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Turning Tides and LOVEmyBEACH

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Turning Tides is a cross-agency partnership working together in North West England to do everything we can to improve the quality of our bathing waters.

Through infrastructure, planning, campaigning, volunteering, educating, engaging and hard work, our aim is to make sure everyone enjoys our beaches for generations to come.

Officially launched at a summit held at the Winter Gardens in September 2012, the partnership board has since met to agree what action needs to be taken to reduce bathing water pollution, including the launch of the LOVEmyBEACH campaign.

LOVEmyBeach

The LOVEmyBEACH campaign is being delivered through Turning Tides working with groups across the region such as Fylde Peninsula Water Management Group, Morecambe Bay Partnership and Windermere Reflections.



[LOVEmyBEACH](#) is a campaign with a huge challenge: to work together to keep our local beaches and bathing waters clean. You don't have to live by the sea to make a difference – wherever you live, work, visit in the North West, please support LOVEmyBEACH. To find out how you can help please go to [www.lovemybeach.org](http://www lovemybeach.org)

The Turning Tides vision

Bathing waters we can be proud of, that are valued by communities and that support a vibrant economy.

The key objectives are to:

- Inspire and change perceptions and values of key decision makers, the media, politicians, the private sector and the wider community
- Collaboratively strive to raise the quality of North West bathing waters
- Identify and raise awareness of funding streams for North West bathing water improvements

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