



**Common Ground:  
Marine Conservation Society / Eastern IFCA documentary  
to be screened at Green Britain Centre  
7.30pm Wednesday 9<sup>th</sup> August – FREE ENTRY**

The Marine Conservation Society is screening a fascinating documentary at The Green Britain Centre next month, which investigates the coastal communities of Norfolk to uncover the relationship they have with the sea.

Made in 2016, *Common Ground* is a 30 minute documentary featuring local community voices and their views about use and conservation of our shared seas. The film was made as part of the Common Ground community engagement project run by the Marine Conservation Society (MCS) in partnership with the Eastern Inshore Fisheries and Conservation Authority (EIFCA).

The screening will be followed by a short presentation by Dr Peter Richardson and Susan Ranger of MCS, with a questions-and-answers session about the project and its outcomes.

**Paul Woodmin, head of the Green Britain Centre, said:** “The Wash is an important part of our region’s identity and has major influences regarding our communities, economy, and local biodiversity. We see this as an opportunity to understand how important this unique seascape and the surrounding inshore waters are from those that understand it the best.

“We’re thrilled to be showing the film and looking forward to the presentation afterwards.”

**Dr Peter Richardson, head of Ocean Recovery at the Marine Conservation Society, said:**

“The Common Ground project gave us a unique opportunity to reach deep into local coastal communities in Suffolk, Norfolk and Lincolnshire and record what people really value about living close to the coast and sea. We can't wait to share this film more widely during Wash Week and find out how else the audiences value the places they live and love.”

**Julian Gregory, Chief Officer Eastern IFCA, said:** “This project has helped us to think more holistically about fisheries management and the importance of considering biological and ecological issues alongside the social and economic considerations that are often better understood through dialogue with local people – to give us the best chance of achieving a safeguarded marine environment and thriving fishing communities.”

### **About Ecotricity**

Ecotricity was founded in 1995 as the world’s first green energy company and now supplies almost 200,000 customers across Britain from a growing fleet of wind and sun parks.

Ecotricity is a ‘not-for-dividend’ enterprise that, on average over the last eleven years, has invested more per customer in building new sources of green electricity than any other energy company in Britain.

### **About the Green Britain Centre**

The Green Britain Centre is part of Ecotricity’s charitable arm, the Green Britain Foundation. It’s designed to showcase a vision of a Britain where we all live more sustainable lives. The Centre includes a 100m windmill, which was the first in the world open to the public to climb, as well as a solar panel which tracks the sun, an organic garden, a variety of hands-on

exhibits, two record-breaking renewable powered cars, a 100-seater theatre, event space and a vegan café. Entrance to the centre is free, but there is a charge to climb the tower.

### **About the Marine Conservations Society**

The Marine Conservation Society (MCS) is the UK charity dedicated to protecting our seas, shores and wildlife. MCS campaigns for clean seas and beaches, sustainable fisheries, and protection of marine life. Through education, community involvement and collaboration, MCS raises awareness of the many threats that face our seas and promotes individual, industry and government action to protect the marine environment. MCS provides information and guidance on many aspects of marine conservation and produces the annual Good Beach Guide and the Good Fish Guide as well as involving thousands of volunteers in projects and surveys such as MCS Beachwatch. [www.mcsuk.org](http://www.mcsuk.org)

### **About the Eastern Inshore Fisheries and Conservation Authority**

Eastern IFCA is one of 10 Inshore Fisheries and Conservation Authorities (IFCAs), which protect the marine inshore environment around the coasts of England. The Eastern IFCA District Boundaries stretch from Haile Sand Fort in the north to Felixstowe in the south, encompassing the counties of Lincolnshire, Norfolk and Suffolk and extending a further six nautical miles from their coastlines. IFCAs have been created under the Marine and Coastal Access Act (2009) as a means of modernising the function and powers of Sea Fisheries Committees, reflecting a greater responsibility for conservation of the marine environment in conjunction with fisheries management and enforcement duties. While IFCAs are forward thinking in terms of an integrated approach to marine management, they still retain the SFCs' local focus, benefiting from years of experience and a strong relationship with local fishing communities and other stakeholders. <http://www.eastern-ifca.gov.uk>