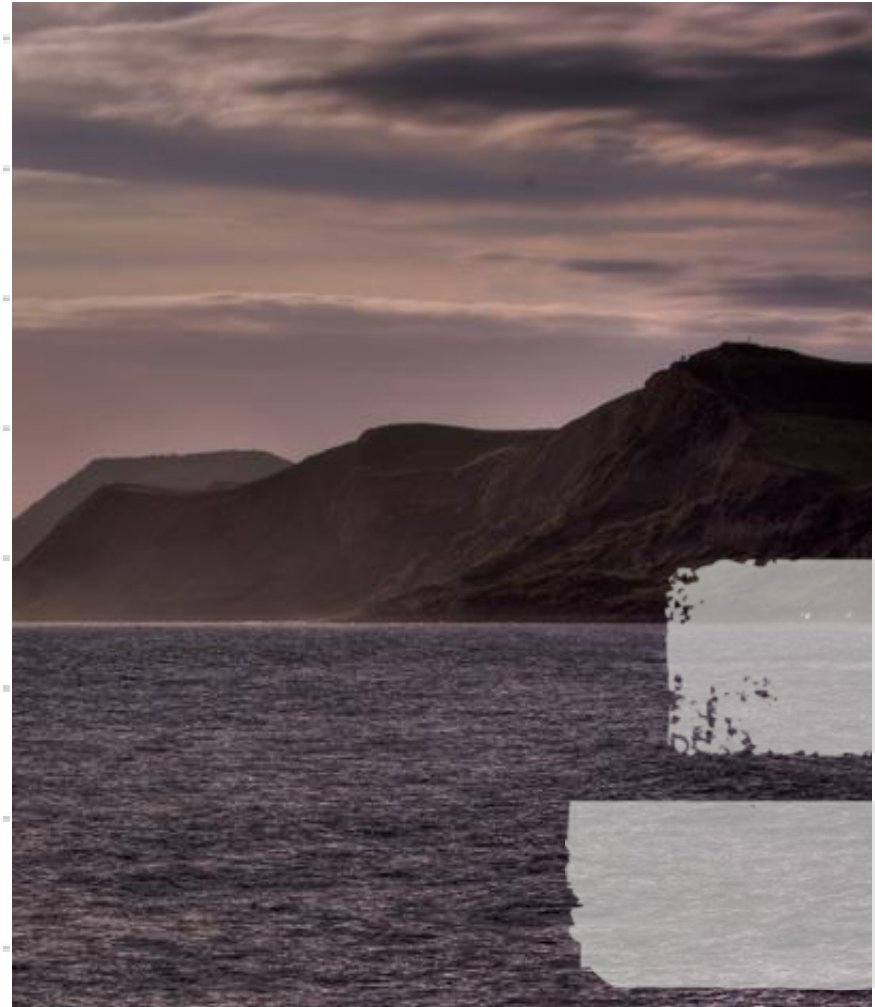


Delivering change

Action needed at three levels:

- Investors must support businesses and innovative projects that are needed.
- Communities must work together.
- Government must provide the appropriate infrastructure and resources.

A programme to help communities reinvent and take control of their local economies, and to speak with a louder voice in government and parliament.



Questions

Do you share this diagnosis?

Does your experience in coastal communities tell a different story?

What are the priorities for the North East coast?

What's happening already and how can we build on existing success?



THANK YOU!

The Blue New Deal Action Plan is available online at
www.neweconomics.org/actionplan

Submit stories and find out more at **www.bluenewdeal.org**

Get in touch: **fernanda.balata@neweconomics.org**

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www.neweconomics.org

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