

National Trust

Key

- NT Formby Site Boundary
- Sefton Council Site Boundary

Formby Golf Club

St Josephs
Hospice

Lifeboat Road

Ravenmeols LNR

Scale (metres approx.)

500

Help us see into the future

When we make plans to look after the coastline at Formby the National Trust has committed to look after it **forever for everyone**. Some of the things we decide and do now will have a major impact on how this coast evolves. It is already changing all the time and will be different in three years, ten years, fifty years.

How we manage those changes will have an impact on you and the people who love this place now, but also on your children and their children.





Where do you want us to prioritise our effort?



Which three of the above do you think are most important? Draw a picture, write a poem, add some words, put a sticker on the plan, write your comments on a post-it-note to help us picture what you want this special place to be like in 2067.

Consider all the things that might have changed around us by then... robot staff, people living on Mars, self drive cars, coastal erosion, sea levels rising, global warming and species disappearing.

But also all the things that will stay the same... people playing on the beach, the need for wild places, habitats thriving, rare animals returning, coastline doing its own thing in its own way and own time.



Questions

- What does that look like to you?
- What really matters?
- What should the National Trust be doing to make sure that happens?





Conservation priorities for Formby

It's really important to achieve better nature conservation and land condition especially in protected landscapes like Formby. On this dynamic, changing coast, we need a 30 year forward plan which sets out how we will respond to coastal change. Making space for new habitats to develop, including mobile sand dune habitats will be important to maintain a healthy and beautiful natural environment.

The sand dunes: At Formby they are a priority habitat. Designated for their national and international importance their significance is seen as a crucial part of the whole Sefton Coast dune system. Priority sand dune species include Natterjack Toad, Sand Lizard, the Northern Dune Tiger Beetle, Forester Moth, Goat Moth, Grayling, Wall & Small Heath Butterfly. Priority plants include Prickly Saltwort & Field Gentian along with nationally scarce species like Dune Helleborine and Hounds Tongue. Breeding birds, including Skylark, Meadow Pipit, Linnet & Reed Bunting are species of concern due to disturbance of nest sites.

Scrub: This is a natural component of dune systems especially species like Hawthorn, Birch and Willow. Other species of scrub including Sea Buckthorn and White Poplar are invasive and without management they will become dominant. Scrub management targets the removal of non-native scrub species to maintain the open character of the dunes and the dune grassland vegetation.

Just inland there is an opportunity to use natural processes to restore the area of dunes between the beach and the woods. For example:

- We could encourage dune to form over the Tobacco waste area.
- We could develop a programme of scrub management
- We could also create new pools to help Natterjack Toads to breed.

Shoreline and intertidal mudflats: The intertidal zone is internationally significant for feeding of both Spring & Autumn species & populations of birds including Knot, Ringed Plover, Dunlin and Sanderling. Silt beds which are sometimes exposed on the shoreline contain semi-fossilised imprints of deer, wild cattle and humans from as early as 6,800 years ago.

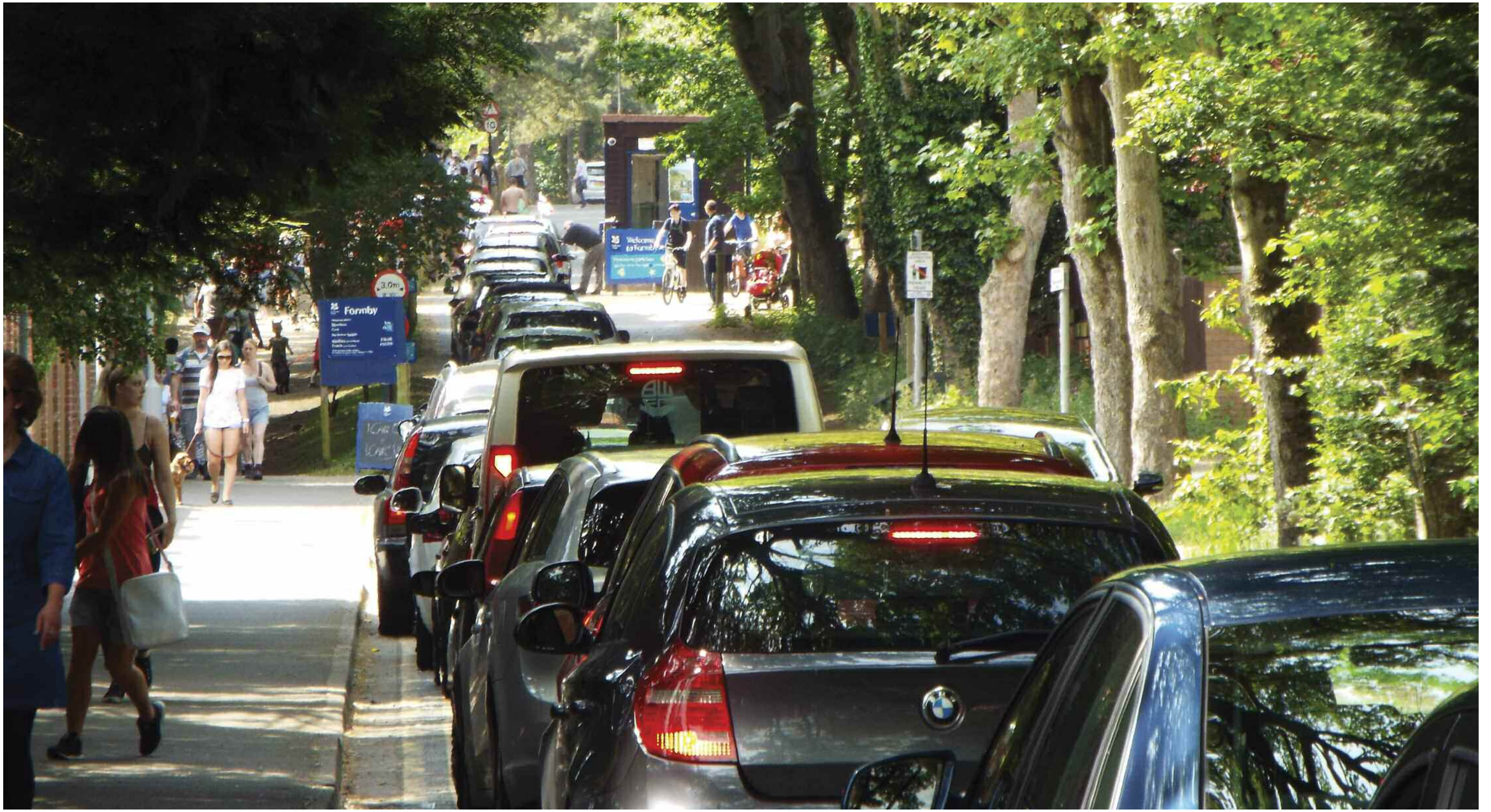
Woodland management: The woodland plantations are dominated by pine trees although a range of broad leaved species are present including Alder, Sycamore, Birch and Poplars most notably the rare Black Poplar. The pine woods are best known for the population of red squirrels which are also present in many Formby gardens and in the wider countryside of Sefton & West Lancashire. There is an opportunity to introduce more native species and make the woodland more robust, allow mobile and fixed dune habitats to move dynamically, and to create/extend wildlife corridors for Red Squirrels.

Shifting shores and 'coastal squeeze': The Formby coast has changed dramatically over the last 100+ years. The onset of erosion of Formby Point was noted from around 1906. Since then, the point has retreated by around ¼ mile in the vicinity of Victoria Road whereas along the Ravenmeols frontage it is possible to see parts of the 'Formby Promenade' some 200 yards inland from the beach. The recent average rate of change at Victoria Road is approximately 3.5 yards (3.2 metres).



Questions

- What are your thoughts on these conservation priorities?
- Do you have any hopes or concerns about conservation in Formby?
- What would you like the National Trust to do more or less in terms of conservation and why?
- If we were to manage this site brilliantly with you, what would that look like?
- How would you like to get involved to support the National Trust in its conservation activities?



Car parking and traffic management

We need to think and plan, as a result of, and to allow for coastal change at Victoria Road. Our car park at Victoria Road will be lost to the sea, with the highest rates of coastal change likely to be at the Victoria Rd site. Alternative parking on the site may be difficult to find and (therefore) we need to consider the management of the coastline as a whole.



Questions

- What are your thoughts about car parking and traffic management?
- What are your hopes and concerns?

Public access to the coast

We need to think about public access to understand, plan for and incorporate your needs as a user of the site (e.g. providing car parking facilities, offering a network of paths and waymarked routes, retaining quiet zones/ areas that aren't heavily visited).

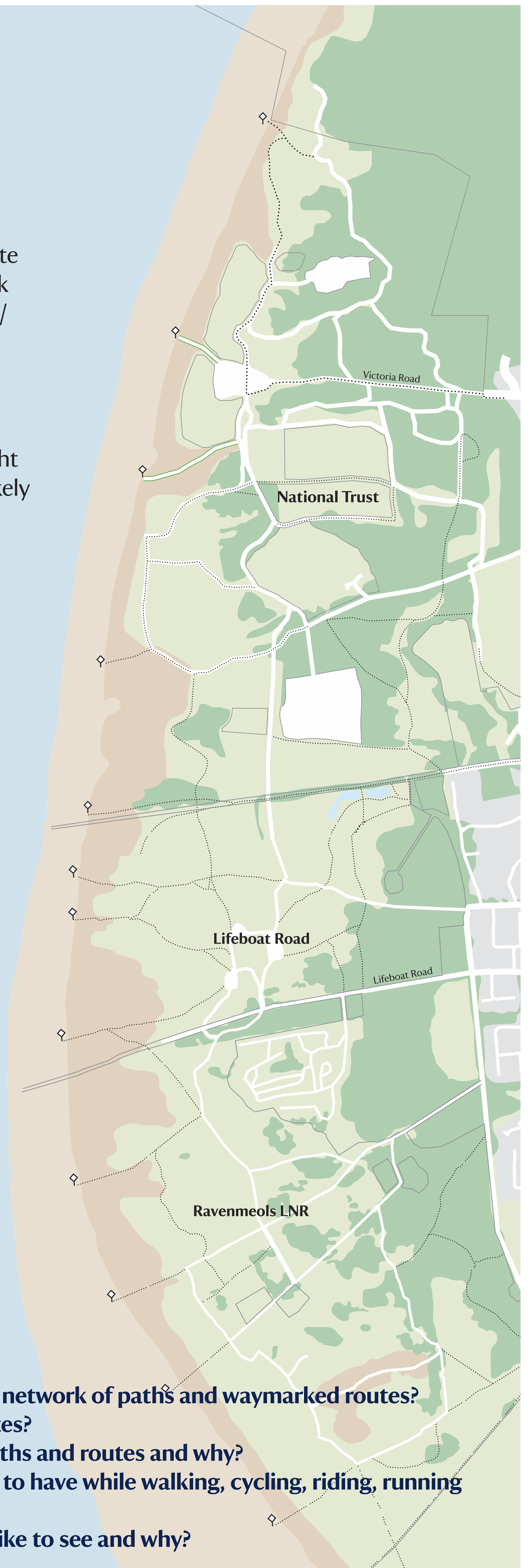
We need to take into account:

- Vulnerable/recovering areas and where zoning might be required & understand the pressures that are likely to be damaging to such areas
- The existing visitor movements: where do you go, how do you get there and why?



Questions

- What are your thoughts on the existing network of paths and waymarked routes?
- What works about these paths and routes?
- What would you change about these paths and routes and why?
- What kind of experience would you like to have while walking, cycling, riding, running on the coast?
- What new paths and routes would you like to see and why?





Catering and retail opportunities

At the National Trust, we love sustainably produced, local and seasonal food because it's better for the special places we look after, better for the environment and tastes better too. This year we received the Soil Association's Bronze Food for Life Served Here Award. The award recognises our commitment to serving local, fresh and honest food made using ethical and sustainable ingredients.



Our aspiration for Formby Point is to offer local dishes and use local ingredients. We want to provide food that is representative of Formby.

The National Trust commercial activity is designed with the needs of visitors in mind, for their pleasure and to enhance their experience. The profits made support the charitable purpose of the Trust (i.e. conservation). Income generation will be used to support the long term care of National Trust land at Formby.

The National Trust plan to grow the offer organically, to follow the demand, rather than drive it, or increase it.



Questions

- What food would you like to see on the menu at Formby Point?
- What kind of local ingredients could be used in the café?
- When would you like to be able to access the facilities? Are there particular times that you would like the facilities to be opened?
- Could there be late opening or early opening for dog walkers for instance or other groups: (eg. non-traditional timings, 6-9am), and what would you like to see sold at these times?
- What kind of local products could businesses from the region supply in the shop?
- Would you like to see the National Trust host events such as cycling events or farmers markets during quiet times?
- Is there a need for the community to use the National Trust facilities for events during quiet times? How could the space be used?

Working with local businesses and the community

The National Trust would like to offer more jobs and volunteering opportunities in catering at Formby Point in the future. On high peak days, or when the National Trust facilities are closed, local concession operators could provide an alternative offer.



The National Trust is committed to working with local suppliers and to support local businesses.

We want to offer people opportunities to participate in how we look after our site in a variety of ways (e.g. volunteer rangers, litter picking, learning, leading guided walks, helping with social media, helping visitors to park well, drop in to help with one off events like 'pick up a brick' last year etc.)



Questions

- How could the National Trust best support the local economy and work in partnership with local suppliers and local businesses?
- What kind of employment opportunities would you like to see created?
- What kind of roles can maximise on local skills base?
- What type of volunteering would you like to do at Formby Point, and why?
- How could the community be best informed of these opportunities?
- What could local concessions operators provide?
- What could be done to persuade visitors to the beach to visit Formby town?
- How could we work together to make this happen?
- What's the best way to link with local businesses in Formby?
- What are the blockers to be aware of?



Formby Point Spirit of Place

In 2015 we asked several hundred people what made the National Trust site at Formby special to them. From their comments we produced a statement which captures Formby's Spirit of Place. This guides all our work at Formby.

Formby; a capricious landscape, sculpted by wind and squeezed by surging tides, where shifting sands create an ever changing dune landscape, actively building and moving inland, a desirable natural process creating rolling golden whale back forms against a pine-green backdrop of dune plantations

Famed for red squirrels, this is an area of rare nature and protected habitats. A keen eye may spot elusive plants, insects, reptiles and amphibians along sandy paths, through dune, grassland and heath.

Among this fragile habitat is evidence of a cultural history stretching back thousands of years; from tracks in shoreline silt-beds revealing the presence of an ancient marsh trodden by hunter-gatherers to the fields levelled by generations of asparagus farmers.

Today, Formby is cherished as a favourite seaside destination for locals, Liverpudlians and those from further afield, a place for a simple family day out, for healthy exercise and relaxation, somewhere to gaze across the sea and experience in every season a dynamic landscape and to find a sense of remoteness and seclusion.

Our challenge is to manage for a changing landscape and those who spend their time here.



Questions

- What makes Formby special for you?
- What is unique, distinctive and cherished about Formby Point?
- Particularly in light of the land transfer of Lifeboat Road and Ravenmeols, can you suggest any changes to the Spirit of Place?
- Looking at the maps, can you highlight where you personally like to go (or not) and can you explain why you enjoy going there (or not)?

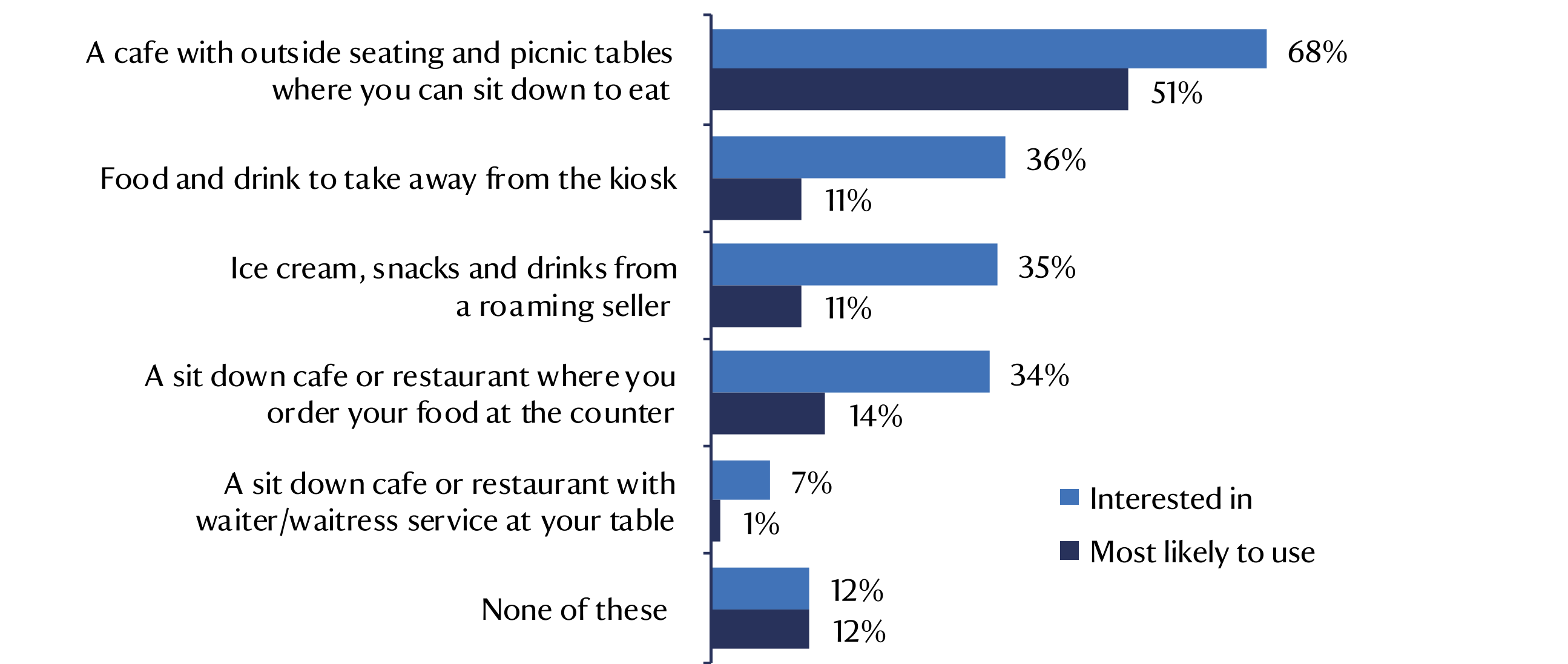
Facilities

In 2016, we interviewed almost 700 people. These interviews took place over a a number of weeks to ensure we captured the views of a lot of different people. Our surveys suggest that many visitors would like better toilet provision and somewhere to buy a nice cup of coffee. We think we can help with this.

We believe that just from the existing visitors there is sufficient demand to run a café, but that it would need to be flexible to meet the peaks and troughs and it would need to be very carefully designed and sited so it did not detract from the landscape.

Food and drink offer at Formby

Visitors were asked what time they had arrived at Formby and what time they were leaving (or expected to leave). The length of stay has been calculated from this and is displayed in the table below. The (mean) average length of time spent on site overall was two and half hours (151 minutes). This was much higher amongst peak visitors (170 mins) and lower amongst off-peak (114 mins).

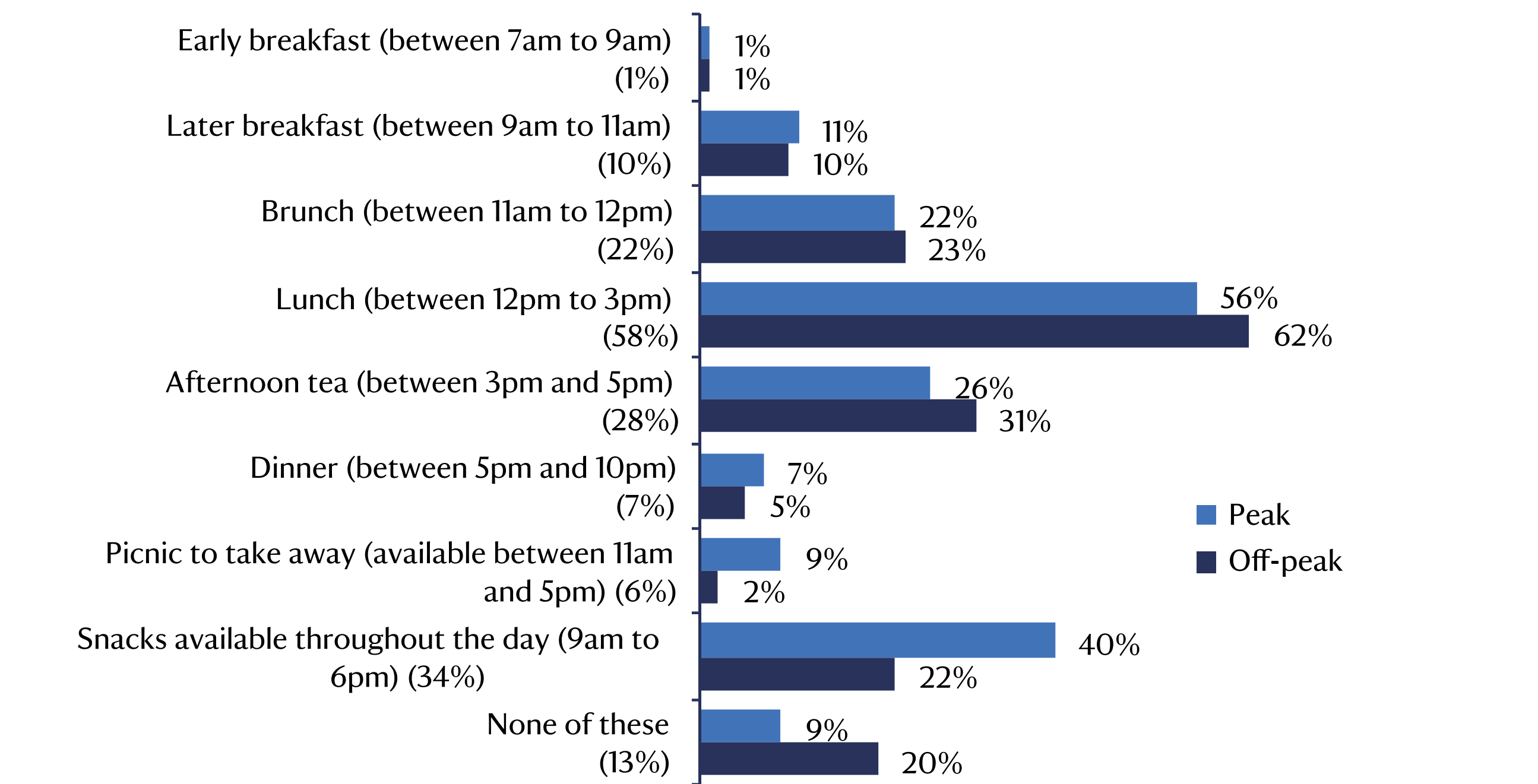


Base–Interested in: 688, Most likely to use: 686

There were no significant differences in the types of which eating experience that peak and off-peak visitors were interested in, although off-peak were significantly more likely to say none of these (18% vs. 9% peak). In terms of which eating experience they would be most likely to use, a significantly greater proportion of peak visitors would use a café/restaurant with counter service. This is shown in the table below.

Which one do you you think you would be most likely to use?	Overall	Peak	Off-peak
A cafe with outside seating and picnic tables where you can sit down to eat	51%	50%	53%
A sit down cafe or restaurant where you order your food at the counter	14%	17%	8%
Food and drink to take away from the kiosk	11%	12%	9%
Ice cream, snacks and drinks from a roaming seller	11%	10%	11%
A sit down cafe or restaurant with waiter/waitress service at your table	1%	2%	<1%
None of these	12%	9%	18%
Base:	686	448	238

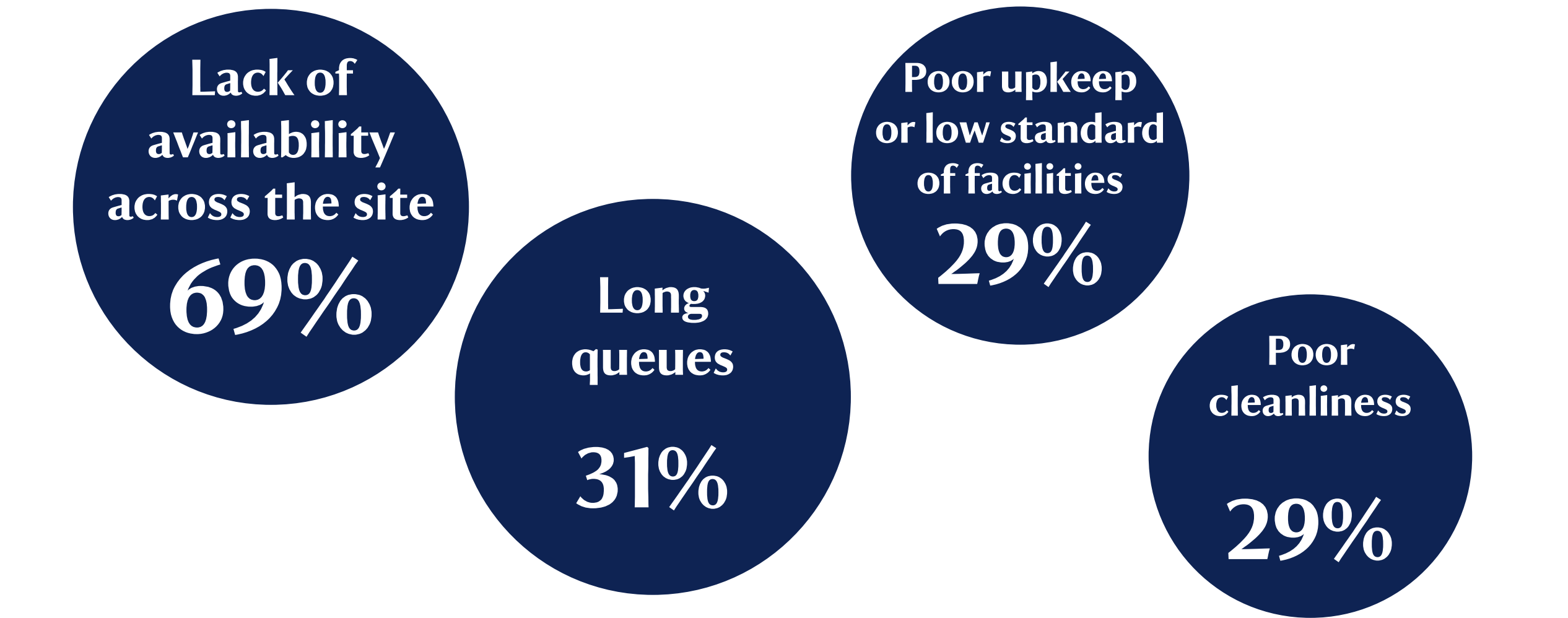
Visitors were also asked what times of day they would be interested in purchasing food and drink. Demand peaked in the middle of the day, although there was still some level of interest throughout the day.



Base–Overall (% in brackets): 689, Peak: 450, Off-peak: 239

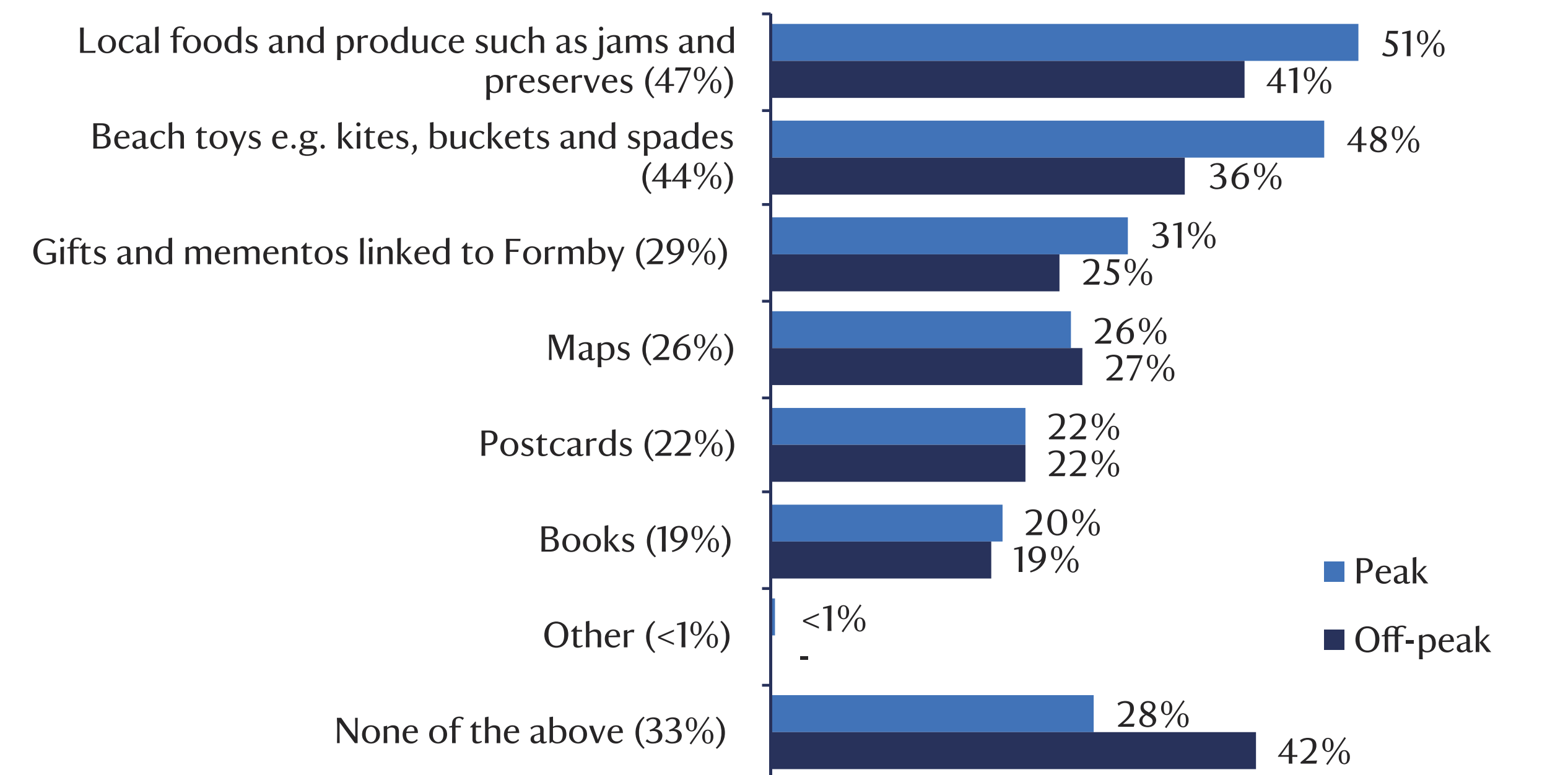
Issues with the toilets

Respondents who gave the toilets a score of 1-4 were asked why this was the case. 40% of respondents also gave other, unspecified, reasons



Retail offer at Formby

Visitors were asked to choose from a list, if there was a shop at Formby, what sort of products they would be most likely to purchase. Local produce and ‘beach toys’ were the most popular, although one third (33%) of respondents were not interested in any of the products listed.



Base – Overall (% in brackets): 689, Peak: 450, Off-peak: 239



Questions

- What do you think of these suggestions?
- What kind of catering facilities would you like to see at Formby Point (e.g. Mobile and permanent facilities)?
- What other facilities would you like to see?



Access and car parking

The National Trust is fully aware that car parking on busy days is an issue. It affects our neighbours, our conservation work and the visitors themselves. We want to address this and hear about the community’s views on how best to manage access at Formby Point.

Natural processes (coastal squeeze, sand dunes rolling back in) are putting a lot of pressure on existing car park at Victoria Road. We need to think and plan as a result of and to allow for coastal change at Victoria Road. The existing car park at Victoria Road will be lost to the sea at some point.

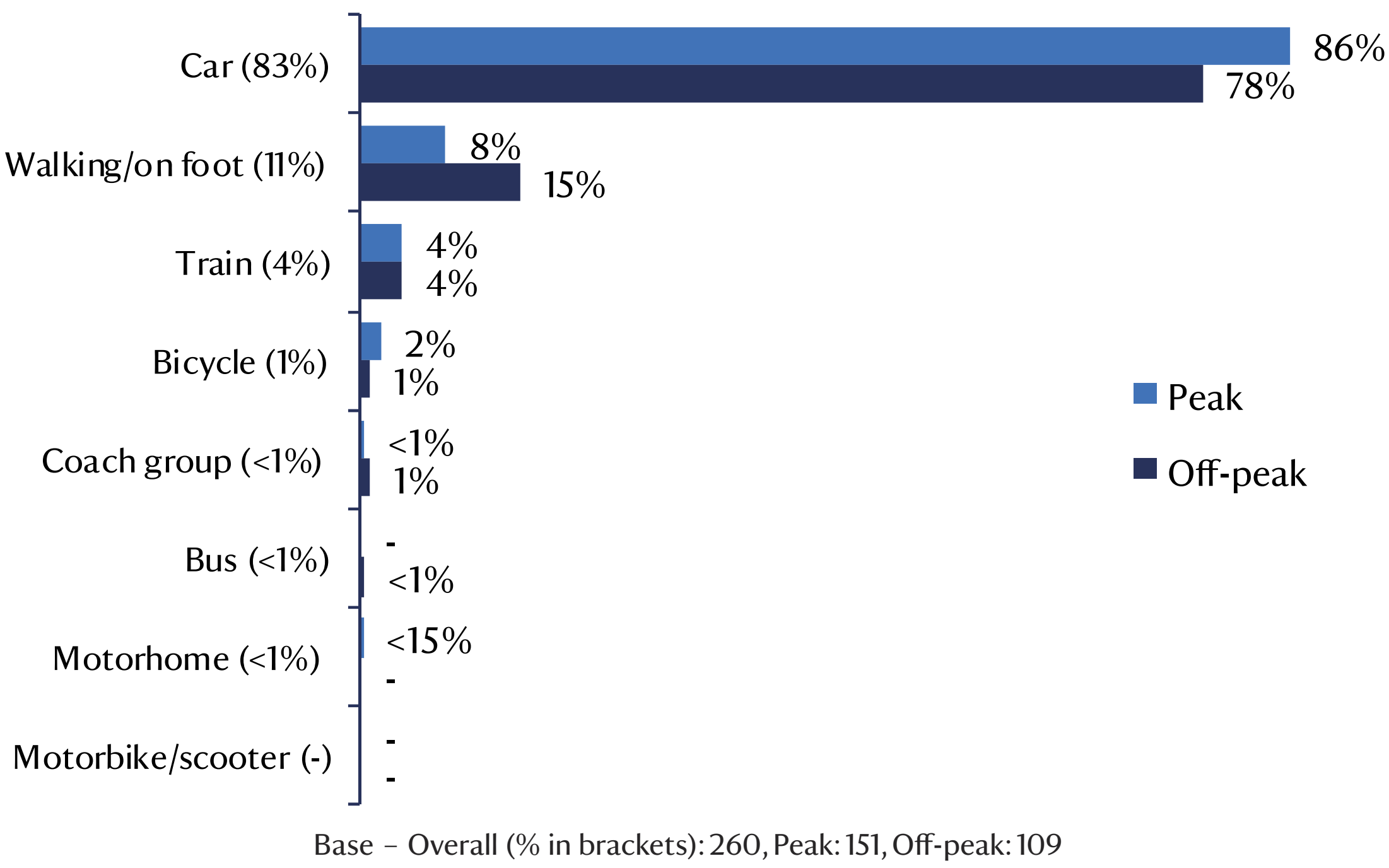
The highest rates of coastal change are likely to be at the Victoria Rd site and the land is important habitat for a variety of plants and animals. Alternative parking on the site may be difficult to find and therefore we need to consider the management of the coastline as a whole.

Statistics about traffic and car parking in Formby

- There are approximately 300 car park spaces at Victoria Road
- Lifeboat Road has around 200 parking spaces and some overflow parking

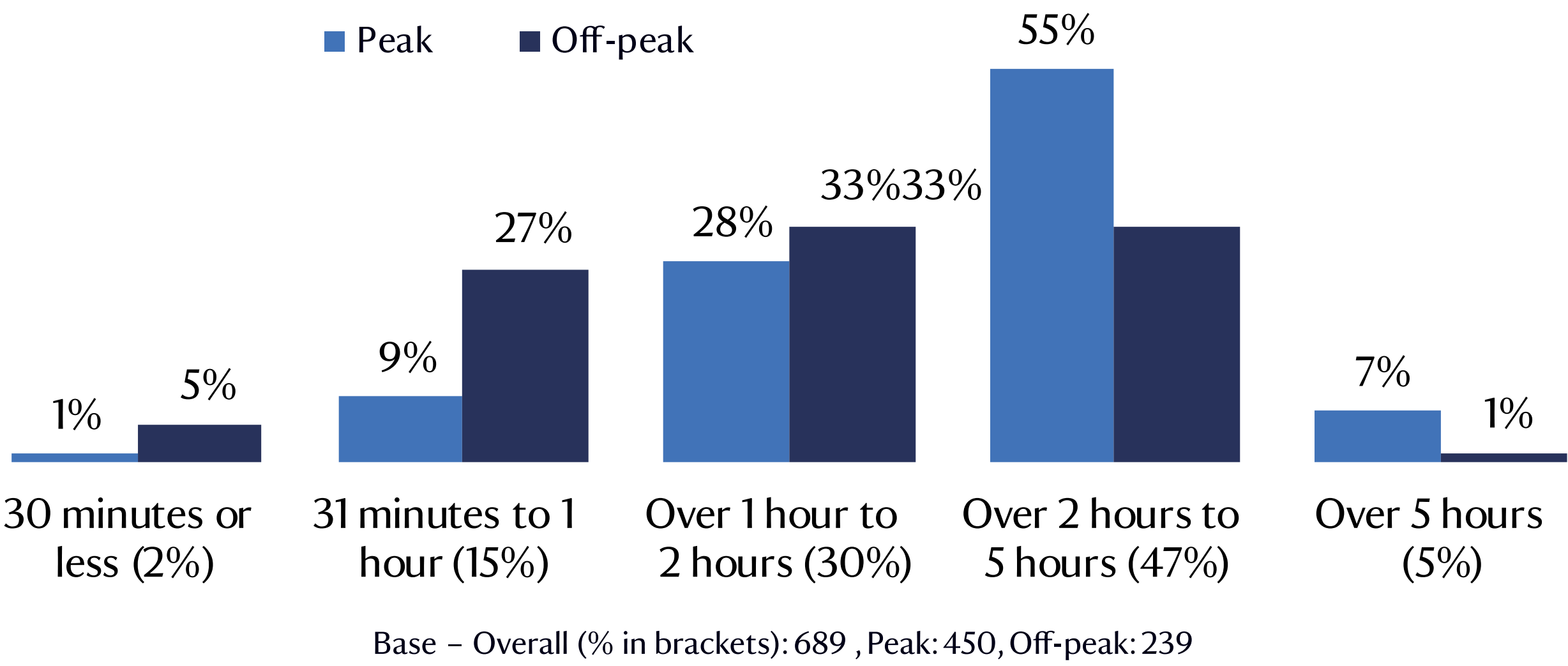
Getting to Formby

Visitors were asked what the main form of transport they had used to get to Formby on the day they were interviewed. Cars were by far the most common for both peak and off-peak visitors, although they saw significantly greater use amongst peak. Off-peak were significantly more likely to walk, however.



Time spent on site

Visitors were asked what time they had arrived at Formby and what time they were leaving (or expected to leave). The length of stay has been calculated from this and is displayed in the table below. The (mean) average length of time spent on site overall was two and half hours (151 minutes). This was much higher amongst peak visitors (170 mins) and lower amongst off-peak (114 mins).



Questions

- What are your thoughts on how best to manage access and traffic on peak days?
- How can we manage car parking without affecting the character of our site and its importance for nature?
- Is it possible to encourage people to travel by other means than their cars and if so how?

