

Meeting No 3: 26<sup>th</sup> February 2007

1. Introduction

This paper is to provide background to a workshop that will take place during the third steering group meeting. This workshop will aim to set a strategic vision for the Firth of Clyde and which will guide the high level objectives of the Local Marine Spatial Plan (LMSP). This workshop recognises that evidence based input from representative stakeholders is essential to the development of high quality policy proposals and to improve outcomes of strategic plans. An outline of the process is shown in Figure 1.

This paper also includes definitions of the strategic terminology that will be utilised throughout the LMSP (Table 1), as well as examples of strategic vision statements and high level aims from other plans.

Strategic Vision	How we want the Firth of Clyde to look 20 years in the Future. Described in graphic terms where the goal-setters want to see themselves in the future
Aim	An overarching goal which sets out the purpose of the plan
Objective	A statement that specifies the direction of desired change in trends or conditions
Policy	The expressed intentions of the plan
Proposal	A positively worded policy that proposes a course of action or an allocation for a particular purpose
Target	Proposals expressed in terms of specified amounts of change (thresholds) in specified time periods.

Table 1. Definitions used in LMSP

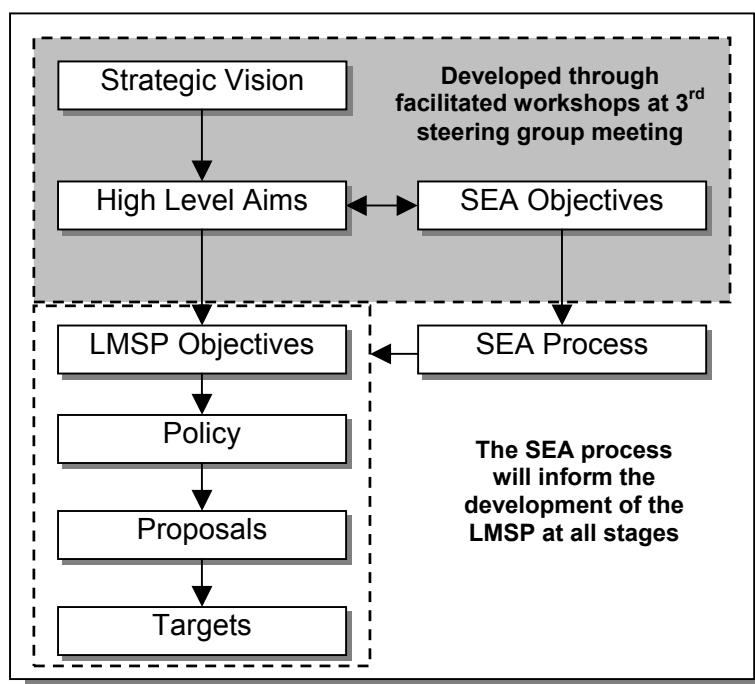


Figure 1. Process for LMSP Development

2. Strategic Vision

The process of developing policy begins with the development of a strategic vision. A strategic vision provides a realistic and credible description of an attractive future for an area.

The benefit of setting a vision is that it facilitates common consensus and provide a focus for taking action. The vision enables some way of measuring progress; if you do not know where you are going, how do you know when or if you got there? The wider the participation in setting the vision and high level aims the greater the commitment and motivation to achieve them.

For the process to be effective, the participants must view the setting of a vision and high level objectives as central to the process. For effective implementation all stakeholders should consider the question: "What's in it for me?"

Examples of Strategic Visions

The following vision statements are taken from terrestrial development plans. They may not be directly applicable to the development of a vision for the marine environment of the Firth of Clyde. However, they provide useful examples of the strategic and aspirational nature of such vision statements.

- The area will be amongst the most attractive business locations in Europe because of the improved quality of the transport system, the labour force and the physical environment;
- The quality of life in all settlements will be valued because of the improved access to jobs, town centre facilities and residential environment, reinforced by a well defined high quality Green Belt;
- The image of the area as a place to live, work and visit will be transformed by the greening of urban and rural areas; and
- Public transport, walking and cycling will be as attractive modes of travel as the car for most trips, because of their improved quality and integration.

**Glasgow and the Clyde Valley Joint Structure Plan 2006**

Ayrshire will be a competitive place contributing to a thriving Scotland, that is receptive to change, open and welcoming to new people, new ideas, new activities and new ways of living: with strong vibrant communities: a well-connected, growing, diversified and sustainable economy: an excellent quality of life and health environment: with all people enjoying the highest levels of prosperity, choice and accessibility in partnership with the wider West of Scotland.

**Ayrshire Joint Structure Plan 2006**

### **3. High Level Aims for the Local Marine Spatial Plan**

The purpose of setting high level aims for the LMSP is to determine key achievement results, desired by the stakeholders in support of the overall vision. They will facilitate objective setting in the next phase of LMSP development.

#### Examples of High Level Aims

- to increase economic competitiveness
- to promote greater social inclusion and integration
- to sustain and enhance the natural and built environment
- to integrate land uses and transportation

**Glasgow and the Clyde Valley Joint Structure Plan 2006**

- To promote the sustainable use of natural resources
- To promote the sustainable social and economic development of the parks communities
- To conserve and enhance the natural and cultural heritage
- To promote understanding and enjoyment of the parks special qualities

**National Parks (Scotland) Act 2000 National Park Aims**

### **4. Context for Clyde Pilot Project Vision and LMSP Aims**

The National SSMEI and Clyde Pilot Proposal contain aims that need to be encompassed when developing both the strategic vision for the project and high level aims of the LMSP.

The National SSMEI has a number of outcome aims:

- To establish a suite of pilot schemes, developing transferable and applicable innovative approaches to delivering *sustainable marine management* for Scotland.
- Ensure *economically & sociably sustainable future* for Scotland's coastal communities and marine industries.
- *Environmental benefits* whilst supporting sustainable use of natural resources.

The SSMEI Clyde Pilot Final Proposal contains a number of more specific aims for the project. These include:

- To develop a long-term marine spatial plan for the the Clyde marine area
- To enable and promote more sustainable management of marine natural resources in the Firth of Clyde
- Develop and implement a spatial plan related to key sectors, ensuring integration with existing sectoral planning, the appropriate application of the principles of sustainable development, the ecosystem approach and adequate consideration of sustainability.