

Morecambe Bay Sense of Place Summary

Morecambe Bay Headlines

Morecambe Bay is the largest intertidal area in the UK, where four estuaries join in a horseshoe-shaped Bay of a spectacular scale and grandeur. It is a unique and awe inspiring place, a kaleidoscope of water and light; sea and sky; sound, texture and colour.

Shining sandbanks, mudflats and constantly changing channels are alive with the evocative calls of curlews and flocks of waders and wildfowl keeping time with the ebb and flow of the tide.

This is the key unifying feature of the landscape – the Bay itself, the constant rhythm of the tide and vast shining sands. The surrounding landscapes reveal a narrative of man's work, shaping the land and tied to the coast from one millennium to the next.

These flanking landscapes are inextricably linked to the Bay and the sea beyond. Saltmarshes, headlands, tidal islands, hidden beaches and low cliffs give way to limestone escarpments, undulating grasslands, woodlands, low-lying mosses and rivers with the backdrop of the fells and moors beyond. Together this mosaic of habitats supports an outstanding diversity of wildlife.

For centuries humans have earned livings from fishing, seafaring, trade and farming the coastal fringes, shaping the coastal landscape and carving out a unique history and tremendous cultural richness. It is nationally important for its maritime and first and second world war heritage, rich archaeology and concentration of ritual and religious sites.

The communities look towards one another across the Bay. The railway adds a physical link that echoes deep economic and social connections with the Bay. Headlands, cliffs and promenades offer spectacular vistas over the elemental landscape. The scale of these views lifts the spirits and has made the Bay a place of contemplation and religious significance through the ages.

We've grouped all the things that make Morecambe Bay special into 6 themes:

- 1. dramatic natural landscape**
- 2. impressive and dynamic wildlife**
- 3. fascinating heritage on water and land**
- 4. vibrant culture of arts and festivals**
- 5. local food and drink experiences**
- 6. space for exploration, and journeys old and new**

Of course, all of these themes are interrelated. For example, the landscape supports the wildlife that lives here, the wildlife influences the local food, the views are framed by the culture and heritage of people that lived and live here, and it is the perfect space for exploring and adventure because of the network of old and new routes.

These 6 themes are explored further in the following sections of this toolkit. Under each theme you will find more information, where to find out more, ideas on how to use the information in your business, and case studies of businesses already promoting one of these themes.

Morecambe Bay Map: From Walney to Wear

This map shows the area around Morecambe Bay that this toolkit refers to. It also highlights some of the nature and historic interest. You can link your websites and visitors to the interactive map on www.morecambebaynature.org.uk/map



- 1 Arnside Knott
- 2 Barnaby Sands and Burrows Marsh NR
- 3 Brigsteer Woods
- 4 Duddon Mosses
- 5 Eaves wood
- 6 Eggerslack Woods
- 7 Farleton Knott SSSI and Holme Park Quarry Local Nature Reserve
- 8 Foulney Island
- 9 Gait Barrows NNR
- 10 Heysham NR
- 11 Humphrey Head NR
- 12 Lane Ends Picnic Area, Pilling
- 13 Leighton Moss NR
- 14 Meathop and Foulshaw mosses NR
- 15 North Walney NNR
- 16 Rossall point
- 17 Roudsea woods and mosses NNR
- 18 Rusland Valley Mosses
- 19 Sandscale Haws NR
- 20 South Walney NR
- 21 Sunderland Point
- 22 Warton Crag NR
- 23 Wyre Estuary Country Park
- 24 Whitbarrow

- towns
 - Nature sites and reserves
 - Historic sites and places
- NR = nature reserve
NNR = national nature reserve
- A Birkrigg Stone Circle
 - B Cockersand Abbey
 - C Dalton Castle
 - D Fleetwood lighthouses
 - E Furness Abbey
 - F Holker Hall
 - G Jubilee Pepperpot
 - H Leighton Hall
 - I Levens Hall
 - J Peil Castle
 - K Sizergh Estate
 - L St Patrick's Chapel, rock graves and coastline
 - M The Hoad
 - N Cartmel Priory
 - O TConishead Priory

What Makes Morecambe Bay Special?

There is so much that we can say about what makes Morecambe Bay special, but often we don't have long to grab someone's attention. Like the headlines of newspaper, we need to spark their interest in just a few words.

- What would you say if you were in a lift with someone and only had 30 seconds to describe Morecambe Bay?
- What would you say in the opening lines of your website?
- What caption will you add to your photo on twitter?

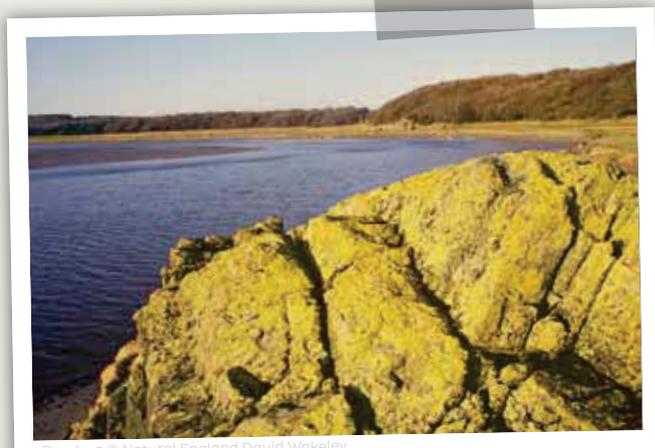
We recently asked over 400 visitors and locals "what is special about Morecambe Bay?" and they gave us thousands of answers, here are just a few

"It's the best natural adventure playground I know"

"We have the most beautiful sunsets in the world"

"A bay of big skies and big tides"

"It brings me back to nature and my part in our beautiful world"



Roudsea © Natural England David Wakeley

DESTINATION BRAND GUIDELINES **Morecambe Bay**

Morecambe Bay will soon have its very own destination brand guidelines to help build campaigns to promote its special essence to international, national and local visitors. The brand guidelines will be available in Summer 2014. These will help shape the emerging Bay wide destination and will reach beyond traditional county boundaries of the local tourist boards of Cumbria Tourism and Marketing Lancashire.

The brand guidelines will focus on:

- Big views, landscape and nature
- Cultural heritage
- Outdoor recreation