

**BLUE NEW DEAL:
GOOD JOBS FOR COASTAL COMMUNITIES
THROUGH HEALTHIER SEAS**

FERNANDA BALATA
NEW ECONOMICS FOUNDATION

NCTA COASTAL TOURISM FORUM
17 OCTOBER 2016

The Blue New Deal

Reverse a cycle of decline on the UK coast.

Demonstrate how a healthier coastal and marine environment can support jobs, wellbeing and economic resilience.

Co-develop an action plan to make it a reality.

Launch in November 2016.



Coastal communities

Unique coastal challenges.

- Higher levels of deprivation, underemployment and inequality
- Elderly population and higher outward migration
- Particular infrastructure and connectivity challenges
- Greater vulnerability to future economic shocks and the impacts of climate change.

But also part of a bigger problem.



The New Economics Foundation

WE'RE THE ONLY PEOPLE-POWERED THINK TANK.

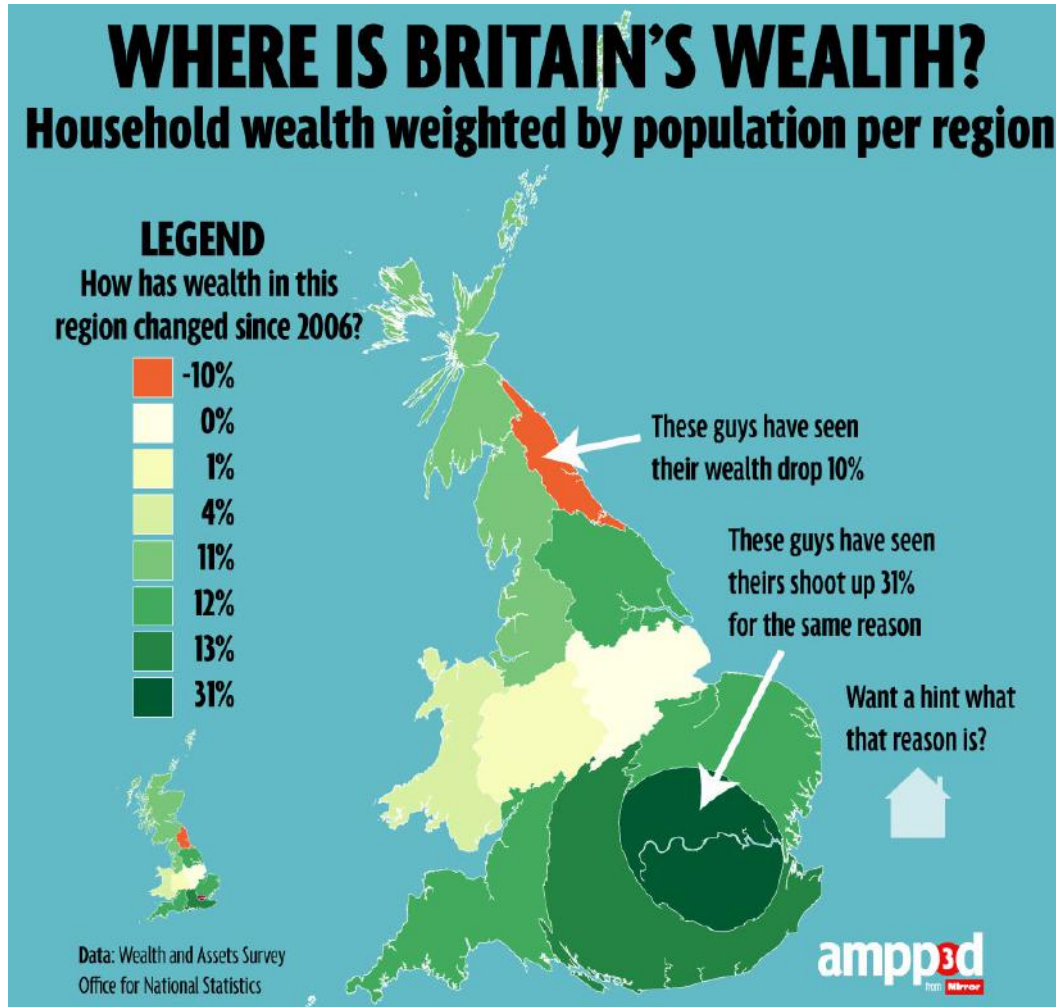
There has never been a greater need for a new economy. The New Economics Foundation exists to make it happen.

We're rooted in real lives, workplaces and communities. We equip people with the tools they need to take action, now.

Together we will build a new economy where people really take control.

Coastal communities are a part of a bigger problem

A strong economy?



Brexit voting patters

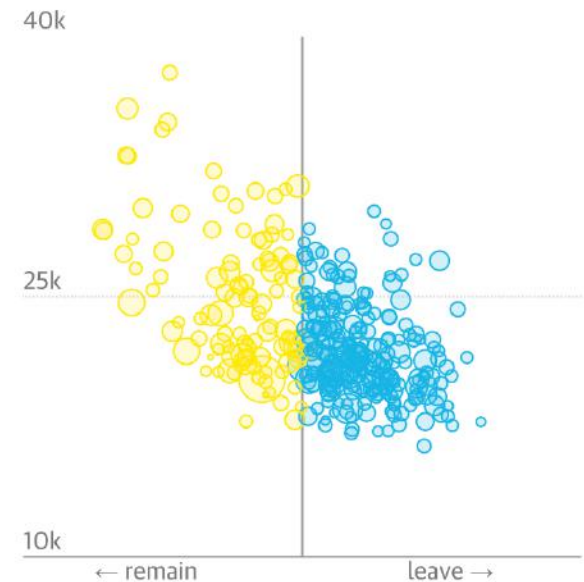
% residents with higher education



% residents with no formal qualifications



Median annual income of residents



Comparing the results to key demographic characteristics of the local authority areas, some patterns emerge more clearly than others. The best predictor of a vote for remain is the proportion of residents who have a degree. In many cases where there are outliers to a trend, the exceptions are in Scotland.

How did we get here?

Public policies over the years have failed to revive marginalised economies.

- Did not generate investment to support good sustainable jobs
- Widened the gaps between people, their local assets and resources
- Greater dependency on government 'hand-outs'

Uncertain economic future.



Coastal communities are a part of a bigger problem

What needs to happen next?

Urgent need for new solutions.

People want to take control over the decisions affecting their lives.

People want to see an economy that effectively supports areas of the country whose potential are not being fulfilled.

Government needs to set the right conditions and give people the appropriate tools.



A joined-up vision for the coast

It is possible to deliver social and economic prosperity whilst restoring the health of our coast and seas.

A fresh and more positive narrative for coastal communities.

Innovative approaches are already happening and coastal communities are doing incredible things.



Medmerry Realignment Scheme

Innovative flood defence project in West Sussex.

Restored local habitats creating important new wetlands.

Natural solution to coastal management.

Longer-term, more cost-effective protection against coastal flooding.

Protects houses and infrastructure and allow businesses to operate year-round.

Opportunities for tourism.



The Community of Arran Seabed Trust (COAST)

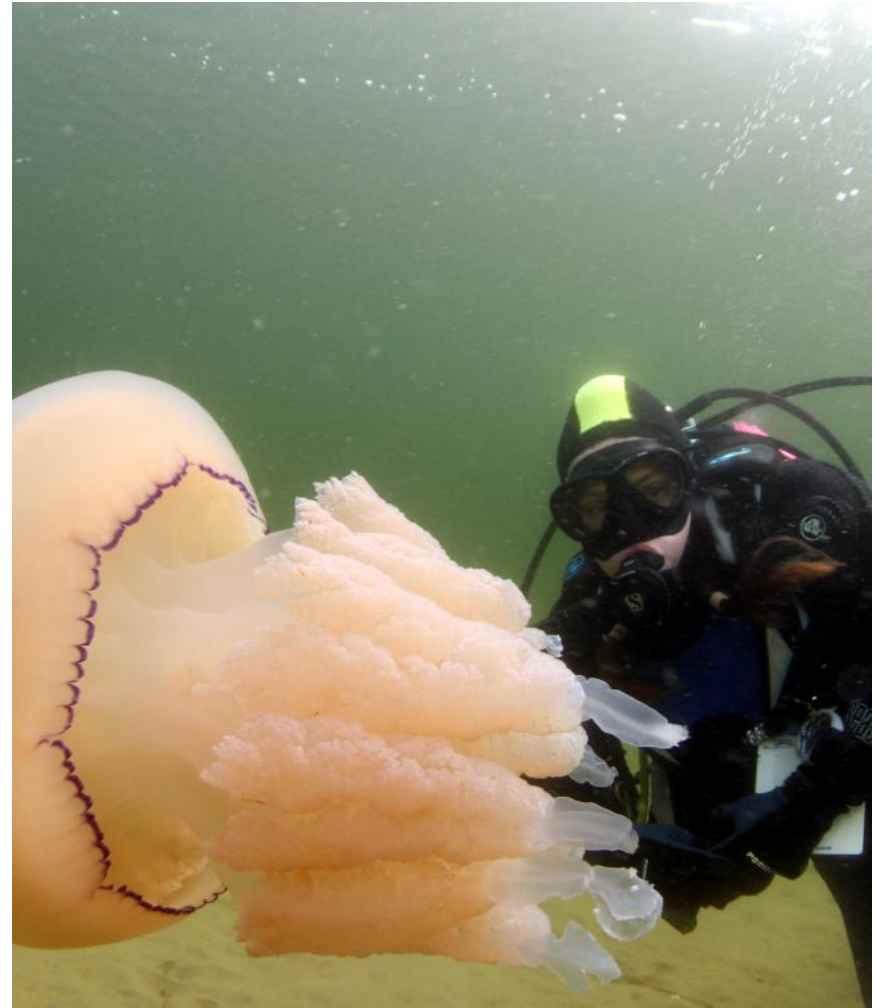
Community-driven marine management.

Set up the Lamlash Bay No Take Zone (NTZ) and the South Arran Marine Protected Area (MPA).

Restoring fish stocks and delivering benefits to the local economy.

Working with Arran Coastal Way, Visit Arran and Visit Scotland.

Giving local people greater ownership of how their local area is managed and developed.



Making success the norm

Many more good stories on the UK coast.

More work is still needed to remove the remaining barriers to make success the norm, rather than the exception.

The Blue New Deal is offering some ideas.



Rebuilding coastal economies

Revitalising coastal communities around their unique asset, what makes them different.

Giving people the tools they need to take control and drive change in their local areas.

Developed with the support of hundreds of people on the UK coast.

Supporting a more holistic approach to rebuilding coastal economies.



Five focal areas

Inshore Fisheries

Aquaculture

Energy

Coastal Management

Tourism



Some common priorities

- Restore and protect the health of coastal and marine ecosystems
- Decentralise and democratise the energy system
- Rebalance access to fishing opportunities
- Make coastal adaptation a higher national priority and reflected in planning



Some specific actions

Increase the allocation of fishing quotas to the inshore fleet (under 10s) and use performance and impact criteria.

Invest in making the UK a world leader in aquaculture innovation.

Set up local and regional seafood hubs to support fisher and producers become more sustainable and economically viable.

Renew government's commitment to support communities become hubs for renewable energy.



Supporting coastal tourism

Develop a national umbrella brand for UK coastal tourism, to help amplify coastal tourism and support local areas in developing their own local offer.

Invest in infrastructure and connectivity, in particular transport and broadband, to make the UK coast more attractive to businesses, entrepreneurs and visitors.



What's different?

Strengthening the vast amount of work already ongoing on the UK coast.

Unleashing multiple economic benefits by highlighting how one sector can help another one thrive.

Presenting an economic analysis to show the potential impacts in terms of jobs and increased Gross Value Added (GVA).



New approach to regeneration

Laying the foundations for stronger, prouder, happier and more resilient coastal communities. 3 key priorities:

- People need the power and the ability to decide and act on what matters to them
- Local economies that are able to generate jobs and wealth within the local area; inward investment adds value without pricing local people out
- Different sectors work together to deliver shared goals



Financing a transformation

Public investment in people and their local environment to get them to where they need to be to attract ongoing investment themselves.

An ambitious mix of public, private and social finance to fund a transformation.



An opportunity for change

UK coast deserves greater attention.

People need increased support to positively engage with the challenges ahead.

Looking beyond the barriers to identify solutions.

New context of uncertainty should be transformed into an opportunity to reinvent coastal economies by giving people real control to build a better future for themselves.



Final notes for coastal tourism

What's the role that tourism can play in supporting more thriving coastal communities and healthier seas?

Coastal tourism in a context of inequality.

Tourism dependency on the resilience and attractiveness of destinations.

UK coast and seas as unique selling points for coastal tourism.

How are you taking this into account as you develop tourism plans?



THANK YOU!

The Blue New Deal Action Plan will be launched on 17 November 2016.

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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