



Working for a sustainable future for the Moray Firth and its communities.

The Moray Firth Partnership (MFP) plays a unique role as a neutral, independent charity in promoting and facilitating sustainable solutions to the marine and coastal challenges faced by the Moray Firth and its communities. As the local coastal partnership for the Moray Firth and its 800kms of coastline, we are involved with a wide variety of issues, projects and stakeholders. Our unique overview of the Moray Firth, its communities and businesses, allows us the privilege to work with a great range of people and ideas.

MFP are looking forward to a new era. We are currently undertaking a wide-ranging programme of modernisation and investing in systems and processes that will ensure we are 'fit for purpose' as we develop our ambitious 5-year forward plan.

Our Vision for the future of the Moray Firth in 2025 is to be **the most sustainable marine region in Scotland**. This strategy is the first stage in laying out our plans for achieving our vision. 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 is 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.

Our Role is one of oversight, with our strategic overview of the area, we bring together a wide range of interested parties to increase our shared understanding, encourage joint working, and facilitate the development of long-term sustainable solutions. Our aims are to:

- Establish and maintain links with local, national and international individuals, groups, communities & business that have an interest in the Moray Firth;
- Ensure effective exchange of information, acting as a resource and as a consultative mechanism;
- Promote & enable participation & collaboration with stakeholders, to inform & contribute to an integrated management strategy for the long-term sustainability of the Moray Firth;
- Provide support, guidance and facilitation to stakeholders in furtherance of the long-term sustainability of the Moray Firth;
- Maintain oversight of activities in the Moray Firth, identifying need & facilitating, and/or leading in the provision of sustainable solutions;
- Promote education to extend awareness, understanding & stewardship of the Moray Firth.

Our Sustainability Model identifies three strategic areas where we will focus our work in the context of coastal and marine challenges and the long-term sustainability of the Moray Firth Region:

Our Coastal Environment : Our People and Places : Our Sea

	What we will do	How we will know we have achieved our vision
Our Coastal Environment		
Marine & coastal ecosystems	We will work in partnership with other organisations concerned with conservation of the area both in terms of marine life and coastal bio-diversity and management	Local management of the marine and coastal ecosystems has resulted in restoration to high biodiversity with public awareness providing strong support for continued sensitive management to maintain their health.
Pollution & Waste	We will continue our work on marine litter, focussing on the Moray Firth and targeting some of the most affected areas, in collaboration with local business and community sectors. We will promote awareness of pollution issues, both on the coast and in the sea, working to address problems as they arise.	The coastline of the Moray Firth is clear of historic litter, and recurring litter is routinely tackled to reduce its impact on the marine and coastal environment. Education has raised awareness of the issue, leading to communities taking ownership of their own area.
Dynamic Coast	We will work with communities, businesses and organisations to identify priority issues in relation to the changing coastline.	Communities at risk of flooding and erosion have mitigation, emergency and adaptation plans in place to manage risk.
Our People and Places		
Economy	To ensure thriving communities, we will identify actions that promote sustainable training, employment and business opportunities across the coastal region.	Moray Firth is home to thriving communities with inspiring education, sustainable employment and business opportunities.
Heritage	We will seek out opportunities to help preserve and enrich the heritage of the Moray Firth area	The coastal heritage of the Moray Firth is recognised as a unique, diverse and valued resource, of local, national and international significance, and is preserved and enriched for the benefit of the local community and of the nation.
Energy Transition	We will work with energy companies in the promotion, engagement and education of communities in the transition process.	Energy companies have a clear route for consultation and engagement with communities, with communities fully participating in the transition process. Community benefits are fully aligned with

	We will develop key links with Local Energy Scotland, Community Energy Scotland, Changeworks and other organisations concerned with the encouragement of local energy production and energy efficiency	the aspirations and needs of the communities. Renewable energy solutions are mainstream, with maximum take up of incentives and advice.
Adaptation	We will engage with projects, business and people to take measures to mitigate and adapt to climate change and will focus on sharing information to enable our communities to build resilience for years to come.	We have clear measures and recognition in place to celebrate success and provide benchmarks for sustainability for communities and businesses that have taken significant measures to mitigate and adapt to climate change, building resilience for the future.
Our Sea		
Fisheries	We will work with individuals, business and organisations involved in the fishing and aquaculture sector, to promote environmental sustainability, highlighting and addressing issues in a collaborative way.	Local fishing and aquaculture industry have pioneered progressive initiatives that address environmental and economic sustainability with Moray Firth celebrated for its responsibly sourced, quality seafood.
Ports & Harbours	We will engage with Ports & harbours in establishing a sustainable business and ecological environment. This will include identifying problems and forming collaborative solutions	All ports and harbours in the Moray Firth have best practice environmental measures to protect the waters that are our lifeblood. All ports and harbours have sustainable business practices which maximise opportunities for local people and attract new people and businesses to the area
Recreation and tourism	We will engage with the tourism and leisure sectors to promote the sustainable use of the Moray Firth, and to encourage businesses, individuals and organisations to protect the natural environment, providing sustainable solutions as required.	Tourism and other recreational use of the Moray Firth is sustainably managed, encouraging access and responsible enjoyment, adhering to codes of practise where applicable.
Integrated management processes	We will actively encourage consultation on national and local plans affecting our marine region, providing support in the consultation process to enable a wide range of participation. We will engage with planning organisations and act as a neutral, consultative body, assisting with their processes from a wide standpoint and with a strategic overview. We will ensure that our management plan aligns wherever possible with other organisations' providing a cohesive approach.	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.

“The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice. The 17 Goals are all interconnected, and in order to leave no one behind, it is important that we achieve them all by 2030” — *United Nations*



We have identified 8 of the Goals as being directly linked with our work and we will undertake actions to address some of the issues in the Moray Firth— helping us to achieve Our Vision

For more information on the UN Sustainable Development Goals, visit:
<https://sustainabledevelopment.un.org/sdgs>

Our Area

From the northern seabird filled cliffs and stacks of Duncansby Head to the busy fishing port of Fraserburgh at its eastern limits, the 800km of Moray Firth coastline embraces a rich marine life that stretches from ocean depths to the shallows of muddy, sandy and rocky shore, where geese, ducks and waders thrive. The importance of the Firth for cetaceans, birds and marine habitats is recognised in national and international designations for protecting nature, such as the Moray Firth Special Area of Conservation (SAC).

Around the waters of the Moray Firth are the many communities where lives remain closely connected to the sea through fishing, tourism and recreation. Recreation on both sea and land makes an important contribution to the area, with dolphin watching alone worth £4 million to the Moray Firth economy. Many of the settlements have a rich cultural heritage, with a history linked to the changing fortunes of fishing and overseas trade. On shore, the fertile lowland farms are world famous for their malting barley, and seed potatoes.

We are home to 32 ports and harbours around the Firth. They are the focus for much of the area’s industry and commercial activity, and operate to support oil production, renewable energy, commercial shipping, cruise liners and recreational boats. Scottish Governments net zero carbon target of 2045 and the energy transition plays a significant role in the local area, with key sites identified within Moray Firth. The evolution of Scotland’s energy infrastructure to adapt to the growing demand for renewable energy as a route to decarbonisation of our power, transport and heating systems, will provide economic opportunity for the region.

Our History

The Moray Firth Project was initiated in 1993 after the 1992 Rio Earth Summit. In 1996 The Moray Firth partnership was launched and became a charity and a company limited by guarantee in 1999. During this time, the Partnership has been involved with, supported and led on a number of projects including:

Moray Firth SAC Management Programme, Best Practice Seminars, Fisheries Action Group, Engaging Young People & Businesses, Sustainable Marine Tourism Study, Inshore Fisheries Group, Seafood—See Here!, Sectoral Interactions Matrix, Gansey Project, Beach Guardians, Nortrail and many others.....



SCRAPbook
targeting coastal litter

SCRAPbook is an exciting initiative, led by Moray Firth Partnership and Sky Watch UK Civil Air Patrol, using aerial photographs taken from light aircraft.

Working with our partners and with funding from Marine Scotland and other donations, we have been able to create a map showing all the coastal litter and pollution hotspots around the coast of Scotland.

In 2018, we released the dataset and images and these are available on line at <https://www.scrapbook-scotland.org.uk/> and on the National Marine Plan Interactive (NMPi) at <https://marinescotland.atkinsgeospatial.com/nmpi/>

We will bring the focus of the SCRAPbook project to the Moray Firth tackling marine litter issues across the area.



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