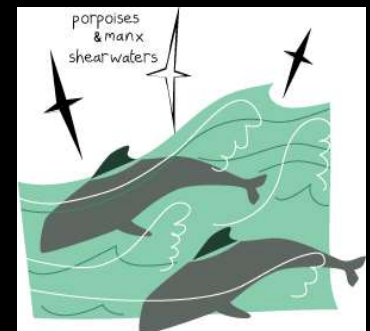
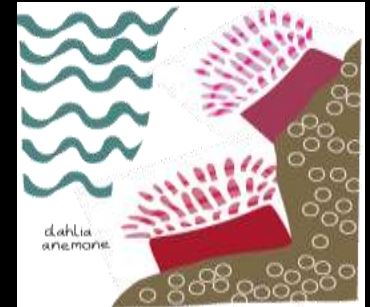


Building MPAsfrom the bottom up



The Wildlife Trusts

North Sea MPA Advocacy



North Sea - Marine Protected Area Project



Aims to:

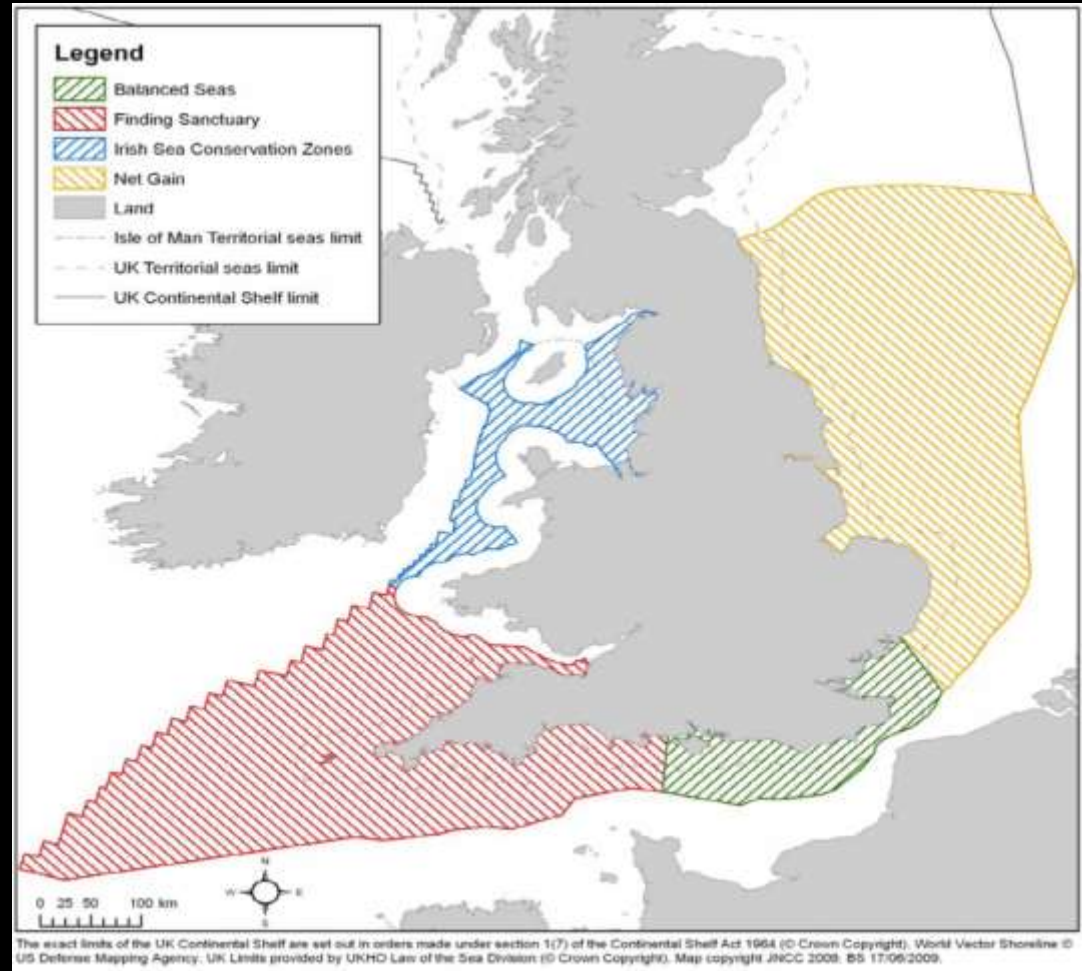
See the establishment of an ecologically coherent network of Marine Protected Areas within the waters of the UK North Sea by 2012 and to inspire people about the North Seas marine wildlife.



Regional Advocacy

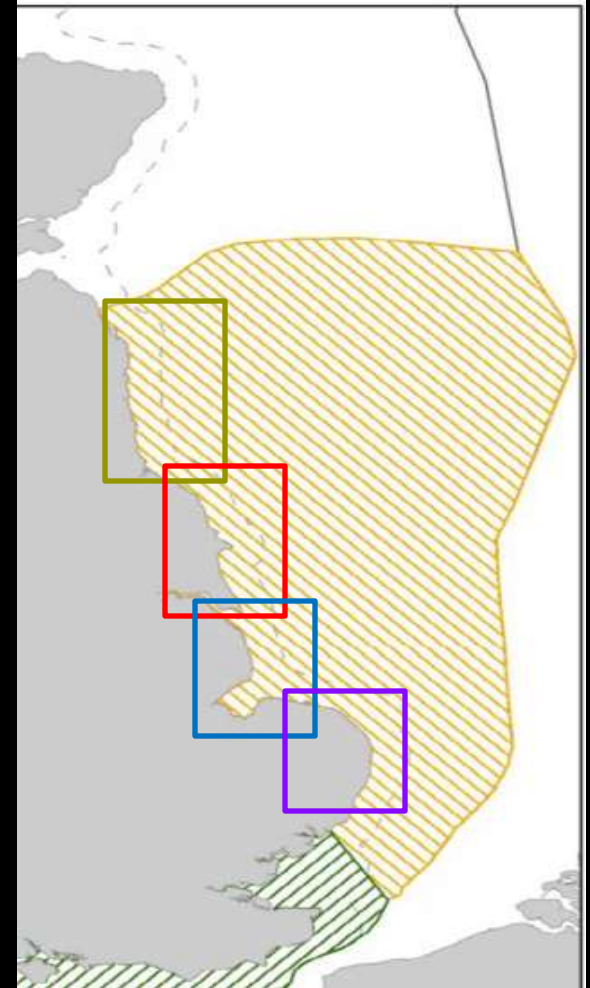


Six Regional MPA officers



Net Gain – MCZ Process

- Largest Area – 113,000 km²
- Split into four regions
 - *North East*
 - *Yorkshire and Humber*
 - *Lincolnshire*
 - *East of England*
- Stakeholder Advisory Panel to bring together the outputs from all four hubs.



TWT Role



- To promote marine wildlife
- To promote the benefits of MPAs
- To act as watch dogs over the MPA process
- To offer advise/support to the MCZ project teams
- To encourage other stakeholders to get involved
- To liaise regularly with our sector
- To channel data into the project





Our Strengths

- Local, Regional and National focus
- 47 Local Wildlife Trusts
- Almost 800,000 members
- Thousands of active volunteers
- Coastal Nature Reserves
- National Marine Week
- High profile supporters





The Challenges

Complex concept

Few existing marine organisations in the area

Heavily impacted marine environment

Apprehension about the 'unknown'

Concept of 'how this affects me?'

Very limited/old data available

Continuous policy changes occurring

Harsh North Sea conditions – difficult to inspire people

Deprived communities

Continuous MCZ project delays complications

Limited marine staff/expertise in the area

Understanding issues – why now?

Few marine centres

Different messages given to different stakeholders

Marine environment difficult to engage with

Addressing the challenges.....



Inspiring People.....

Local level advocacy

Public awareness through events



Local level advocacy

Public awareness through events



Local level advocacy

Public awareness through surveys



Local level advocacy

Public awareness through surveys



Local level advocacy

Public awareness through working with communities



Local level advocacy

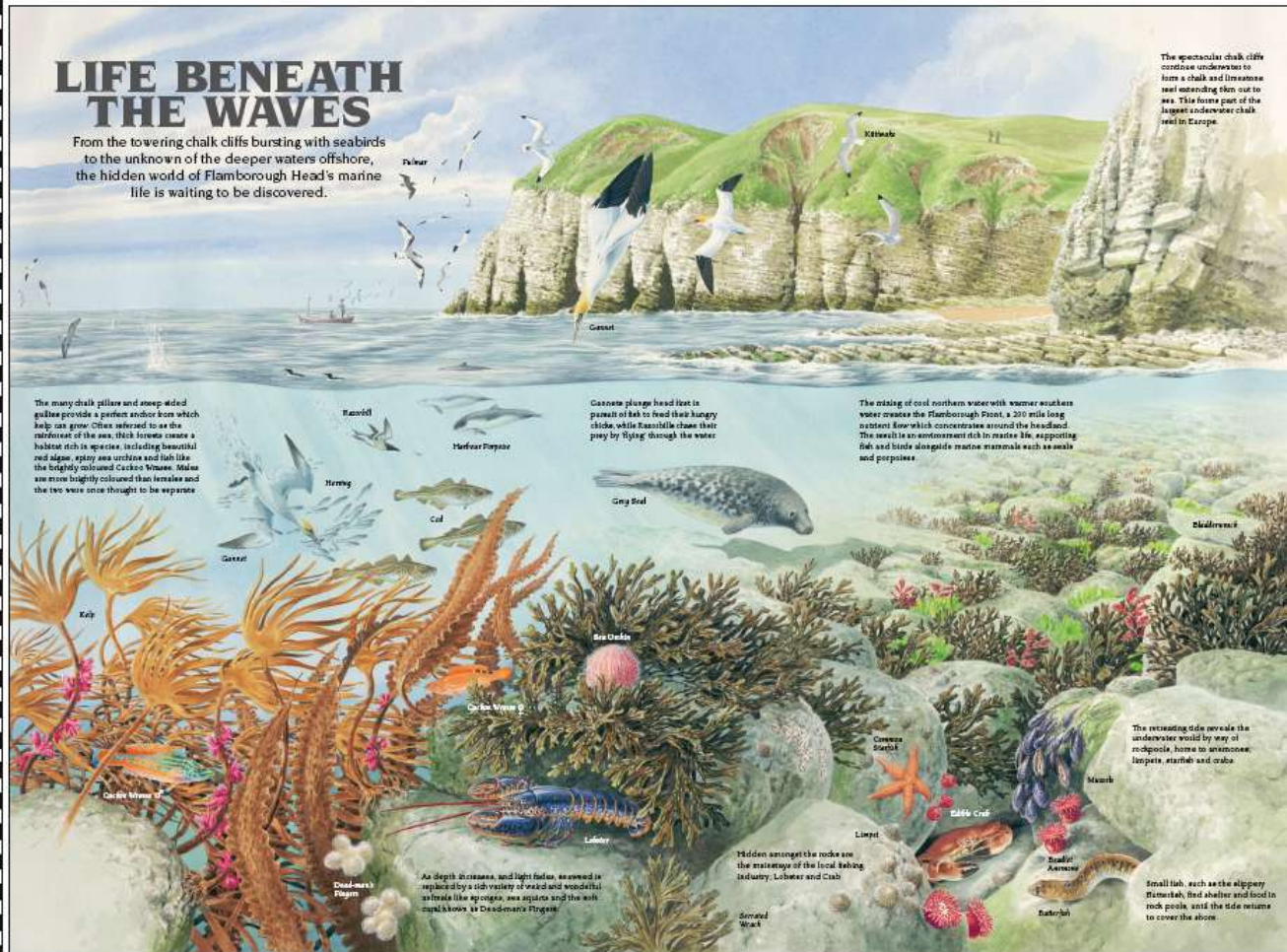
Public awareness through working with communities



LIFE BENEATH THE WAVES

From the towering chalk cliffs bursting with seabirds to the unknown of the deeper waters offshore, the hidden world of Flamborough Head's marine life is waiting to be discovered.

The spectacular chalk cliffs continue underwater to form a chalk and limestone seal extending them out to sea. This forms part of the Jurassic and deeper chalk seal in Europe.



The many chalk pillars and steep-sided gullies provide a perfect anchor from which help sea gulls. Cliffs referred to as the 'rottocks' of the sea, thick forests create a habitat rich in species including beautiful red algae, spongy sea urchins and fish like the brightly coloured Cuckoo Shrike. Males are more brightly coloured than females and the two were once thought to be separate.

Common plunge head that is pursued by fish to feed their hungry chicks, while terns chase their prey by flying through the water.

The mixing of cold northern water with warmer southern water creates the Flamborough Front, a 200 mile long natural barrier which concentrates around the headland. The seal is an environment rich in marine life, supporting fish and birds alongside marine mammals such as seals and porpoises.

The receding tide reveals the underwater world by way of rockpools, home to anemones, limpets, starfish and crabs.

Hidden amongst the rocks are the treasures of the local fishing industry, Lobster and Crab.

Small fish, such as the slippery Bluntnose, find shelter and food in rock pools, and the tide returns to cover the above.

FLAMBOROUGH HEADLAND STORYBOARD

Magnificent, dramatic, ancient, haven for seabirds and smugglers, danger sign for mariners and home port for fishermen, Flamborough Head weaves together many strands of our natural and cultural heritage. The things we can learn about history, wildlife, even the very rock beneath our feet make this a fascinating place to visit for the first time – and a rewarding one to come back to.

There are nine information panels like this one, each focused on a different theme. You might like to spend some time at each one to get the complete picture of this intriguing spot. Or simply look around you and let your imagination run free.

Where are the Storyboards?



Discover more about the other storyboard themes at www.flamboroughheadstoryboard.co.uk

This panel forms part of the Flamborough Headland Storyboard project which has been funded by the Heritage Lottery Fund.

The project has been developed by a partnership of organisations alongside the local community and is part of the ongoing delivery of the Flamborough Head Management Plan.



Local level advocacy

Public awareness through working with sea users





Kirsten Smith,
North Sea Marine Advocacy Manager
kirsten.smith@ywt.org.uk
(01904) 659570

www.northseawildlife.org.uk

The Wildlife Trusts' **North Sea Project**

Our Living Seas

North Sea's Marine Life

News & Events

- Coastal Birds**
11 Join Northumberland Wildlife Trust to discover coastal birds on a guided walk.
[Read more...](#)
- Humber Boat Trips**
11 The Humber River is an exceptional environment providing resources for people and habitat for a surprising array of wildlife. Join the Lincolnshire Wildlife Trust on a cruise of the river.
[Read more...](#)
- Encounters with Marine Mammals**
30 Discover marine mammals with the talk by Graham Bell.
[Read more...](#)
- Durhams Coastline: Diving Delights!**
26 Divers exploring beneath the waves of Durham's Heritage Coast have uncovered a great environmental success story.
[Read more...](#)

Find out more about how to get involved

The project focuses mainly on the English North Sea, from Northumberland down to