



2030 - A VISION FOR THE MORAY FIRTH

This vision for the future of the Moray Firth in 2030 is offered by the Moray Firth Partnership (MFP). Its objective is to provide inspiration and direction. It focuses on the main, identifiable challenges and opportunities currently facing the Firth, and is open to amendment as circumstances and knowledge develop. The vision was developed by the Strategic Group of the MFP, comprising senior people from a broad range of sectors, as the basis for a forward work programme for the MFP and its many partners. The vision recognises the complexity of Firth and the importance of an integrated approach to planning for its sustainable development. The MFP invites the collaborative involvement of the communities, businesses and organisations, whose activities impact on the Firth, in helping to achieve this vision.

Climate and environmental change	<ul style="list-style-type: none"> • The MF is an exemplar and focal point for the development of regional strategies relating to climate change. • The impacts and potential impacts of climate change have been addressed through flexible, adaptive and inclusive planning. • The MF area is well informed and advised on the threats and opportunities arising from climate change. • All sectors of the community are actively engaged in the mitigation of human induced climate change. • Innovative approaches to dealing with the challenges of climate change have been successfully piloted in the Moray Firth – including managed re-alignment techniques.
Marine and coastal ecosystems	<ul style="list-style-type: none"> • Local management of the marine and coastal ecosystems, with their component habitats and species, has resulted in restoration to high biodiversity. • Public awareness of this has resulted in strong support for continued sensitive management to maintain their health.
Clean water and beaches	<ul style="list-style-type: none"> • Marine and coastal water quality has improved and the use of hazardous substances, from land and sea, has reduced to a level where they do not pose a risk to the marine environment. • Marine litter has been reduced to levels that do not pose a risk to wildlife or adversely affect local amenity, and its sources identified and addressed. • The links between sources of pollution and the marine environment are understood by the local community and marine and coastal managers.
Sustainable economic development	<ul style="list-style-type: none"> • Significant, sustainable economic growth around the Moray Firth, linked to a predicted 15% rise in population, has been delivered without a parallel, negative, environmental impact. • Resources are now being used so efficiently that their overall consumption is rapidly declining. • Sustainable development is accepted as a major decision making tool to achieve an acceptable balance between enterprise, wealth generation and environmental and social needs
Fisheries	<ul style="list-style-type: none"> • Moray Firth fisheries are locally managed and exploited in sustainable ways, with due regard to stock renewal, to environmental impacts of harvesting, and to the economic well-being of local fishing-dependent communities. • The fish stocks and marine resources of the Moray Firth are protected from excessive harvesting and pollution; their condition is monitored by scientific and fishing observations; and co-management measures agreed and applied, so the

	stocks can grow to the full potential possible under current environmental conditions.
Local produce	<ul style="list-style-type: none"> • The link between human health and that of the land and sea which produces our food is widely understood and accepted. • Local produce is developed and locally marketed and utilised, under the Moray Firth quality brand, based on a clean environment and sustainable production systems.
Energy	<ul style="list-style-type: none"> • The continuing decline in the exploitation of North Sea oil has been in part matched by a rapid growth in the use of renewable energy sources. • The Moray Firth now hosts major off-shore wind farms, producing a significant % of all Scotland's 'green' energy. This has been achieved without negative impact on the environment of the Firth. • Oil decommissioning has been undertaken without negative impact to the environment of the Firth.
Transport ports and shipping	<ul style="list-style-type: none"> • There has been significant development of sustainable transport opportunities and infrastructure. • Short sea shipping routes have been introduced to reduce the number of commercial vehicles on the roads, in line with EU and UK policy. • Moray Firth ports are handling a significant percentage of goods previously transported by road, and wherever possible these goods are locally sourced. • Moray Firth ports and harbours, through co-operative initiatives, have begun to recover some lost fishery income and have attracted new economic activity. • Discharges of harmful ballast water and other substances from vessels has ceased due to ports enforcing a no discharge policy.
Coastal communities	<ul style="list-style-type: none"> • The communities around the whole of the Moray Firth have experience significant positive development, based in part on the promotion and sustainable utilisation of the region's natural assets. • Coastal communities are aware of both the value and vulnerability of the MF marine and coastal resources and heritage, and are active in monitoring, reporting and taking initiatives to enhance or protect that resource.
Coastal heritage	<ul style="list-style-type: none"> • The coastal heritage of the Moray Firth is recognised as a unique, diverse and valued resource, of local, national and international significance, and is protected and utilised for the benefit of the local community and of the nation.
Access recreation and tourism	<ul style="list-style-type: none"> • Tourism has increased throughout the Moray Firth area, drawing on the distinctive heritage and facilities of the Firth, and is promoted and managed on the basis of sustainable tourism codes of practice. • Recreational and other active use of the Moray Firth has increased and is sustainably managed, with water-based and coastal activities providing year-round employment around the coastline.
Integrated management processes	<ul style="list-style-type: none"> • Integrated and sustainable management practices are embedded in the systems for planning and management of the Firth • Marine spatial planning is operating as an effective and well developed process in the Moray Firth. • As participation and consultation have increased, industry, local communities and the public have become fully engaged in understanding, protecting and enhancing the Moray Firth.