



Wholescapes Approach to Marine Management: The WAMM Project

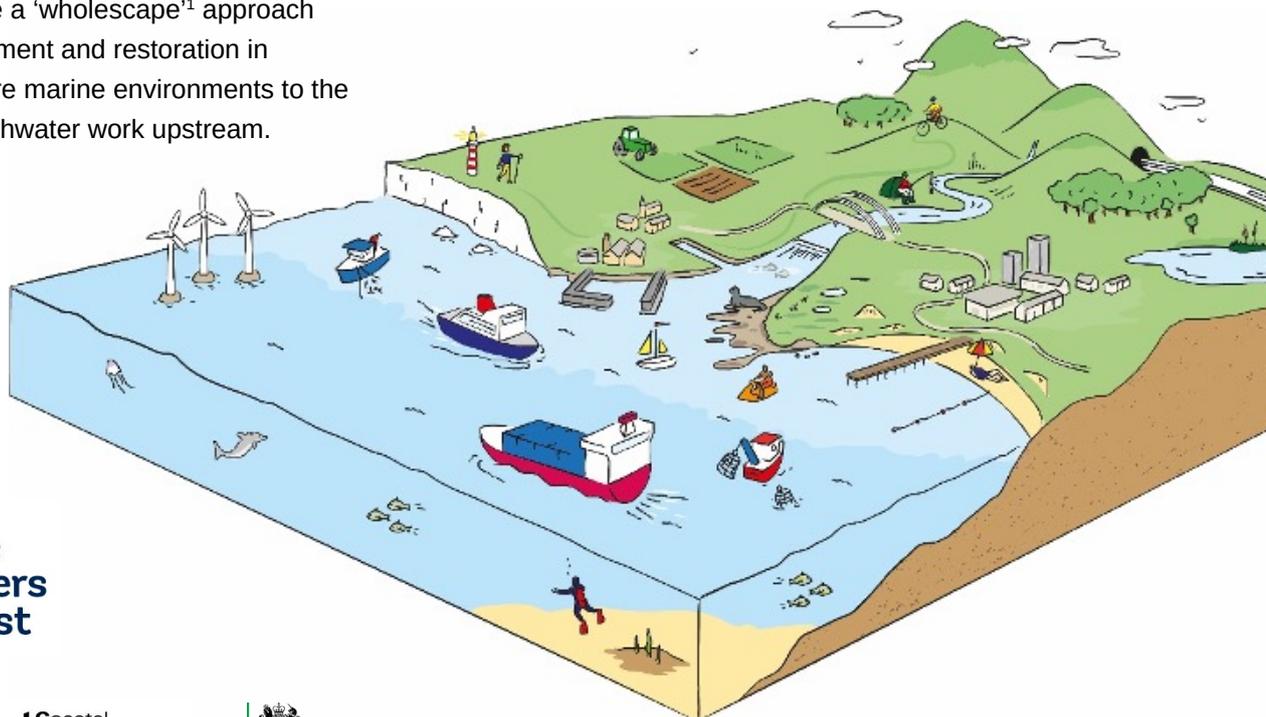
A collaborative approach to managing estuarine and coastal waters.

Background

Substantial knowledge gaps exist with respect to estuarine and coastal waters, exacerbated by a piecemeal approach to their governance. Stronger integration across the land-sea interface is needed. The WAMM (Wholescape Approach to Marine Management) project was established to address this issue, driving closer collaboration between local Catchment Based Approach 'CaBA' Partnerships and Coastal Partnerships and between the national umbrella bodies; The Rivers Trust and Coastal Partnerships Network (CPN). WAMM has helped to advance a 'wholescape'¹ approach that links management and restoration in coastal and inshore marine environments to the terrestrial and freshwater work upstream.

Benefits of a collaborative wholescape approach

WAMM has identified multiple and synergistic benefits that can arise from adopting a collaborative approach to riverine, estuarine, coastal and marine waters, including the potential to share resources, undertake joint advocacy and deliver larger more holistic environmental projects that encompass a more diverse range of stakeholders. Collaboration also aids knowledge exchange, shared understanding and ownership of priority issues.



The Rivers Trust



¹ The term wholescapes originated from a brainstorming session by Maltby and Acreman and was subsequently introduced into the NCI Guidance document. For further information see: <https://www.naturalcapitalinitiative.org.uk/wholescapes/>

The WAMM Roadmap for Collaborative Delivery across the Land-Sea Interface



Over 150 catchment and coastal partnership officers and key stakeholders worked together through regional workshops, questionnaires and face-to-face interviews to develop the WAMM roadmap for collaboration across the land-sea interface.

The interactive WAMM Roadmap provides access to coastal data, technical expertise, insights into common issues, links to partnerships and case studies that demonstrate delivery for environmental and socio-economic benefit. The roadmap presents opportunities for strengthening collaborative delivery between not only CaBA and Coastal Partnerships but other key stakeholders too. It remains a live and dynamic document and will support a wholescape approach into the future.

The Roadmap has identified several areas for future development:

- CaBA and Coastal Partnerships are delivering a diverse range of environmental and socio-economic benefits and are well placed to work with key stakeholders on issues which span the terrestrial, coastal and marine environment from source to sea (and vice-versa) through a more holistic approach. Aligning different funding sources could support this holistic approach.
- Common issues between CaBA and Coastal Partnerships include priorities around the building of climate resilience, removing barriers to fish migration, reducing sediment loss and flood risk, and improving water quality by addressing a wide range of pollutants, including emerging ones such as microplastics.
- Partnerships have high social capital and are well placed to engage local communities and mobilise civil society. Collectively, they offer citizen science opportunities that improve the local evidence base and empower local people in decision-making. Such potential aligns strongly with the 'green recovery' goals and levelling-up agenda.



- Collaborative working between Coastal and CaBA partnerships will support land-sea integration. Capacity and resource for the collaborative effort is key, including the time needed to develop understanding and trust and to develop closer working relationships for effective delivery.
- Data and evidence help to underpin collaboration, building a shared understanding of issues and supporting co-design of cost-effective solutions. Shared information platforms can play an important role in this respect as can the development of collaborative 'wholescape' plans.
- Leadership at the national level is needed to sustain longer term resources and funding for the Coastal Partnerships Network and CaBA. The equivalent support provided for CaBA over recent years is also required for the Coastal Partnerships.
 - Recent proposals for a Coastal Based Approach (CoBA) would support the recommendations of the WAMM project, leading to greater collaboration between CaBA and coastal partnerships; <https://www.coastalbasedapproach.org/>. Alongside CaBA, CoBA would help to make a step-change in holistic delivery for estuarine and coastal environments. It is recommended that annual monitoring of Coastal Partnerships be established based on the CaBA approach which has quantified return on investment.
 - Government and research funds could be better earmarked to address the land-sea interface and drive greater integration between the Marine Strategy, the Government's 25-year Environment Plan and the River Basin Management Plans.

The WAMM project was funded by the European Maritime and Fisheries Fund via the Marine Management Organisation and led by The Rivers Trust in collaboration with the Coastal Partnerships Network.

[Visit online - Wholescape Approach to Marine Management \(WAMM\)](#)



Photo credit: Natasha Bradshaw