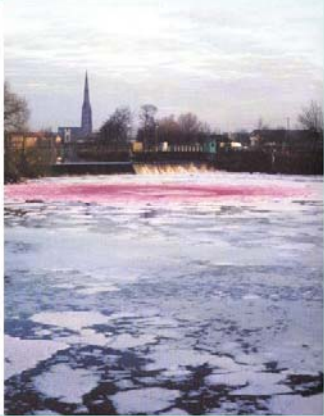
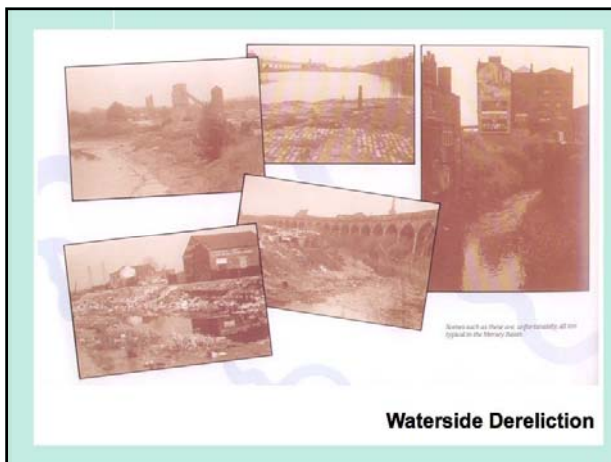


The Problem

"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



The Challenge

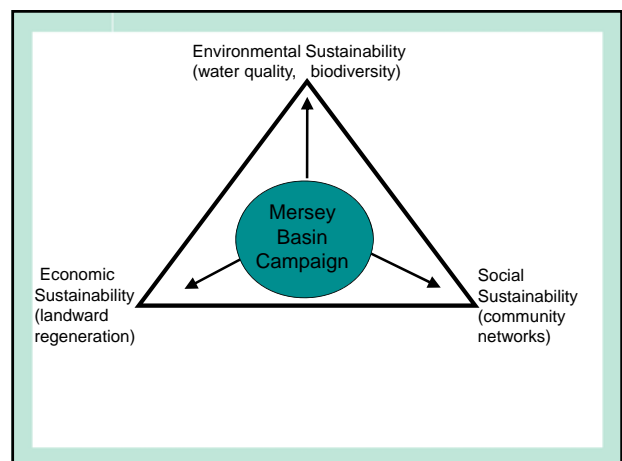
"To rebuild the urban areas of the North West we need to clean and clear the ravages of the past, to recreate the opportunities that attracted earlier generations to come and live there and invest there..."

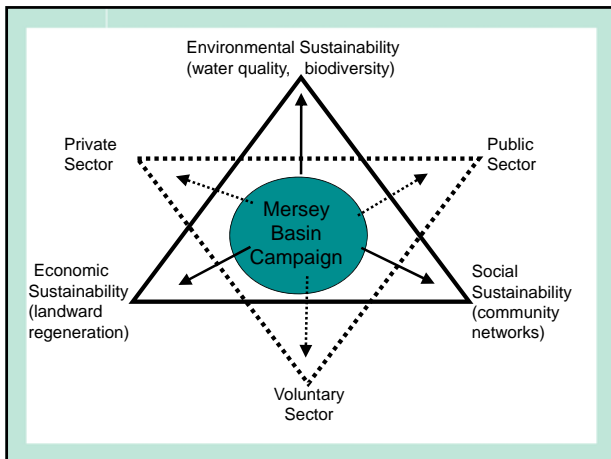


A Mersey Basin restored to a quality of environmental standards fit for the end of this century will be of incalculable significance in the creation of new employment."

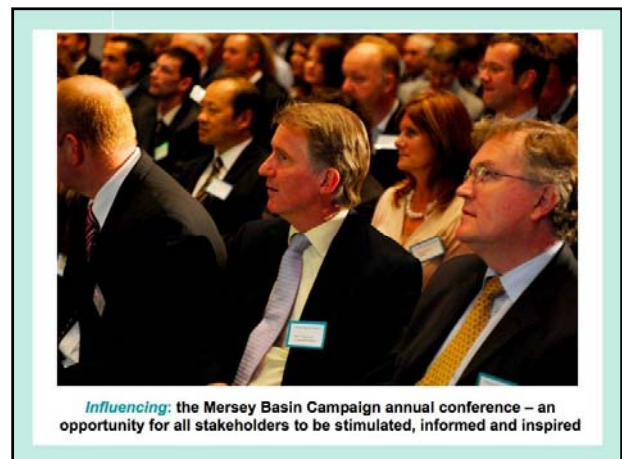
Michael Heseltine, 1983

- 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





- 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



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

Power from the Mersey
An exploration of the potential for renewable energy

In the face of global warming and climate change, the need to find sources of renewable energy has never been more urgent. The Mersey leads the project of a real contribution to reducing carbon emissions while allowing the region to prosper and grow.

merseytidalpower.co.uk

