

Summer 2020 Coastal Gateway Visitor Action Plan

1. In recent weeks Sefton has seen large numbers of visitors to its Coastal Gateway locations (Crosby/Waterloo, Formby, Ainsdale and Southport). This has included a mixture of local people and visitors from further afield (e.g. Manchester, Stoke, Birmingham and North Wales) and has resulted in significant difficulties with current car parking and waste management capacity being overwhelmed; unacceptable and anti-social behaviour including selfish and aggressive attitudes, large-scale gatherings and organised parties; fires as a result of barbeques, discarded litter and arson; and increased tension between residents and visitors. Other popular coastal and outdoor locations across England have experienced similar issues.
2. The current issues are often experienced at these locations on “busy weekends” in the summer-months but have been amplified due to the impacts of the COVID-19 pandemic and the prolonged period of fine weather. The COVID-19-related impacts include reduced staffing capacity for Council and partner services; closure of some facilities; closure of workplaces and schools effectively extending the weekend throughout the week; and heightened public anxiety due to concerns about spread of the virus.
3. Locally, these issues have increased since government announcements easing aspects of COVID-19 “lockdown”, such as extending the travel-distance and time allowed for exercise and leisure. Visitor numbers may also have been increased due to the continued “lockdown” in Wales, preventing people traveling to popular visitor locations there.
4. In the main, the nature of the issues is the same across all four Coastal Gateways, albeit they present differently due to the slightly different geography and facilities. As a result, some aspects of the response will be common across all four (e.g. communications messages) whilst others will be location-specific. Numbers at Southport, Formby and Waterloo may also be impacted by the re-opening of retail premises from 15th June 2020.

Principles and Approach

5. In early June 2020 Cabinet agreed to develop and implement an action plan to address the above issues, guided by the following principles:
 - *Clear Communication Messages* – discouraging visitors to these locations (e.g. “wish you weren’t here” “stay local”) and encouraging correct, responsible behaviour from those who do visit (e.g. considerate behaviour, social distancing, compliance with by-laws). Accompanied by proactive and reactive communication with residents regarding the actions herein and ongoing response.
 - *Safety First* – prioritising public safety, staff safety and COVID-19 Secure infection control measures
 - *Proactive Management* – taking the actions we can to manage the issues and tensions, but also to manage expectations of visitors (e.g. what to expect when you visit) and residents (e.g. there are limits to our powers, actions and impact)

- *Enforcement* – Enforcement is an important part of the response, but it cannot be the sole response. The Council and partners have limited powers and enforcement resources, and for some people the penalty is an insufficient deterrent (e.g. PCNs considered by some as a price worth paying).
 - *Managing Cost* – Additional costs will be incurred, but this must be visible and managed, to ensure that the impact on budgets is understood and agreed.
6. The initial Action Plan is included below. Additional Actions will be added as they are agreed.

Annex1 – Summer 2020 Coastal Gateway Visitor Action Plan Update

General Actions

Issue	Objectives	Action	Target Date	Responsibility
Communications	<ul style="list-style-type: none"> To ensure effective communication of key messages to target audiences (visitors and residents) within and outside Sefton 	<ul style="list-style-type: none"> Ongoing Boroughwide Comms campaigns Engage Social Media Influencers Explore Facebook Boost option Joined-up work across LCR Engagement with Ward Councillors Youth Engagement Improved on-site and approach signage 	<ul style="list-style-type: none"> Ongoing Ongoing 11/06/20 Ongoing Ongoing 11/06/20 18/06/20 	<ul style="list-style-type: none"> SMBC / Partners SMBC / Partners SMBC Comms SMBC / Partners Locality Services & H&PP Community Services Green Sefton & H&PP
Access & Car Parking	<ul style="list-style-type: none"> To minimise disruption and tension in neighbouring residential areas 	<ul style="list-style-type: none"> Use of VMS displays for messaging Explore Network management changes to control traffic & parking Parking and traffic enforcement 	<ul style="list-style-type: none"> Ongoing 18/06/20 Ongoing 	<ul style="list-style-type: none"> H&PP H&PP H&PP & Police
Staffing & Systems of Work	<ul style="list-style-type: none"> To ensure that systems of work protect staff health, safety and welfare 	<ul style="list-style-type: none"> Review Risk Assessments for operational staff and bases Consultation with staff and Trade Unions when services / protective measures change Implement Duty and Senior Manager Rota Managed withdrawal of Green Sefton staff from “shielding support” Request extra staff from within workforce 	<ul style="list-style-type: none"> Ongoing Ongoing 20/06/20 18/06/20 12/06/20 	<ul style="list-style-type: none"> Locality Services & H&PP/NSL Locality Services & H&PP Locality Services Green Sefton & Communities Cell TCG
Partnerships	<ul style="list-style-type: none"> To ensure a good shared understanding of issues, resources, priorities and actions across all partners To deliver joined-up action across all partners Anticipate peak activity / issues 	<ul style="list-style-type: none"> Continue to work with Sefton Coast Partnership Continue to work with Sefton Coastal Land Owners Continue to work with Police, MFRS, BTP, RNLI, NSL Extend “busy weekend” planning to whole of summer period including Member engagement Understand resourcing of Beach Safe initiative 	<ul style="list-style-type: none"> Ongoing Ongoing Ongoing Ongoing 11/06/20 	<ul style="list-style-type: none"> Green Sefton & H&PP Green Sefton & H&PP Green Sefton & H&PP Green Sefton & H&PP Green Sefton

Public Behaviour	<ul style="list-style-type: none"> To encourage and enforce, where necessary, correct, responsible behaviour by the public 	<ul style="list-style-type: none"> Engage, encourage and enforce compliance with the law (including national/local laws, Public Space Protection Orders and COVID-19 specific rules) 	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> SMBC / Partners
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Crosby & Waterloo

Specific features at this location:

- Resident population close to coastal location
- Nearby public transport connections
- Another Place art installation
- RNLI Lifeguard provision
- Adjacent Retail area (South Road)
- No toilet facilities in southern end of coast park

The following actions are in addition to the General Actions identified above and seek to address the location specific issues

Issue	Objectives	Actions	Target Date	Responsibility
Access & Car Parking	<ul style="list-style-type: none"> To minimise disruption and tension in neighbouring residential areas 	<ul style="list-style-type: none"> Contact Google Maps to address issue of directions to <i>Another Place</i> and Crosby beach Explore signage to discourage vehicles accessing the coast along residential streets Ongoing Parking Enforcement Explore potential for TROs & RPP Review location of Gormley Studios works compound Maintain clearance of windblown sand at Mariners Road and secondary paths up to promenade (not including Promenade itself) 	<ul style="list-style-type: none"> 8/06/20 11/06/20 Ongoing 16/06/20 29/06/20 Ongoing 	<ul style="list-style-type: none"> H&PP H&PP H&PP / Police H&PP Green Sefton Green Sefton
Facilities	<ul style="list-style-type: none"> To make facilities available, where possible, whilst ensuring they remain COVID-Secure 	<ul style="list-style-type: none"> Provide extra bulk waste capacity Coordinate GS and Cleansing activity Increase frequency of street litter bin emptying Free refuse sacks provided to visitors Explore options for provision of Public Toilets in coastal park 	<ul style="list-style-type: none"> 11/06/20 11/06/20 6/6/20 12/06/20 11/06/20 	<ul style="list-style-type: none"> Green Sefton Locality Services Cleansing Locality Services Green Sefton

		<ul style="list-style-type: none"> • Advise Concessions can re-start • Play area to remained closed • Action Plan for recreational use of Marine Lake 	<ul style="list-style-type: none"> • 12/06/20 • Ongoing • 18/06/20 	<ul style="list-style-type: none"> • Green Sefton • Green Sefton • Green Sefton & Communities
Staffing & Systems of Work	<ul style="list-style-type: none"> • To ensure that systems of work protect staff health, safety and welfare 	<ul style="list-style-type: none"> • Review Risk Assessments for operational staff and bases • Expand staff welfare facilities to ensure Social Distancing 	<ul style="list-style-type: none"> • 11/06/20 • 20/06/20 	<ul style="list-style-type: none"> • Locality Services & H&PP/NSL • Green Sefton & Communities
Partnerships	<ul style="list-style-type: none"> • To deliver joined-up action across all partners 	<ul style="list-style-type: none"> • Work with RNLI to ensure ongoing Lifeguard provision • Advertise volunteer programme to support cleansing and ambassadorial roles at peak times 	<ul style="list-style-type: none"> • Ongoing • 12/06/20 	<ul style="list-style-type: none"> • Green Sefton • Green Sefton

Formby

Specific features at this location:

- Coastal location, car parks and facilities managed by National Trust
- RNLI Lifeguard provision (currently absent)
- Coast accessed from narrow dead-end roads
- Resident population close to coastal location
- Very limited alternative off-street car parking options
- Longstanding local tensions / dissatisfaction
- Public transport connections some distance from coast
- Formby Village Retail area

The following actions are in addition to the General Actions identified above and seek to address the location specific issues

Issue	Objectives	Actions	Target Date	Responsibility
Access & Car Parking	<ul style="list-style-type: none"> • To minimise disruption and tension in neighbouring residential areas 	<ul style="list-style-type: none"> • Ongoing Parking Enforcement • Explore potential for TROs • Explore potential for one-way system to improve flow • Continue to explore additional off-street parking provision with partners • Explore potential for Woodvale as Park & Ride option for Formby & Ainsdale 	<ul style="list-style-type: none"> • Ongoing • 16/06/20 • 16/06/20 • Ongoing • 16/06/20 	<ul style="list-style-type: none"> • H&PP / Police • H&PP • H&PP • H&PP • H&PP
Facilities	<ul style="list-style-type: none"> • To make facilities available, where possible, whilst ensuring they remain COVID-Secure 	<ul style="list-style-type: none"> • Increase frequency of street litter bin emptying 	<ul style="list-style-type: none"> • 6/6/20 	<ul style="list-style-type: none"> • Cleansing
Staffing & Systems of Work	<ul style="list-style-type: none"> • To ensure that systems of work protect staff health, safety and welfare 	<ul style="list-style-type: none"> • See General Actions 	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • N/A
Partnerships	<ul style="list-style-type: none"> • To deliver joined-up action across all partners 	<ul style="list-style-type: none"> • Discuss bulk waste capacity with National Trust • Free refuse sacks provided to visitors • Discuss provision of toilets with National Trust • Work with RNLI to reintroduce Lifeguard provision 	<ul style="list-style-type: none"> • 11/06/20 • 12/06/20 • 11/06/20 	<ul style="list-style-type: none"> • Cleansing • Cleansing / NT • Green Sefton

			<ul style="list-style-type: none"> • 20/06/20 	<ul style="list-style-type: none"> • Green Sefton/ NT
Public Behaviour	<ul style="list-style-type: none"> • To encourage and enforce, where necessary, correct, responsible behaviour by the public 	<ul style="list-style-type: none"> • See General Actions 	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • N/A

Ainsdale

Specific features at this location:

- On-beach Car Park provides only significant off-street parking (currently closed)
- Bathing Water beach
- RNLI Lifeguard provision (currently absent)
- Coast accessed from dead-end road
- Resident population close to coastal location
- Very limited alternative off-street car parking options
- Existing local tensions / dissatisfaction
- Public transport connections some distance from coast
- Pontins – potential re-opening 1st July 2020

The following actions are in addition to the General Actions identified above and seek to address the location specific issues

Issue	Objectives	Actions	Target Date	Responsibility
Access & Car Parking	<ul style="list-style-type: none"> • To minimise disruption and tension in neighbouring residential areas 	<ul style="list-style-type: none"> • Ongoing Parking Enforcement • Explore potential for TROs • Explore additional off-street parking provision at Pontins • Explore potential for Woodvale as Park & Ride option for Formby & Ainsdale • Install access control system at entrance to on-beach car park • Determine charging policy & payment mechanism • Implement interim arrangements for agreed Resident Season Pass • Re-open on-beach car park • Coast Road closed whilst Cycle Path work being undertaken 	<ul style="list-style-type: none"> • Ongoing • 16/06/20 • 11/06/20 • 16/06/20 • 20/06/20 • 20/06/20 • 20/06/20 • 20/06/20 • Ongoing 	<ul style="list-style-type: none"> • H&PP / Police • H&PP • H&PP • H&PP • Green Sefton • Green Sefton • Green Sefton • Green Sefton • H&PP
Facilities	<ul style="list-style-type: none"> • To make facilities available, where possible, whilst ensuring they remain COVID-Secure 	<ul style="list-style-type: none"> • Provide extra bulk waste capacity • Coordinate GS and Cleansing activity • Free refuse sacks provided to visitors 	<ul style="list-style-type: none"> • 11/06/20 • 11/06/20 	<ul style="list-style-type: none"> • Locality Services • Locality Services

		<ul style="list-style-type: none"> • Provide Public Toilet facilities (either refurbish existing and/or provide temporary facilities) • Advise Concessions can re-start 	<ul style="list-style-type: none"> • 12/06/20 • 20/06/20 • 12/06/20 	<ul style="list-style-type: none"> • Locality Services • Green Sefton • Green Sefton
Staffing & Systems of Work	<ul style="list-style-type: none"> • To ensure that systems of work protect staff health, safety and welfare 	<ul style="list-style-type: none"> • Implement Cashless payment system for on-beach car park • Expand staff welfare facilities to ensure Social Distancing 	<ul style="list-style-type: none"> • 20/06/20 • 20/06/20 	<ul style="list-style-type: none"> • Green Sefton • Green Sefton
Partnerships	<ul style="list-style-type: none"> • To deliver joined-up action across all partners 	<ul style="list-style-type: none"> • Work with RNLI to reintroduce Lifeguard provision • Advertise volunteer programme to support cleansing and ambassadorial roles at peak times 	<ul style="list-style-type: none"> • 20/06/20 • 12/06/20 	<ul style="list-style-type: none"> • Green Sefton • Green Sefton
Public Behaviour	<ul style="list-style-type: none"> • To encourage and enforce, where necessary, correct, responsible behaviour by the public 	<ul style="list-style-type: none"> • See General Actions 	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • N/A

Southport

Specific features at this location:

- On-beach Car Park currently closed
- RNLI Lifeguard provision (currently absent)
- Significant shopping destination

The following actions are in addition to the General Actions identified above and seek to address the location specific issues

Issue	Objectives	Actions	Target Date	Responsibility
Access & Car Parking	<ul style="list-style-type: none"> • To minimise disruption and tension in neighbouring residential areas 	<ul style="list-style-type: none"> • Re-open Esplanade Car Park • Commence Esplanade Park & Stroll offer • Re-commence Park & Ride service • Keep on-beach car park closed to maximise safe beach space • Costing temporary access control measures at Weld Road beach entrance 	<ul style="list-style-type: none"> • 11/06/20 • 15/06/20 • 15/06/20 • Ongoing • 22/06/20 	<ul style="list-style-type: none"> • H&PP • H&PP • H&PP • H&PP • Green Sefton
Facilities	<ul style="list-style-type: none"> • To make facilities available, where possible, whilst ensuring they remain COVID-Secure 	<ul style="list-style-type: none"> • Provide extra bulk waste capacity • Coordinate GS and Cleansing activity • Free refuse sacks provided to visitors • Review Public Toilet facilities as part of re-opening Esplanade Car Park and Park & Ride/Stroll • Advise Concessions can re-start 	<ul style="list-style-type: none"> • 11/06/20 • 11/06/20 • 12/06/20 • 11/06/20 • 12/06/20 	<ul style="list-style-type: none"> • Locality Services • Locality Services • Locality Services • H&PP • Green Sefton / Tourism
Staffing & Systems of Work	<ul style="list-style-type: none"> • To ensure that systems of work protect staff health, safety and welfare 	<ul style="list-style-type: none"> • Implement Cashless payment system for Esplanade car park 	<ul style="list-style-type: none"> • 20/06/20 	<ul style="list-style-type: none"> • H&PP
Partnerships	<ul style="list-style-type: none"> • To deliver joined-up action across all partners 	<ul style="list-style-type: none"> • Work with RNLI to reintroduce Lifeguard provision • Advertise volunteer programme to support cleansing and ambassadorial roles at peak times 	<ul style="list-style-type: none"> • TBC • 12/06/20 	<ul style="list-style-type: none"> • Green Sefton • Green Sefton
Public Behaviour	<ul style="list-style-type: none"> • To encourage and enforce, where necessary, correct, responsible behaviour by the public 	<ul style="list-style-type: none"> • See General Actions 	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • N/A

