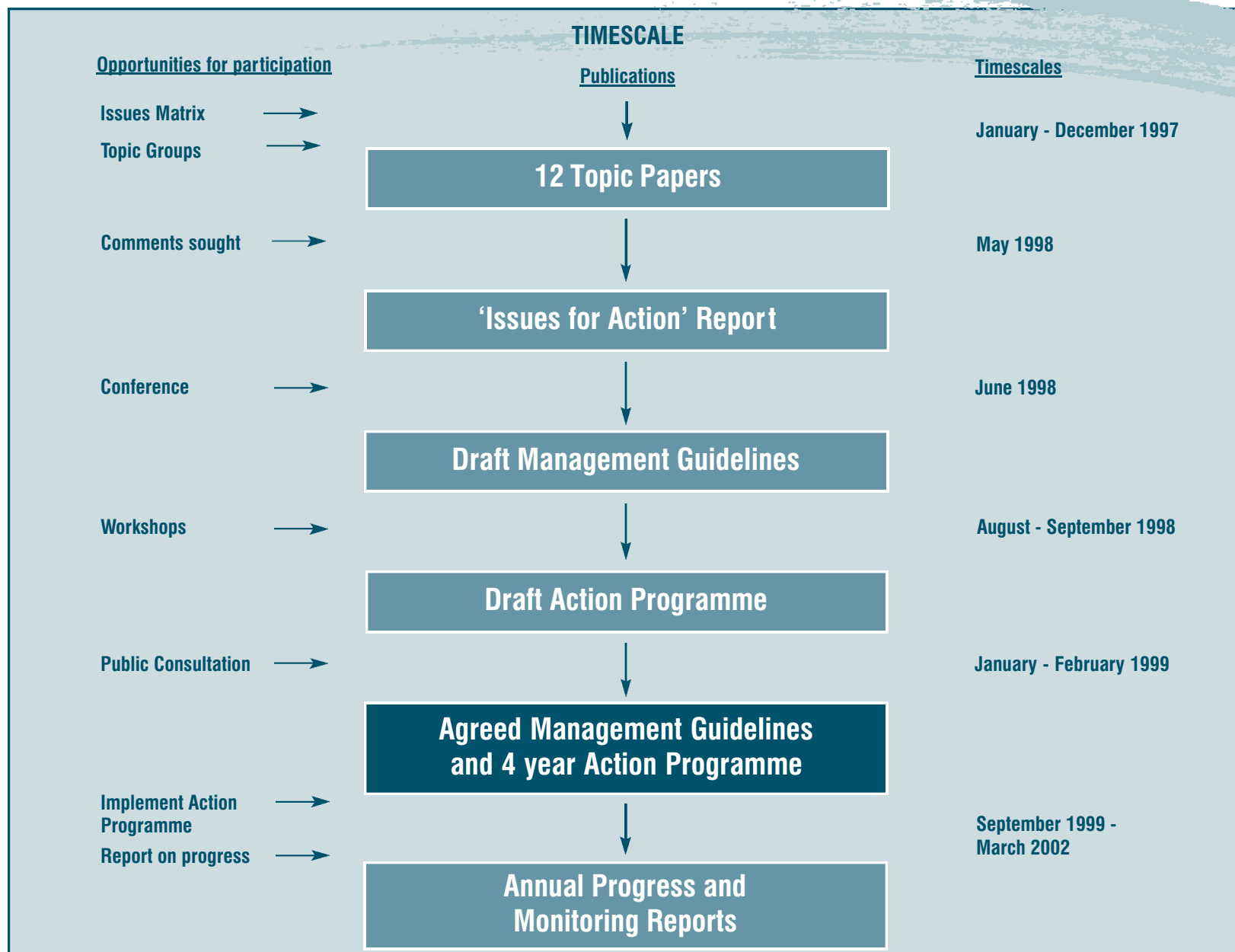


FIGURE 2.

TIMETABLE OF PROCESS THAT PRODUCED THE MANAGEMENT GUIDELINES AND ACTION PROGRAMME



2. WHAT HAPPENS NOW?

1.1 Background

This document is aimed at all those who live and work around the Moray Firth and care about its future. Its development has been co-ordinated by The Moray Firth Partnership; a voluntary coalition of organisations and individuals from a range of interests who have come together to find ways of protecting the Firth's environmental and cultural assets whilst nurturing enterprise.

The Moray Firth Partnership's mission statement and aim is to "promote the integrated management of the natural, economic, recreational and cultural resources of the Moray Firth area in order to retain and enhance a high quality of life for its residents and visitors". In order to tackle this ambitious task the Partnership has created a forum whereby all those with an interest in the Moray Firth can communicate with each other and more fully understand the wide range of perspectives on the management of the Firth.

The Moray Firth Partnership has focused specifically on the production of what is essentially a strategy for the Firth, a framework to guide its future. This framework consists of 2 parts:

- (a) a set of Management Guidelines - widely agreed ways in which organisations and individuals need to work in order to tackle identified issues important to the future well-being of the Firth; and
- (b) an Action Programme - specific and timetabled actions that will help to implement each Management Guideline.

It is very important to note that this document represents just the

tip of a much larger iceberg of a more integrated approach to managing the Firth's environmental, economic and cultural resources. The long and inclusive process by which the Management Guidelines and Action Programme were produced has helped build the foundations of co-operation and consensus on which its implementation will rely. The continued involvement and participation of the wide range of interests in carrying forward this document will be critical to its success.

1.2 Purpose of this document

This document has been developed to outline the need for managing the Firth in a more integrated and co-ordinated way by briefly outlining background information and listing key issues and opportunities.

The 20 Management Guidelines which have been agreed by a wide range of bodies and organisations to help resolve these issues and guide future work in the Firth are presented. In order to ensure that these Management Guidelines are implemented, accompanying each Guideline is a Programme of Actions, to be undertaken within a 4 year timescale. There are more than 130 Actions in total, some of which have been identified as priorities. These are in **bold type and slightly shaded**. In addition to the Action Programme, existing and complementary initiatives that will make a positive contribution to each Management Guideline are also detailed.

Together, the Management Guidelines and Action Programme will:

- **provide a 'forward plan' for the Moray Firth;** Local planning legislation does not apply beyond the shoreline and is operated by a diverse array of bodies. This is the first time a forward plan for

the Moray Firth, covering the entire coast and sea area, has been developed integrating such a wide range of interests.

- **help co-ordinate existing work and influence new work;** including that undertaken on both a statutory and voluntary basis by the range of organisations and groups that have management responsibilities and use the coast and sea.
- **provide a framework to help resolve existing conflicts and reduce potential problems in the future;** through joint working on joint solutions to common problems, pro-actively anticipating potential issues and identifying opportunities that have common benefit.
- **set a climate for co-operation and communication;** between the different interests and organisations, some of who do not have a history of working comfortably together. The Action Programme details specific pieces of work that encourage this way of working.

The Management Guidelines and Action Programme will not:

- **be set in stone;** but will need to be revised as the political world around the Firth changes.
- **be a panacea for solving all the problems of the Firth;** but they will provide a framework and atmosphere to tackle the issues.
- **take over existing statutory documents and legislation;** but seek to provide a framework for co-ordination and filling gaps.

I.3 The Moray Firth Partnership

The Partnership is a voluntary organisation made up of representatives from industry, the local authorities, conservation bodies, recreation and tourism groups, local residents and many others interested in the future well-being of the Moray Firth.

It includes the 800 kilometres of coastline from Duncansby Head to Fraserburgh, in addition to the adjacent territorial waters (see Figure 1). The Partnership exists to improve communication between all those with an interest in the Firth and to work towards more integrated management for the benefit of all. The Management Guidelines and Action Programme provides a cornerstone for this.

The Partnership currently has over 400 members. Its work is guided by an elected Management Group (see page 67) with the help of a Project Manager and Administrator.

I.4 Where has the Partnership added value ?

There are many existing plans and programmes for the Moray Firth so why spend a lot of time producing another one?

The inclusive process to produce this document is as important as the document itself. The Partnership has, over the last 3 years, brought together different interests, organisations and communities enabling them to talk to each other about their different needs and aspirations for the Firth.

The Moray Firth Partnership and the development and implementation of the Moray Firth Management Guidelines and Action Programme provides added value to existing structures and processes by:

- sharing best practice across local authorities on coastal issues;
- encouraging work undertaken at a national level to have a local focus and encourage national work to use locally generated information;
- promoting an holistic, consistent and long-term approach across administrative boundaries;
- focusing on the Moray Firth, bring the coastal and marine environment higher up the priority list;
- helping to increase understanding about a range of issues and sharing that knowledge between organisations and with the communities;

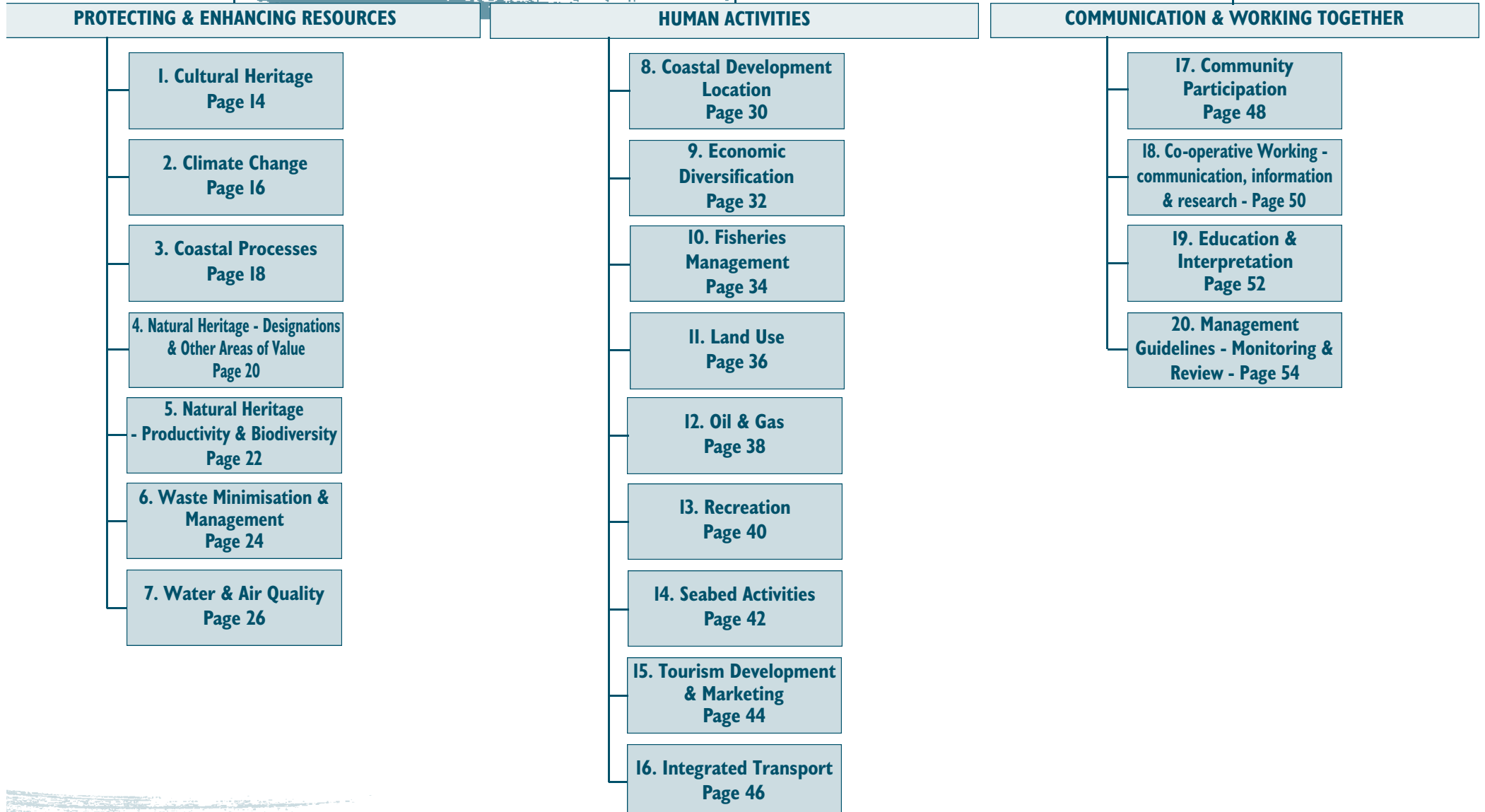
- building on common ground to create a more integrated approach to management solutions;
- providing a forum by which community groups and individuals can debate needs and aspirations of the Firth with organisations and encourage public involvement in management solutions;
- facilitate joint funding of projects to maximise value for money;
- bringing different interests together at an early stage to encourage pro-active discussion and avoid conflict;
- raising awareness of issues important to particular sectors of interest, raising their profile and encouraging them to be tackled more quickly.

FIGURE 3.

INDEX DIAGRAM SHOWING THE STRUCTURE OF THE MANAGEMENT GUIDELINES AND ACTION PROGRAMME

MORAY FIRTH PARTNERSHIP MISSION STATEMENT

To promote the integrated management of the natural, economic, recreational and cultural resources of the Moray Firth area in order to retain and enhance a high quality of life for all its residents and visitors



3. MORAY FIRTH MANAGEMENT GUIDELINES

The 20 Management Guidelines listed below have been developed through a long process of discussion and debate between Partnership members. They are widely agreed ways in which it is recommended organisations and individuals need to work to tackle issues important to the future well-being of the Firth.

A programme of specific actions has been developed to help implement each Management Guideline.

All those organisations and individuals that are members of The Moray Firth Partnership and who care about the future of the Firth, are Partners in this ambitious task.

Protecting and Enhancing Resources

- 1 Partners will protect, promote and invest in the Firth's cultural heritage and identity, including the underwater and land-based archaeological and built heritage, the arts, local customs, traditions, crafts and skills.
- 2 Partners will work together to increase the understanding of the effects of climate and sea-level change and develop a Firth-wide response to such changes.
- 3 Partners will promote the management of the coast, in a way that takes account of the whole Firth, and guide the siting of developments in a sensitive way.
- 4 Partners will recognise the importance of the natural heritage, particularly statutory designations, and will be alert to opportunities to identify and safeguard other areas of high landscape and wildlife value.

- 5 Partners will explore opportunities to optimise the biodiversity and productivity of the Firth.
- 6 Partners will encourage waste minimisation and an approach to waste management which takes account of impacts on the coastal and marine environment.
- 7 Partners will promote management that ensures the highest possible water and air quality of the Firth.

Human Activities

- 8 Partners will encourage new development which requires a coastal location to locate primarily within areas that have already been developed.
- 9 Partners will recognise the need for diversification in the Firth's economy and will recognise the environment as a major asset to help this process.
- 10 Partners will foster research, and develop policy and techniques, for sustainable fisheries management.
- 11 Partners will promote a healthy marine environment by taking account of, and seeking to influence, land based activities which affect the surrounding sea.
- 12 Partners will support the sensitive development of oil and gas exploration and production backed up by effective contingency planning.
- 13 Partners will promote the management of recreational use and access to the coast.

- 14 Partners will promote good sustainable practice in the management of activities which affect the seabed.

- 15 Partners will raise awareness of the Firth's existing facilities, sites and interests and will encourage the marketing and development of its special and unique features.

- 16 Partners will contribute towards the development of an effective integrated transport system for the Moray Firth that minimises its effect on the environment and maximises economic efficiency.

Communication and Working Together

- 17 Partners will promote and develop effective participation of communities and individuals in improving the Firth's management.
- 18 Partners will promote co-operative working through improved communication and information exchange and the co-ordination of research and monitoring studies.
- 19 Partners will raise awareness and appreciation of the Firth's diverse resources amongst a range of audiences through good education and interpretation.
- 20 Partners will annually monitor and review the effect of the Moray Firth Management Guidelines and Action Programme upon the sustainable management of the Firth.

4. THE ACTION PROGRAMME

The following 42 pages take each Management Guideline and Action Programme in turn under the following headings:

Management Guidelines

Background:

A brief background is given on the subject area on which the Management Guideline is based. This information has been drawn from Topic Papers completed in March 1998.

Key ways in which The Moray Firth Partnership can help:

These list particular areas in which The Moray Firth Partnership can add value to existing work.

Key Issues and Opportunities:

This list of Issues and Opportunities outlines the need for a more integrated approach to the management of the Moray Firth and the reasoning behind each Guideline. These Issues and Opportunities were identified in the Topic Papers.

Complementary Initiatives:

This section includes work being undertaken at a national, regional and local level that will complement the Management Guidelines and Action Programme and help with their implementation.

Details in these sections were provided by respondents to the consultation on the draft Management Guidelines and Action Programme. They may not therefore be comprehensive but give a flavour of the type of complementary work being undertaken. This section does not list key government guidance.

The Action Programme

Actions:

Each Action has been made as specific as possible.

In order to ensure the Management Guidelines are implemented, each Guideline is accompanied by a Programme of Action, to be undertaken with a 4 year timescale. These are more than 130 Actions in total, some of which have been identified as priorities. These are in **bold type and slightly shaded**.

In order to try and avoid duplication actions are mentioned only once. However, many are relevant to more than one Management Guideline. The Moray Firth Partnership Management Group has an important role to play in ensuring that actions that link together will be undertaken in an integrated way.

Timescales:

To help monitor progress in implementing the Action Programme and to help organisations anticipate and secure funding, each Action has been given a timetable for completion.

Lead body:

In the majority of Actions a lead body has been identified. Lead bodies have undertaken to co-ordinate the Action and make sure it happens, involving other contributors and reporting on progress. They may not necessarily be funding the action. Identifying a lead body where one has not yet been determined will be a priority. For reasons of space, acronyms of organisations and groups are listed in this column. Full names are listed on page 61.

Contributors:

Through the consultation on the draft Management Guidelines and Action Programme, organisations, interest groups and individuals indicated which Actions they would be interested in contributing to. For reasons of space acronyms are listed in this part of the table. Full names are listed on page 61.

Role of The Moray Firth Partnership Secretariat:

This varies with each Action but indicates the type of support The Moray Firth Partnership Secretariat may be able to give to those carrying out each Action. The Moray Firth Partnership Secretariat, together with the Management Group, will be responsible for co-ordinating the implementation and monitoring of the Management Guidelines and Action Programme.

Glossary

A Glossary on page 62 explains technical terms.