

Profiting from Partnership

Putting A Price On Member Benefits

*Financial Benefits to
Working in Partnership
at the Coast*

Coastal Partnerships

Coastal Partnerships in their many forms have long been promoted as an excellent mechanism for working towards sustainable management of the coast, assisting integration and providing many environmental and social benefits. Partnerships provide terrific opportunities for sharing valuable information often 'ahead of the game' as well as being able to promote partners' plans and activities. Their officers are also often able to provide specialist advice and local knowledge, for what is a complex area. There are multiple advantages to working in partnership at the coast.

Coastal issues are high on the agenda with fundamental change happening now in the way we manage our coasts and coastal waters. This is the operating sector for Coastal Partnerships and this is where they can help the most.

Recognising this as an area of joint benefit, the Coastal Partnerships Working Group, the Local Government Association Coastal Issues Special Interest Group and the Department of Environment Food and Rural Affairs (Defra) came together and commissioned a research study into the Financial Benefits of Working in Partnership at the Coast.

The resulting case studies clearly show the wide range of benefits that Coastal Partnerships can provide differing partner interests, public or private, locally focussed or national institution. There are real monetary benefits to integrated working across our coast.

This booklet sets out a snapshot of these benefits and values the services, illustrating the financial benefits that can be realised through involvement in a Coastal Partnership. It is hoped to stimulate new ideas, perhaps open up new opportunities for some, because all of us who live and work along the coast have something to gain from involvement in local Partnerships. The current wave of change raises significant challenges on how we can work better together. Coastal Partnerships have a lot to offer.



How can you benefit?

The benefits received from partners have been identified across three broad areas: engaging with others within the partnership; receiving a helping hand from partnership officers; and being represented by the partnership amongst local communities and organisations as well as at a regional / national level.

Engaging with others

- Make new contacts
- Learn about others' activities
- Meet people informally
- Giving talks to inform and consult
- Get ideas heard
- Share data
- Inform on policy decisions
- Work in collaboration

A helping hand

- Making legislation locally relevant
- Advice on business activities
- Acting as an intermediary body
- A neutral meeting place
- Project coordination
- Informing on local activities
- Website information
- Newsletters and email bulletins
- Contacts list

Representation

- Engaging and educating the public
- Community events and learning
- Leaflets provided to the public
- Have viewpoints taken to central government
- Address un-resolved issues

Ask your local coastal partnership what they have to offer



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Local Government

The Partnerships officers are “worth their weight in gold”

Local authority partners stand to receive a wide range of benefits from coastal partnerships, right across the spectrum of their services. The coastal partnership not only supports but enhances many of the local authority’s key functions on the coast. Central to this is community engagement and understanding, achieved through public events, coastal warden and beach cleaning schemes, codes of conduct for coastal users and communication through information boards, leaflets and magazines. These activities also help the local authority meet their obligations in environmental protection and enhance the area as a tourist destination. In addition the Partnership provides support to the authority’s work with advice, access to external funding and assistance with public enquiries.

The valuation of benefits to the local authority assessed was at least **£89,000** per year, however a more detailed study of the benefits to each service department are expected to illustrate benefits in excess of this total.

Government Regulator

Helping different functions of an organisation work together

The coastal partnership provides a platform for a more holistic understanding and management of the diverse interests on the coast. It provides a forum through which the regulator can engage with coastal users and the public, benefiting from the opportunity to discuss regulation needs, explain roles and duties, promote key issues and understand the interests of other stakeholders. The government regulator also recognises the important role the partnership plays in delivering improvements to the coastal environment.

The valuation of benefits to the government regulator assessed (responsible for a number of counties) was up to **£2,200** per year. However this does not take into account the value of environmental improvements and the benefits this brings, which cannot be overstated.



Conservation Advisor

Coastal Partnerships provide the “eyes and ears on the ground”

The coastal partnership offers invaluable local input to the work of the conservation advisor. It provides a watchful eye over the area, notifying of any damaging activities that may be taking place and identifying habitat and wildlife that require additional protection. This wardening could not be carried out within existing resources and assists the advisor in its enforcement of environmental protection measures and ultimately its organisational objectives. Further support of this enforcement is provided through facilitation of consultation and engagement with local stakeholders, mediation of issues and the subsequent buy-in to advisor led management plans and policies. Furthermore, the coastal partnership can assist with specific projects, such as survey and mapping work.

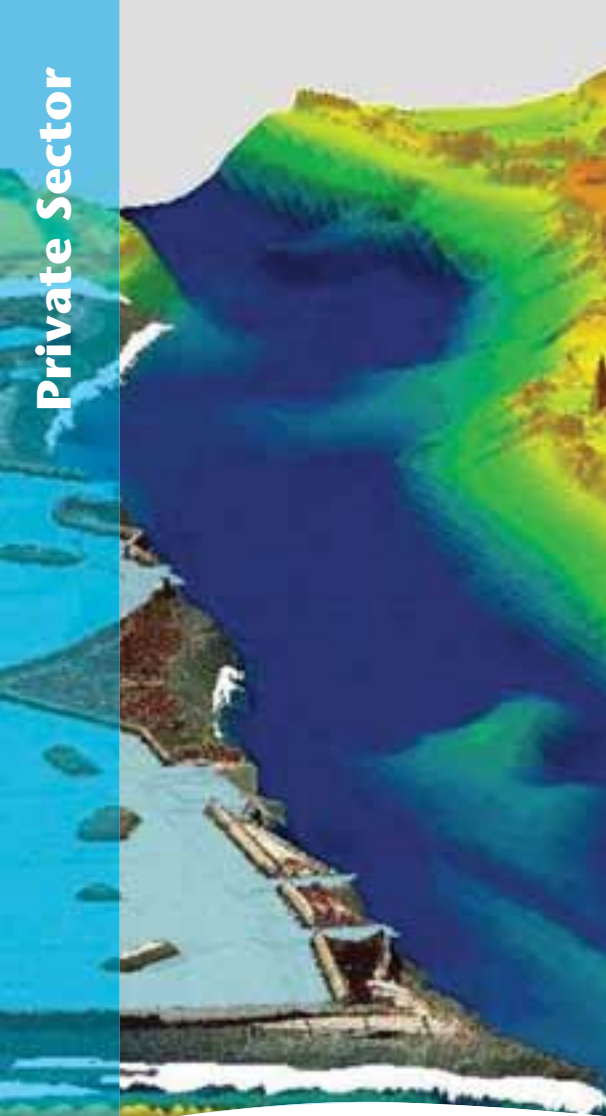
The valuation of benefits to the conservation advisor at a county level was **£130,000** per year. However additional benefits to the wider environment have not been accounted for in this figure.

Conservation Trust

Collaborative work to provide better protection in the marine environment

Conservation trusts can greatly benefit from collaborative work facilitated by coastal partnerships, which bring in the partners and resources necessary for undertaking projects. The neutral position of a coastal partnership provides a platform for attracting funding and developing new collaborations with a wide range of sectors that will ultimately result in a better understanding and protection of the marine environment. Further to assisting the Trust meet its organisational objectives, a benefit which cannot be valued, the partnership also provides advice and contacts.

The valuation of benefits to the conservation trust assessed (at a county level) was up to **£5,300** per year. However additional benefits to the wider environment have not been accounted for in this figure.



Environmental Consultants

Improving, developing and promoting business

Coastal partnerships can provide consultant companies with vital networking opportunities that will help them improve local knowledge, better understand their clients' needs and build new and improved working relationships. This not only improves the efficiency of their current work but has been shown to lead to the development of new business in the local area. By raising their profile at events, developing new relationships and subsequently new business, the benefits to working with coastal partnerships is clearly demonstrated.

The valuation of benefits to the environmental consultant assessed was up to **£32,000 per year**.

Coast Based Industry

Providing a neutral body in dealings with conservation bodies

Coastal based industry can greatly benefit from the ecological expertise of coastal partnerships, to help inform decisions and consultations whilst working in an environmentally protected area. Partnerships have also been shown to further assist by acting as an intermediary body, engaging with regulatory and conservation bodies, saving time and resources. Better understanding of the local area and improved environmental practices, gained through involvement with the coastal partnership, means such an industry body can also enjoy a much improved public profile, a significant benefit to its continued development.

The valuation of benefits to the coastal industry company assessed was up to **£12,500 per year**.





Offshore Renewable Energy Provider

A platform to promote activities of a high profile development

Coastal partnerships can provide coastal developments, such as offshore wind farms, with a promotional platform to raise awareness of their activities at a local level. Through various communication activities, such as newsletters and events, partnerships can assist in presenting information on new developments and provide education on this new and emerging technology. By using an established and trusted communication route the developer can reach a very wide, yet target specific, audience. This platform also provides the opportunity to engage with local stakeholders, discuss issues and solve problems in collaboration.

The valuation of benefits for one project carried out by the offshore renewable energy provider was **£34,500 per year.**

Land Owners

Benefiting from innovative “flagship projects” run by Partnerships

Coastal partnerships have a wealth of knowledge in the development and funding of innovative projects that land owners can benefit from. Such access to funding can assist land owners in new diversification of business and the implementation of new and improved estate management practices. For example it has been illustrated that, through one Partnership project, a land owner received a new straw burning boiler and associated infrastructure worth an estimated £174,000 in capital and revenue spend with a personal contribution of 40%. Partnerships can also provide valuable forums for conflict resolution, allowing land owner interests to be represented.

The valuation of benefits to one land owner was up to **£103,000.**





Water Company

“The will or finance in a single organisation may be lacking to proceed alone”

Involvement in a coastal partnership can assist water companies in developing improved relationships with environmental regulators and conservation bodies, enabling them to comply with environmental legislation. The neutral and intermediary role of the partnership has been shown to help water companies avoid prosecution by acting before environmental issues arise. Furthermore, coastal partnerships can assist water companies in developing new joint initiatives, improve environmental performance and delivery of projects. These ultimately improve services to customers, assisting in meeting company objectives and leading to a better profile with the public.

The valuation of benefits to the water company in one county was up to **£4,600** per year, plus **£36,000** potential savings in one off remedial work and **£330,000** project investment.



Services available from Coastal Partnerships

Examples of services offered by Coastal Partnerships across a broad spectrum, serving partners, the public, community groups and regional and national statutory bodies.

Facilitating engagement between partners and the public

- at a regional, county or local scale
- annual conferences
- special interest groups
- issue specific forums
- individual organisation meetings
- public events
- securing funding for projects
- coordinating projects

Information collection and distribution

to partners:

- membership / contact database
- webpage, newsletters, email bulletins
- updates on local activities
- survey data
- project outputs

to the public:

- signs and leaflets
- articles in local magazines and newspapers

to organisations:

- viewpoints taken to higher statutory levels

Raising awareness / education

- promoting discussions
- providing advice
- problem solving
- providing publicity
- informing on forthcoming legislation
- public and community events

Special project work / Gap filling / Other

- responsibility for those tasks without ownership in the coastal area
- providing a coordinated framework for management and planning
- developing projects to meet needs
- utilising non-profit status



What next?

Coastal areas are undergoing continuous change. This is not just in the normal sense with the ebb and flow of the tide. The coast is facing increasing demand for space, for example, for homes, recreation, tourism, industry and conservation. This is causing conflict and confusion. Not only do people need to work together to overcome the problems of working in a dynamic environment, they must also comply with numerous forms of legislation and protective measures, both on land and at sea, which enable the benefits of the coast to be enjoyed by all. Furthermore, new European and National drivers, such as the EU Marine Strategy Directive and the forthcoming Marine Bill in the UK, are placing more emphasis on the need for all to work together in coastal areas. Coastal Partnerships are in a strong position to bring people together and feed into these processes. The services supplied by Coastal Partnerships have been shown to be very beneficial to all Partners, whether it is

through: providing a neutral and independent platform to promote partner activities; sharing information; explaining impacts of Government initiatives, and providing a route to respond; helping to attract funding for large projects; providing advice in the planning process, or encouraging innovative new technology to an area. There are numerous advantages to working in partnership and further research will identify the wider benefits that can be realised across Local, Regional and National boundaries.

If you would like to find out more about the Coastal Partnership in your area, contact the Coastal Partnerships Working Group (CPWG/ see back of booklet). Whether you are: a business; a regulator; a local authority; a utility company; a conservation organisation, or an individual who lives, works, operates or just cares about the coast, the CPWG will happily discuss the different ways in which you get involved and may benefit from working in partnership.



For more information on Coastal Partnerships please contact

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For further details see www.coastalpartnerships.org.uk and
www.defra.gov.uk/environment/water/marine/uk/iczm/

It is strongly recommended that for a full understanding of the financial benefits for each of the case studies presented in this publication that the final project report is viewed. The full report can be accessed at the web sites referenced above.

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