

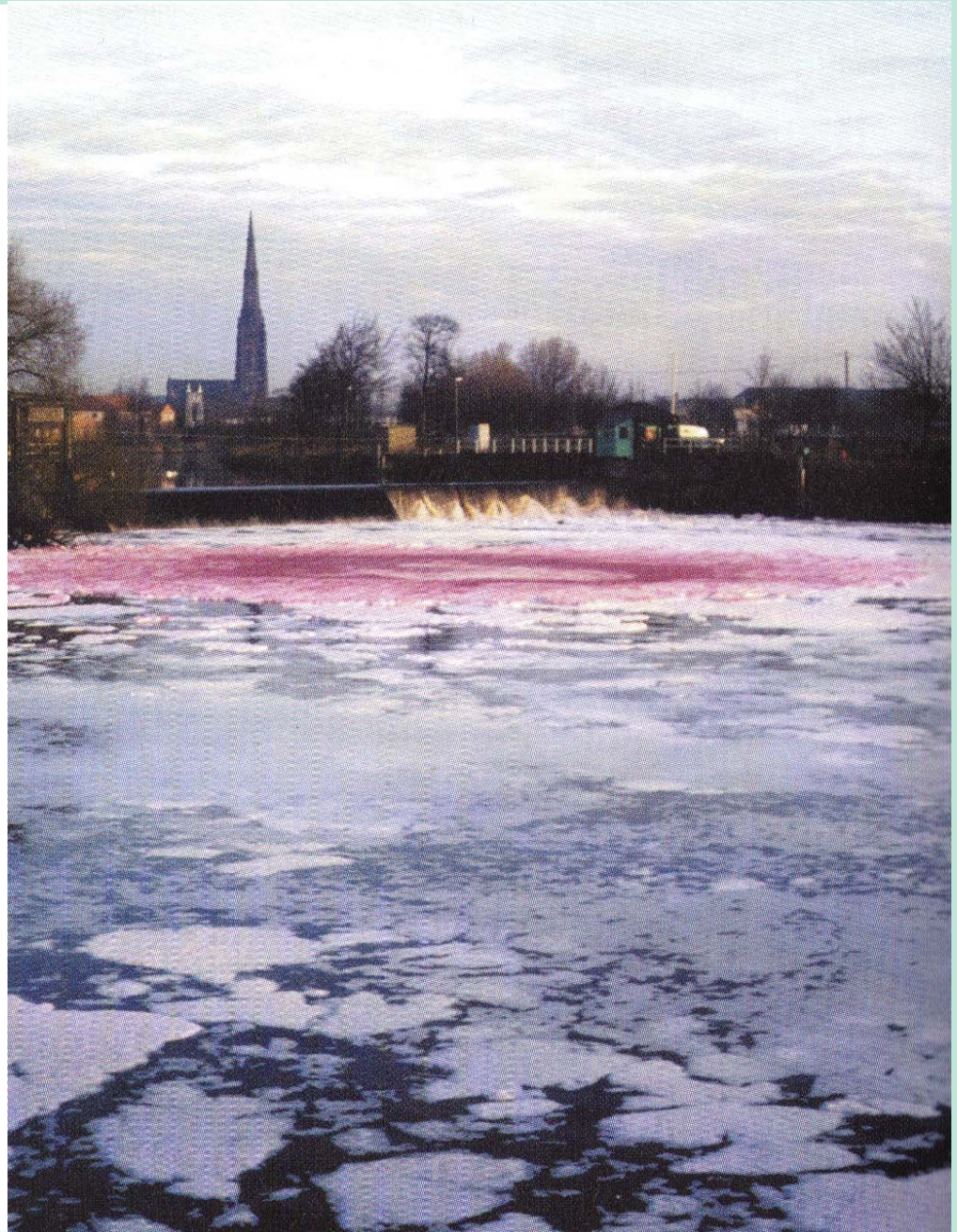
The Mersey Basin Campaign

- Why was it needed?
- What did it try to achieve?
- How did it do this?
- What impact has it had?
- Is there life beyond the Campaign?

The Problem

“Today the river is an affront to the standards a civilised society should demand of its environment. Untreated sewage, pollutants, noxious discharges all contribute to water conditions and environmental standards that are perhaps the single most deplorable feature of this critical part of England.”

Michael Heseltine, 1983





Scenes such as these are, unfortunately, all too typical in the Mersey Basin.

Waterside Dereliction

The Challenge

“To rebuild the urban areas of the North West we need to clean and clear the ravages of the past, to recreate the opportunities that attracted earlier generations to come and live there and invest there...”

*A Mersey Basin restored to a quality of environmental standards fit for the end of this century will be of **incalculable significance in the creation of new employment.**”*

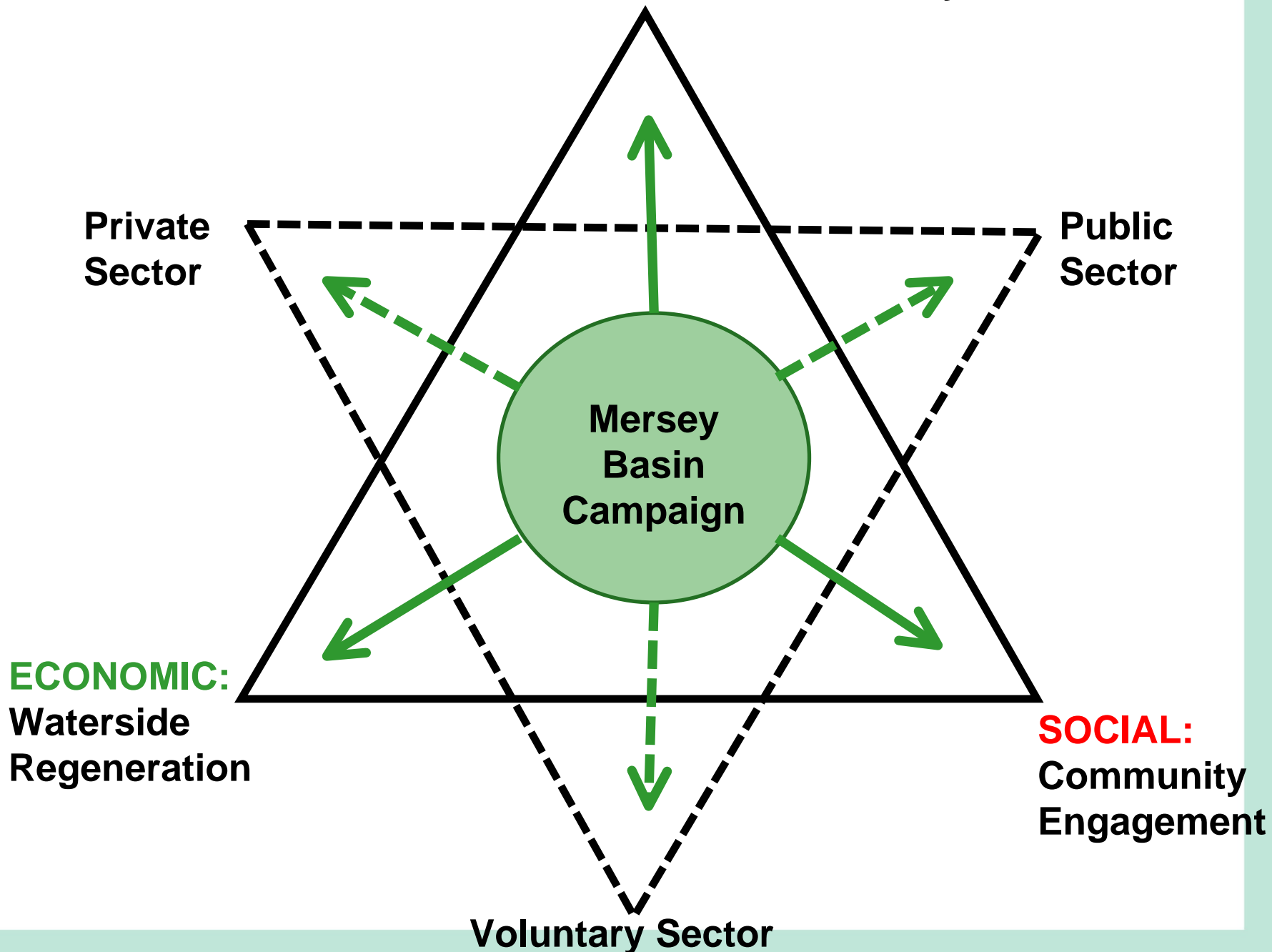


Michael Heseltine, 1983

Aims

- to improve **river water quality** across the Mersey Basin to at least a 'fair' standard by 2010 so that all rivers and streams are clean enough to support fish
- to stimulate **attractive waterside developments** for business, recreation, housing, tourism and heritage
- to encourage people living and working in the Mersey Basin **to value and cherish their watercourses** and waterfront environments

ENVIRONMENTAL: Water Quality



Geography

- Campaign area equals Mersey plus Ribble river basins
- Issue of river basins *versus* city regions, as topical now as in the 1980s
- River Valley Initiatives: bringing the Campaign to the local scale
- Campaign has worked at many geographical levels, from international to local



Timescale

- A 25-year timescale was always part of the plan, given the magnitude of the task: what is exceptional is that successive governments stuck by this;
- Before the Campaign started in 1985, time was spent in gathering support and commitment from potential partners: this bore fruit later on;
- Over 25 years a lot changes; institutions, socio-economic conditions, legislation and, most importantly, people;
- Maintaining momentum requires periodic changes in leadership: four chairs have led the Campaign.

Pioneering Partnership

“The task of cleaning up the Mersey is a comprehensive and formidable one. (It) calls for a team effort, in which the inputs of all sectors encourage each other and generate a momentum of improvement greater than could be achieved otherwise.”

Peter Walton, 1983

Pioneering Partnership

- Partnership has been the essence of the Campaign but in 1985 few knew what it meant;
- Being called a Campaign has given clarity of purpose;
- Breadth of the partnership has been one of its strengths: all sectors have a role in achieving Campaign aims;
- Relationship with privatised water company has been key;
- Campaign should never try to do what others can do by themselves: it must make a difference.

How the Campaign works: five verbs

- **Influencing** opinion and priorities across all geographical levels
- **Enabling** projects to be implemented both by the Campaign and other partners
- **Mediating** between different partners to provide common ground
- **Enhancing** projects to enable added value and encouraging partners to aim higher
- **Communicating** the message of the Campaign and listening to new ideas and concerns



Influencing: the Mersey Basin Campaign annual conference – an opportunity for all stakeholders to be stimulated, informed and inspired



Enabling: the opening, by HRH Princess Anne, of the new club house for Liverpool Sailing Club. The Campaign helped in assembling a range of partners and a funding package as part of an Interreg project.

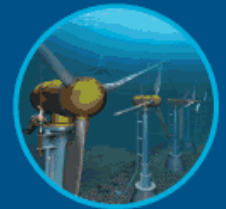
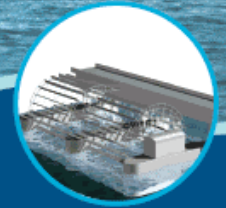
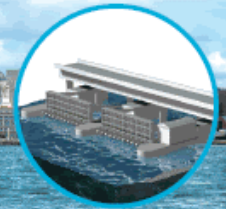


MERSEY BASIN CAMPAIGN
WATERS | REGENERATION | ENVIRONMENT | SUSTAINABILITY

Power from the Mersey

An exploration of the potential for renewable energy

Mediating: The Mersey Estuary renewable energy study – the Campaign’s role in promoting informed and balanced discussion among partners about the options for generating electricity in the Estuary



In the face of global warming and climate change, the need to find sources of renewable energy has never been more urgent.

The Mersey holds the prospect of a real contribution to reducing carbon emissions while allowing the region to prosper and grow.

merseytidalpower.co.uk

June 2007



Enhancing: Through its Healthy Waterways Trust, the Campaign has promoted an innovative oxygenation project in which oxygen is pumped into a 3km stretch of the Manchester Ship Canal at Salford Quays, allowing the return of aquatic life.

MERSEY BASIN CAMPAIGN


- HOME
- NEWS
- EVENTS AND AWARDS
- SOURCE NW MAGAZINE
- WATERPROOF NORTHWEST
- LOCAL ACTION
- FACTSHEETS
- ABOUT US
- WATERSPORTS
- SITE MAP


website sponsored by Shell UK


SEARCH GO

I'M LOOKING FOR GO

LATEST NEWS


 **Up, up and away**
September 16, 2009
Stockport-based environmental consultancy APEM has invested in a new high-tech plane that can create amazingly detailed aerial surveys of rivers, lakes and the sea.

 **Ganges of the North**
September 8, 2009
Hindu devotees from across the Northwest took part in a colourful ceremony in Liverpool last week, with the River Mersey standing in for the sacred River Ganges.


 **Civic pride on display**
August 6, 2009
The chair of the Mersey Basin Campaign, Professor Peter Batey, takes centre stage as a new exhibition opens at the University of Liverpool.


SEE ALSO

Campaign blog

 read our blog

MWH Mersey Basin Week 2009 - Register now!

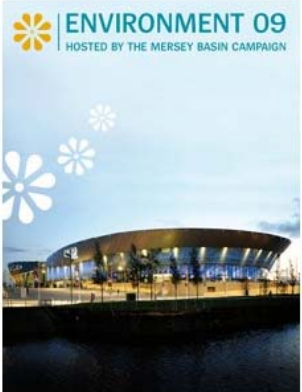
 Viridor Mersey Basin Week 2009



UNILEVER DRAGONFLY AWARDS 2009 - DO YOU KNOW AN AMAZING ECO-VOLUNTEER OR COMMUNITY GROUP?
THE DEADLINE FOR ENTRIES IS 30th SEPTEMBER 2009.
[CLICK HERE TO FIND OUT MORE AND ENTER....](#)

ENVIRONMENT 09

The Mersey Basin Campaign will be hosting its final conference at the ACC Liverpool this September. [Click here for more information about the day's events...](#)

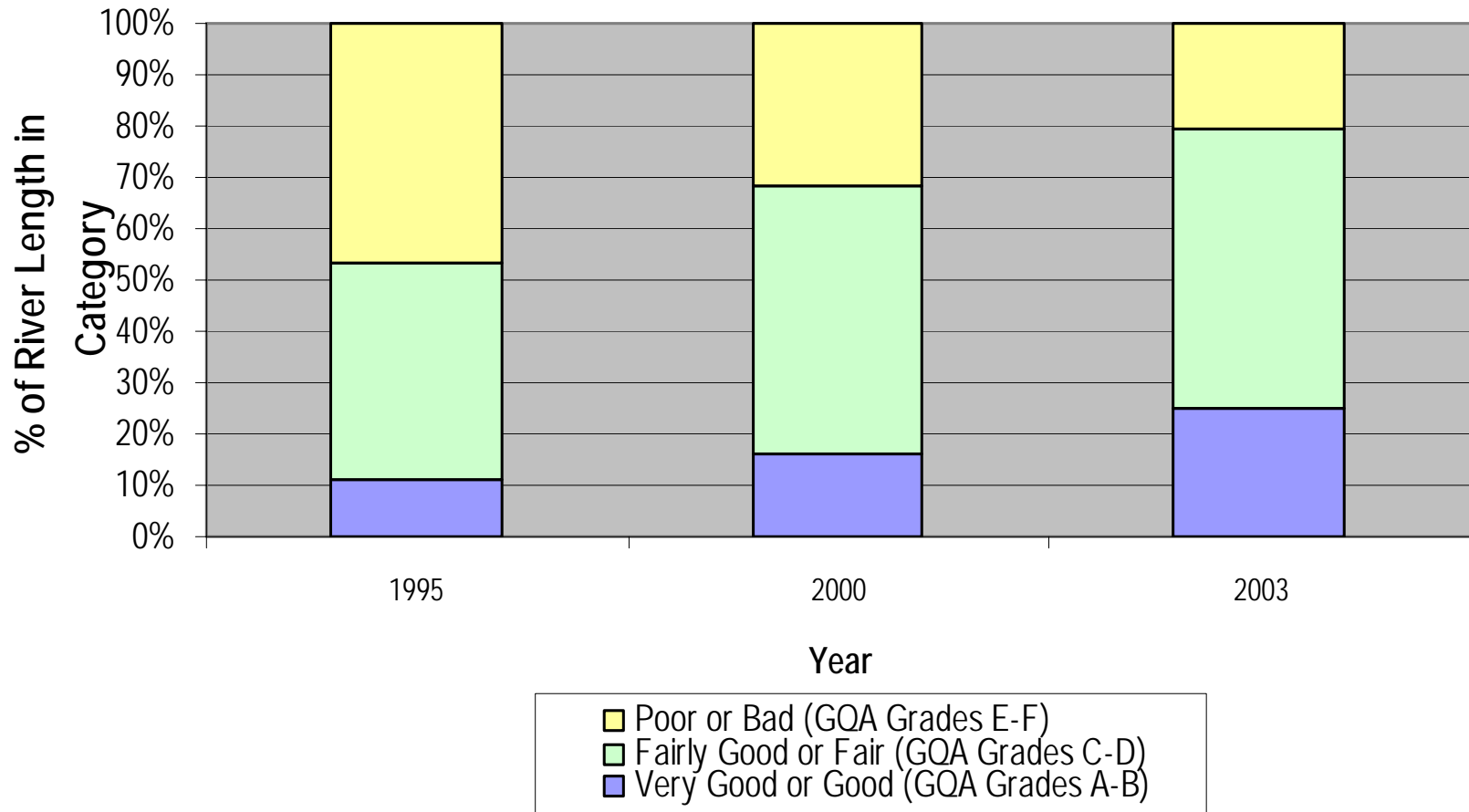


Communicating: the website enables a two-way flow of information and comment between the Campaign, its partners and the general public.

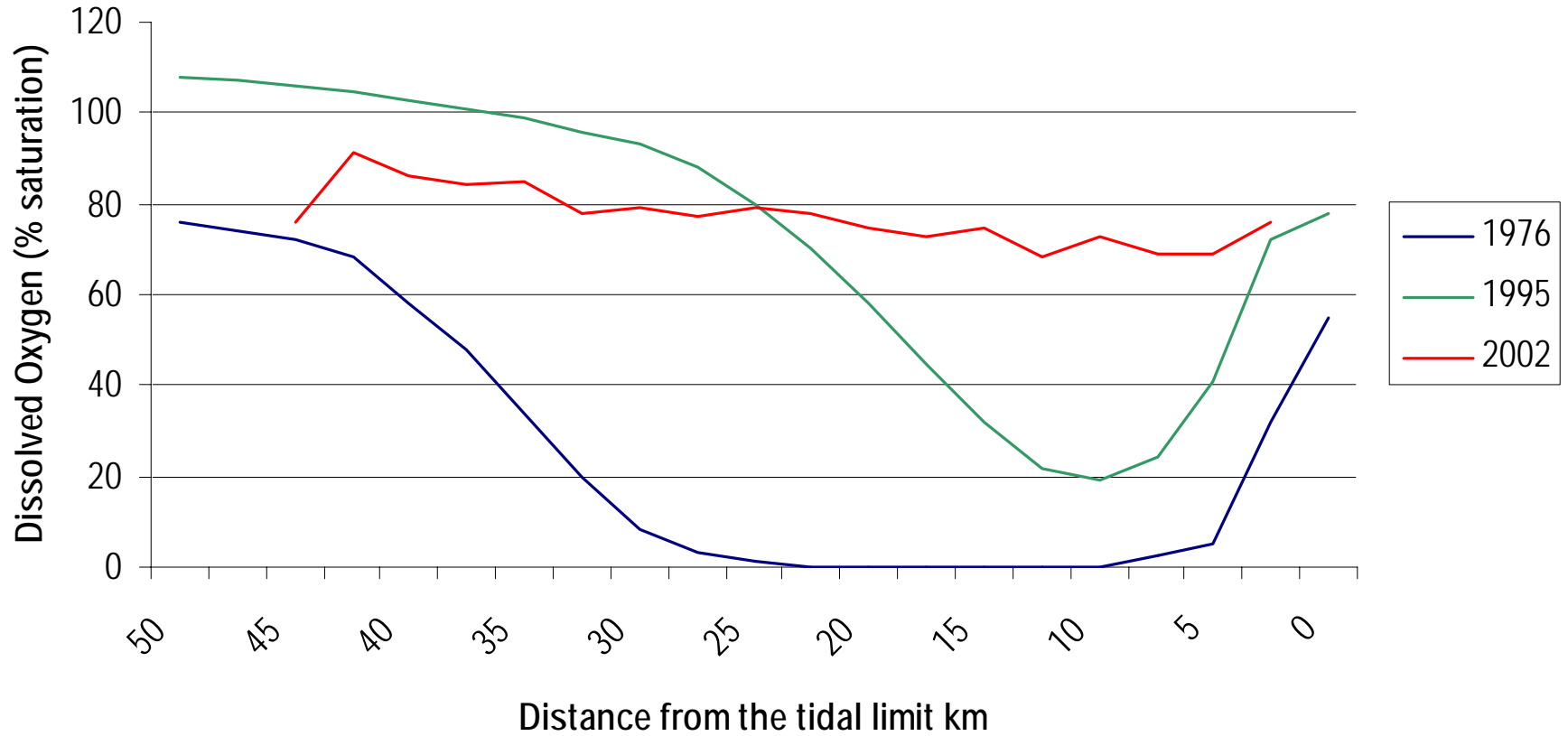
A photograph of a bright blue sky filled with wispy, white clouds. The clouds are scattered and have a soft, ethereal quality. The word "Impacts" is centered in the middle of the image in a black, sans-serif font.

Impacts

General Biological Quality of Rivers



Dissolved Oxygen Levels



Salmon in the Mersey



Waterside Regeneration





Waterside Regeneration



Debris and litter are a recurring problem in areas of waterside regeneration

North West England's Regional Parks: waterside regeneration

CROAL IRWELL
EAST LANCASHIRE
MERSEY WATERFRONT
MORECAMBE BAY & DUDDON
NORTHWEST COASTAL TRAIL
RIBBLE COAST & WETLANDS
WEAVER VALLEY
WEST CUMBRIA ENERGY COAST
WIGAN GREENHEART



NORTHWEST ENGLAND'S REGIONAL PARKS

(MAPS: CHRIS MARRS)

Community Engagement

- Over 4,000 participants annually in Mersey Basin Week activities and events, a 100% increase in the past five years alone
- New community and voluntary groups have been established to address specific problems of litter, fly tipping and security/safety in their immediate area.



Community Engagement



Less tangible impacts

- A transformation in attitudes towards the river: a real asset instead of an embarrassing eyesore
- Laying the foundations for the regeneration of the whole area: an essential pre-requisite
- Success breeds success: investor confidence, e.g. Peel's Ocean Gateway proposals

Legacy

- The final year is being used to identify new champions for many of the Campaign's current activities;
- The staff – the Campaign's greatest asset – will continue to play an important role in whichever organisations they move on to;
- A new version of the Campaign's website, created with support from Shell, will provide a resource for five years after the Campaign ends;
- The Healthy Waterways Trust – the Campaign's charitable trust arm - will continue to run; if needed, it can fulfil an honest broker, mediating role;
- The Campaign has largely achieved what it set out to do: it is right that it should pass on the baton to others in 2010.

Thank you

