

# Plymouth Sound National Marine Park

Outline Activity Plan / OL-19-03781

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Plymouth City Council



SUP at Royal William Yard. Credit: Jay Stone



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# 1 Summary

This section summarises the Outline Activity Plan for submission at Round 1.

## 1.1 Overview

Plymouth Sound is a truly historic landscape and cannot be separated from the people who live and work in our coastal community whether through commercial fishing, shipping, naval defence, coastal leisure and tourism, marine research or blue technology. More than a landscape, it is their heritage and their future.

Yet for the first time since the Ice Age, our marine environment is under threat from climate change, habitat degradation and human disconnection. Our built heritage is being lost and our cultural ties to the sea have, in places, been completely severed.

The Plymouth Sound National Marine Park (NMP) will reconnect an entire city to the Sea, rekindling a golden thread between citizens, the marine environment and its history. It will nurture our natural and cultural heritage for the benefit of current and future generations, whilst aiming to develop a sense of marine citizenship and support sustainable heritage management. The UK's first national marine park will create opportunities for residents and visitors to reconnect with and explore the ocean in exciting ways and to enjoy a city where landscape, nature and community heritage in all its forms can be enhanced, understood and valued for the benefit of people, place and planet.

Based on three key elements, namely: physical infrastructure; social infrastructure (engagement programmes) and digital infrastructure, our project vision is to create a new relationship between the city and the ocean. Our community-led engagement will *connect, involve and activate*. Our goal is to establish Plymouth Sound NMP as the people's 'Park in the Sea'.

More than a traditional park, our Park in the Sea will:

1. Establish the UK's first national marine park
2. Protect and enhance a world class natural environment and heritage landscape
3. Be a national exemplar and thought leader in enabling a positive response to climate change for government, Plymouth and the Heritage Fund
4. Level up access to heritage to ensure all citizens and lottery players can enjoy the benefits



5. Provide new employment opportunities and career pathways in sustainable future ocean jobs
6. Act as a city wide and regional stimulus for economic 'green' recovery post COVID
7. Position Plymouth as a UK top ten day visitor destination
8. Create a new generation of engaged volunteers, communities and heritage champions
9. Get the entire City in, on under and next to the water through five gateways and a network community hubs
10. Deliver an innovation pilot for digital heritage engagement that will give the Park an international platform

## 1.2 Approach to Outline Activity Planning

At this early stage of project development, we considered it important to undertake desk research of national and local research data to better understand who currently does, and does not, engage with the heritage of Plymouth Sound. This work has led us to define a set of target audiences for the Development Phase. In addition, we have consulted with the general public via an online survey to get a better idea of how people currently use the Sound and to gather outline responses to some of our ideas for increasing engagement to *connect, involve and activate* with the significant heritage of the Sound. We were delighted with the level of response to our survey (1264 responses) and the diversity of comments received to our open-ended questions [Appendix 3]. These findings have helped shape this outline Activity Plan.

In order to find out more about the range of successful engagement projects and activities that already exist across the Sound, we have undertaken seven stakeholder interviews and facilitated three discussion groups to gain knowledge and 'lessons learned' from these initiatives. This has enabled us to shape a set of pilot projects for the Development Phase, [Action Plan, Section 5] including the creation of a set of digital innovation labs to drive our digital engagement programme. The framework of our activity programme for the Delivery Phase is based on our current knowledge. The programme will be reviewed and amended to address barriers to engagement and our ambition to delivery at the end of the Development Phase.

### 1.3 Target audiences

As described above, our review of national and local data plus the findings of our online survey has helped us determine who does, and does not, currently benefit from and engage with the heritage of Plymouth Sound. As a result of these findings, we propose that this project as a whole aims to engage with the following **core audiences** via mainstream programming, marketing and digital approaches:

- local ABC1 residents; families, couples and solos.
- in person and virtual visitors to Plymouth; families, couples and solos

Conversely, focusing on audiences who don't currently engage with heritage and water-based activities, our consultation with stakeholders experienced in targeted engagement projects across the Sound has helped us identify a set of priority audiences for the Development Phase of this project, namely:

- families with school age children from lower income neighbourhoods
- schools (primary and secondary)
- students (HE and FE)
- disabled people
- people from BAME backgrounds

Our project developments with digital innovation and interpretation will underpin these two sets of project audiences.

### 1.4 Engaging audiences

As context to this outline Activity Programme, during the delivery phase of our project we intend to invest in five large-scale 'Gateways' focusing on a specific themes and activities. They are physical hubs focusing on a specific theme as part of a city-wide engagement programme, namely:

- The Hoe Waterfront and Tinside – Health & Wellbeing Hub
- National Marine Aquarium – Nature & Environment Hub
- Mount Batten – Active Recreation Hub
- Mount Edgcumbe – Heritage Hub

In addition to these, is a network of Community Access Gateways. These are smaller in scale, local access points to the NMP. They will be woven into the Gateways, where delivery can take place. Some of these physical assets exist already; our plan is to activate these assets aligned to the Gateways programme. It also offers the potential to develop protect, enhance and improve a number of community asset projects.

Based on the findings of our early desk research and consultation, below is an outline of the Activity Programme that we aim to test and revise in the Development Phase. We have grouped the activities under 8 programme headings, shown here in the summary table and explained in more detail below.

### 1.4.1 Summary

Programme	Development	Delivery [outline]
P1. Interpretation Plan	<ul style="list-style-type: none"> <li>• Interpretation designers</li> <li>• Interpretation scheme</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery of the Interpretation Scheme [fixed scheme]</li> </ul>
P2. Smart Sound Heritage	<ul style="list-style-type: none"> <li>• 6 Innovation Labs</li> <li>• Develop a marine observation post (Breakwater)</li> <li>• Hidden treasures of the sound project development</li> <li>• Develop a website "front door" for the park</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery of digital interpretation and solutions</li> <li>• Marine observation posts</li> <li>• Digital park apps</li> <li>• NMP website "front door"</li> </ul>
P.3 Activate	<ul style="list-style-type: none"> <li>• 2 x NMP Festival Weekend – open to everyone – e.g., swimming, sailing and paddle boarding</li> <li>• 30+ Pilot targeted Give it a Go event/s</li> <li>• 3 +Pilot walking events and challenges - potentially with digital innovation</li> <li>• 20 'Sea in the Park' events</li> </ul>	<ul style="list-style-type: none"> <li>• 5 x NMP Festival weekend, open to everyone</li> <li>• annual programmes (5) targeted Give it Go events key audiences</li> <li>• Annual programmes (5) of Walking events and challenges – potentially with digital innovation</li> <li>• Sea in the Park Programme</li> <li>• Public Events programme (enhancement of existing</li> </ul>

	<ul style="list-style-type: none"> <li>• Sea in the Park” engagement alongside existing PCC Public Events programme</li> </ul>	programme) e.g. Pirates weekend, seafood festival
P4 Communities	<ul style="list-style-type: none"> <li>• 1 pilot neighbourhood project</li> </ul>	<ul style="list-style-type: none"> <li>• 5 x neighbourhood projects</li> <li>• Programme of community led intervention</li> </ul>
P5 Community History	<ul style="list-style-type: none"> <li>• 1 pilot community history project</li> </ul>	<ul style="list-style-type: none"> <li>• 4 x community history projects</li> </ul>
P6 Enrich: enterprise support	<ul style="list-style-type: none"> <li>• Case study review of the Future Parks</li> <li>• Taster ‘meet-ups’ for starter enterprises</li> <li>• Pilot sustainable fisheries initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• Support network with skilled resources</li> <li>• Sustainable fisheries initiatives</li> </ul>
P 7 Schools and Future Careers	<ul style="list-style-type: none"> <li>• Involvement in 10 in-school activities</li> <li>• Involvement in 2 out of school – large scale activity</li> <li>• Primary school Ocean Citizenship programme support – content development</li> </ul>	<ul style="list-style-type: none"> <li>• Involvement in in-school activities</li> <li>• Involvement in out of school – large scale activity</li> <li>• Apprenticeship programme</li> <li>• Student work experience programme</li> <li>• Primary school Ocean Citizenship programme support – content development</li> </ul>
P 8 Environmental Ambassadors	<ul style="list-style-type: none"> <li>• Pilot Park Ranger team model</li> <li>• Pilot ‘Community Focus Group’</li> <li>• Pilot Ocean Squad volunteer team</li> <li>• Pilot Heritage conservation team</li> <li>• Pilot programme of activities e.g. beach cleans marine citizen science activities</li> </ul>	<ul style="list-style-type: none"> <li>• Park Ranger team model</li> <li>• Community Focus Group</li> <li>• Ocean Squad volunteer team</li> <li>• Heritage conservation team</li> <li>• Programme of activities e.g. beach cleans, marine citizen science activities</li> </ul>

For each programme P2 – P8 our Activity Planning consultants will help us undertake consultation with target groups to better understand the barriers to engagement for that programme, and evaluate the impact of the pilot initiatives against our proposed outcomes.

## 1.5 Resources to support the project

### 1.5.1 Staff and consultants

There will be **three new staff posts** to support activity at the Development Phase:

- Engagement Programme Manager [Activity Plan]. Grade I – 1FTE (22 months)
- NMP Pilot Park Ranger Grade H – 1FE (19 months)
- NMP Pilot Park Ranger Assistant (15 months)

In addition, the Development Phase will support **four internship positions**: NMP Seasonal Assistants. These positions are aimed at under-graduates or early career entrants. The Assistants will be aligned to one of four Gateways for 6 months:

- NMP Seasonal Assistant Park Ranger (Grade B) *Mount Edgcumbe*
- NMP Seasonal Assistant Park Ranger (Grade B) *Mount Batten*
- NMP Seasonal Assistant Park Ranger (Grade B) *Tinside / Hoe*
- NMP Seasonal Assistant Park Ranger (Grade B) *NMA*

Consultant Briefs:

**Activity Planning consultants:** to undertake stakeholder and community consultation to inform our Activity Plan programmes and author our Activity Plan.

**Interpretation designers:** as detailed in P1 above.

**Evaluation:** to develop the evaluation framework and collect baseline data in the Development Phase. A break of contract, to be continued throughout the Delivery Phase should the project be awarded R1 funding.

### 1.5.2 Partnerships and Collaborations

The formal partners for our project are:

Cornwall Council, Ocean Conservation Trust (National Marine Aquarium) and Mountbatten Watersports and Activity Centre.

### 1.5.3 Expenditure Summary

Cost Heading	Budget: Development	Delivery
Resources: Staff	381,162	1,286,300

Resources: Briefs	486,500	-
<b>Resources subtotal</b>	<b>£867,662</b>	<b>1,0286,300</b>
P1. Interpretation Plan	Cross ref to briefs	£250,000
P2. Smart Sound Heritage/ Digital	£54,500	£1,500,000
P.3 Activate	£121,000	£1,267,000
P4 Communities	£3,000	£165,000
P5 Community History	£3,000	£40,000
P6 Enrich: Enterprise support	£40,000	£65,000
P 7 Schools and Future Careers	£4500	£187,500
P 8 Environmental Ambassadors	£23,500	£170,500
<b>Activity Subtotal</b>	<b>£249,500</b>	<b>£3,645,000</b>

## 1.6 Outcomes

Our project presents a practical response to the climatic threats to our environment and how we will engage all the people of Plymouth. Engaging residents and the wider community is key to changing the way a city interacts with its environment; to care for, protect it and use it in different ways to develop a healthier and more harmonious relationship with the ocean.

The table below summarises how we anticipate that this project could meet the NLHF Outcomes. We will evaluate and revise these outcomes through further consultation and the delivery of our pilot projects in the Development Phase.

NLHF Outcome	How the project will meet this outcome at R1
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A wider range of people will be involved in heritage	<p>Our digital, public programming and marketing strands will engage with all residents and visitors to Plymouth, plus remote visitors via enhanced digital engagement.</p> <p>Our activity programmes aimed at our target audiences will increase motivation and build confidence to enable more people to positively engage with our coastal city and raise the profile of the NMP as a safe place for activity and well-being.</p>
Heritage will be in better condition	<p>We will commission a condition survey including statement of significance, to lead to prioritisation of repairs and renewals within a capital programme of key assets and explore methods to support owners to do the same.</p> <p>Our volunteer programme will support ongoing maintenance and care</p>
Heritage will be identified and better explained	<p>Based on the work of the statement of significance, the appointed interpretation designers will co-design an interpretation scheme to unlock vital knowledge and reconnect and inspire visitors and users of the Park.</p> <p>We will use the Development Phase to foster innovation and creativity in the delivery of digital solutions to our engagement mission so as to engage and inspire people regardless of their location.</p>
People will have developed skills	<p>Building on existing school programmes of Ocean Citizenship, we will ensure all Plymouth Primary School pupils are connect with the Ocean on their doorstep and inspired to get involved in our programmes.</p> <p>With a clear focus on STEM career development and 'blue economy start-up enterprise' we will elevate opportunities available to enable young people and career changers</p> <p>Through programmes aimed at our target audiences we will deliver approaches to levelling-up the access points to the higher-skilled marine tech sector by removing real and perceived barriers</p>
People will have learned about heritage, leading to change in ideas and actions	<p>To counter the extreme risk that faces our environment, we will pilot a programme of volunteering to hasten changes in attitude and behaviour, supporting city-wide our leadership in climate change action.</p> <p>Through engagement with all our audiences we will change the way the city interacts with its environment, to care and protect it.</p>

People will have greater wellbeing	We will increase access to green and blue spaces in and around the Sound, encouraging all audiences and targeting our priority groups to participate. Our health and well-being hub will become a focus point for this engagement.
The funded organisation will be more resilient	<p>This project will bring together key institutions across the park to collaboratively deliver our vision and give a more joined up coherent offer within the NMP.</p> <p>Our digital programme will build additional digital capability, skills and resilience.</p>
The local area will be a better place to live, work or visit	Supporting the NMP, this project brings major sustainable development benefiting the economy, society and environment.
The local economy will be boosted	This project is a major economic and tourism driver, improving lives through connecting with our heritage and landscapes, and changing behaviours to reduce our impact on the environment, to restore it and improve it for generations to come



## 2 Where are we now? – our organisation

### 2.1 Plymouth City Council and National Marine Park

#### 2.1.1 Plymouth City Council

Plymouth City Council (PCC) is a unitary Local Authority responsible for over 300 local services including transport, social care and education. Established in 1998, it is responsible for ensuring that its business is conducted in accordance with the law and proper standards and that public money is safeguarded, properly accounted for and used economically, efficiently and effectively. PCC has a duty under the Local Government Act 2000 to make arrangements to secure continuous improvement in the way its functions are exercised, having regard to a combination of economy, efficiency and effectiveness.

PCC is bound by its Constitution. The Constitution exists to provide a framework for PCC to take its decisions and do its work effectively. The purpose is to:

- Provide a framework for the democratic process to allow clear leadership for the city.
- Assist PCC to undertake proper consultation and take professional advice.
- Assist PCC to hold decisions takers to account and make sure no-one reviews their own decisions.
- Assist Councillors to represent their constituents effectively;
- Provide a means of improving services.

PCC comprises of 57 elected Councillors representing 20 electoral wards. They meet 9 times a year. Elections are held 3 years in every 4, with a third of Councillors seeking election on each turn. Each elected Councillor serves a maximum term of 4 years and they are able to seek re-election to serve further terms.

PCC operates under a Leader and Cabinet model as set out in the Leader's Scheme of Delegation for Executive Functions. Under this arrangement, all executive functions are vested in the Leader who can delegate functions to the cabinet member. The Leader is also responsible for:

- Appointing members of the Cabinet;
- Delegating executive responsibilities to the Cabinet;
- Delegating executive responsibilities to committees carrying out executive functions;

- Delegating executive responsibilities to individual Cabinet members;
- Allocating executive responsibilities to officers;
- Allocating executive responsibilities when no-one has responsibility for them.

## 2.2 Policy and operating environment

Locally, the **Plymouth Plan** covers all the policies for the City under three strategic themes: healthy city, growing city and international city. The multi-faceted nature of our project addresses a large number of these:

- HEA7 'Optimising the health and wellbeing benefits of the natural environment' – the NMP will be accessible to all, delivering universal health & wellbeing benefits;
- GRO1 'Creating the conditions for economic growth' – the NMP supports the development of cutting-edge marine and maritime innovation;
- GRO6 'Delivering Plymouth's natural network' – the NMP links the green and blue space around the waterfront and Plymouth Sound;
- GRO7 'Reducing carbon emissions and adapting to climate change' – EV charging points enables the deployment of electric boats in NMP, aligned to ongoing low carbon marine innovation;
- INT1 'Implementing Britain's Ocean City' – the development of the NMP and hosting of SailGP raises the City's international profile;
- INT3 'Positioning Plymouth as a major UK destination' – the project grows the City's visitor economy;
- INT5 'Celebrating Plymouth's sporting excellence' – SailGP is a major international sailing event, establishing the City as a global venue for competitors and audience;
- INT6 'Enhancing Plymouth's green city credentials' – the NMP enables the City to build on its strengths in green technologies and exceptional natural environment.

Plymouth City Council (PCC) is currently updating the Local Economic Strategy as the **Delivering Economic Growth Plan** to cover the period up to 2024. Our proposal will contribute to the 'Visitor Economy & Culture' flagship by raising the profile of 'Britain's Ocean City' in global markets through the NMP. This aligns with the **Visitor Plan** for 2020 to 2030, which includes the strategic ambition for the NMP to be '*globally recognised for amazing experiences, by, on, in and under the ocean.*' It also complements **PCC's Corporate**

**Plan** (by delivering a 'Growing City'), Leader's pledges (by delivering 'Jobs and Prosperity' and 'A Greener, Cleaner City') and the **Resurgam** strategy to support the City's economic emergence from the lockdown.

At a regional level, our proposal supports a number of the Heart of the South West (HotSW) Local Enterprise Partnership's (LEP) policies and strategies. First and foremost is the **Strategic Economic Plan**. The SEP has three priorities for growth and this proposal directly supports 'Capitalising on our Distinctive Assets'. It delivers this by supporting the delivery of higher value growth in a specialist marine site. More recently, the **2018 Productivity Strategy** has the target of doubling the region's economy by 2038. It sets out three themes that enable businesses to grow and improve productivity. Our proposal specifically supports 'Housing, Connectivity and Infrastructure' by creating a vibrant place that is attractive to skilled people and new investment, with infrastructure to support productivity and inclusive growth. The project fits well with the LEP's **Local Industrial Strategy** focusing on clean and inclusive growth. The development of the NMP complements the strategy's 'Foundations of Productivity' by contributing to the Ideas (green innovation) and Places (a new model of natural capital led growth) foundations. The project will also engage with the **National Retraining Scheme** (NRS) and work with the LEP to find ways to guarantee interviews to individuals participating in a boot camp and the development of Apprenticeship opportunities. We will encourage all NMP stakeholders to participate and create opportunities.

As we recover from the economic shock of national lockdown, central government has recognised the need to invest in our infrastructure through the **Getting Building Fund**. Investment in this project will meet both objectives of the Fund as it drives up growth and jobs through unlocking the first round of economic potential of the NMP, while supporting the development of new models of natural capital led growth to assist a green recovery.

### 2.2.1 Digital Infrastructure

Over the past 5 years the collective investment in digital infrastructure made by Plymouth's businesses and organisations has resulted in a step change in our innovation and delivery capacity. This includes cutting edge capability; sophisticated networks, data capture and manipulation tools such as Smart Sound, Connected Sound, 4G and 5G; nationally significant immersive facilities such as the Market Hall Immersive Cluster, visualisation, production and 360 dome facilities, immersive labs and skills development; digital fabrication resources ranging from specialist, health tech 3D printers able to 'print' body parts to community

facilities. Partners are now working together to ensure a campus approach to maximise engagement, skills development, innovation and investment opportunities. Covid-19 (2020/21) in particular has seen a huge step-change in the way people use and engage with digital tools. There is huge potential to utilise this springboard, and create practical and innovative opportunities to engage people with the park regionally, nationally and even internationally.

### 2.3 The outline activity planning process

In order to shape this outline Activity Plan, we have analysed national and local data sets to build a better understanding of the people who live in the catchment area of the National Marine Park. This is presented in section 3.2.1. In addition, we have surveyed Plymouth residents to better understand how they currently engage with Plymouth Sound and to get some headline responses to our outline ideas for greater public engagement. We reached 1246 people through this survey. A summary of results is shown in section 4. 2.1 and in full in Appendix 1. We spoke in-depth to seven individuals from a range of relevant organisations and held discussion groups with three groups representing a cross section of interests. The findings are summarised in 4.2.2. and Appendix 1.

Each section concludes with a short analysis under the heading 'Implications for activity planning'. These key points are used to highlight the sort of barriers to engagement that our planning has made us aware of. It directs us to a set of target audiences and a framework of activities that we would like to explore and evaluate within the development phase. It also leads us to the outline of an Action Plan for the delivery of the project in the delivery phase.

## 3 Where are we now? - audiences

### 3.1 Current engagement

As an approach to estimating current levels of engagement we have collected data from a range of contact points within the NMP area. These account for formal engagements, or visits and do not account for the millions of contacts people have annually with the coast-line, and on and in the water of Plymouth Sound. Appendix 2 for full list of Engagement with key locations.

- Mount Edgcumbe: over 250,000 visits (2016)
- Tinside Lido: 5 year average, 24,370 visits (2015-19)

- National Marine Aquarium: 281, 541 visits (19/2020)
- Mount Batten Centre: 7945 activity bookings (2019)
- Plymouth Mayflower Trail: 1338 usage count (launched 2020)
- The Box visits: 33,000 (limited opening Sept – Dec 2020); 11,081 visits to Mayflower exhibition
- The Box, volunteers (opening as above): 1,382 volunteer hours delivered by 88 individuals

## 3.2 Engagement – National

### 3.2.1 Engagement with the Natural Environment

Since 2009, Natural England in partnership with Defra, has undertaken the Monitor of Engagement with the Natural Environment (MENE) survey. The main focus of the survey is capturing time spent in the natural environment. The headline report from 2019<sup>1</sup> demonstrates that:

- two thirds of adults (65%) reported that they normally spent time in the natural environment at least once a week and 89% agreed with the statement ‘spending time out of doors is an important part of my life’
- nine out of ten adults agreed that they were concerned about damage to the natural environment.
- the main motivations for visiting the natural environment is for health and exercise (56%)
- From 2009/10 to 2018/19 visits to urban green spaces has grown from 41% to 52%; visits to the coast has remained similar from 11% to 12%
- When asked about visit outcomes, 36% of visitors to the coast said it made them feel calm and relaxed and 25% said it made them feel closer to nature
- 94% of the population agree that having green and blue (coast) spaces close to home was important [‘within easy walking distance’], when broken down by demographic profiles, the following were **least** likely to Strongly Agree:
  - Young people (16 – 24, 20%)

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<sup>1</sup> Monitor of Engagement with the Natural Environment, Headline report 2019.  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/828552/Monitor\\_Engagement\\_Natural\\_Environment\\_2018\\_2019\\_v2.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/828552/Monitor_Engagement_Natural_Environment_2018_2019_v2.pdf)

- Residents living in the most deprived 20% of areas (23%)
- BAME residents (19%)

Walking with or without a dog was the main activity undertaken on visits to the natural environment (39% without a dog, 40% with a dog)

A review of MEME survey data from 2009 – 2012 highlights variations and characteristics of social groups<sup>2</sup>. In brief, it shows that the demographic factors that account for **most of the variation** in frequency of visits to the natural environment, in **descending order** are:

- whether or not someone has a **disability**
- where people are member of the **BAME population**
- social economic status [people in the **lowest socio-economic groups** are least likely to visit]
- age, people in the **oldest age groups**

The data also shows the **Environmental behaviours and attitudes** expressed by each of the following five groups of low-level attenders:

- **BAME population: Less likely to** take part in environmental activities including membership of environment organisations; **Less positive** regarding the importance of spending time outdoors and less concerned about damage to the environment
- **Residents of Urban Deprived areas / Members of DE socio- economic groups: Less likely** to take part in environmental activities including membership of environment organisations; **Less positive** regarding the importance of spending time outdoors or the importance of having local green spaces
- **People with a disability or long-term illness: Most likely** to take part in watching or listening to nature programmes on TV/radio; **More positive** about taking action to prevent environment damage, and the existence of natural places they may never visit

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<sup>2</sup> Monitor of Engagement with the Natural Environment, (2009 – 2012). Visits to the natural environment – variations in characteristics and behaviours of social groups within the adult English population

### 3.2.2 Engagement with Heritage

The Taking Part survey is the key evidence source for the Department of Culture, Media and Sport (DCMS). Analysis of the heritage questions for the survey<sup>3</sup> show that:

- heritage sites are popular: 73% of people reported having visited a heritage site in the last 12 months
- the most common reasons given for visiting a heritage site were to spend time with friends and family (46%), followed closely by having a general interest in history (44%)
- a lack of time (37%) or interest (36%) were sites as barriers to visiting heritage sites. 17% of respondents cited having a health problem or a disability as a barrier
- digital participation is mainly for practical reasons: 30% of respondents reporting having visited or used a heritage website – most likely to check opening times (72% of those that visited a heritage website)
- younger people (16 – 24) and older (75+) are least likely to visit (63% and 60%)
- Black (41%) and Asian Ethnicity (60%) people are least likely to have visited v White 75%
- those in the most deprived areas are least likely to have visited (51%) v 83% from the least deprived

### 3.2.3 Engagement with Sport

The Active Lives Adult Survey is commissioned by Sport England and provides insight into the sporting and physical behaviours of adults in England<sup>4</sup>.

- Around a quarter (25.5%) of adults achieve less than an average of 30 minutes physical activity in a week; the Covid.19 lockdown (1) lead to an overall decrease in activity levels
- People from lower socio-economic groups are least likely to be active (53%) v 73% higher groups

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<sup>3</sup> Taking Part 2019/20 – Heritage. <https://www.gov.uk/government/statistics/taking-part-201920-heritage>

<sup>4</sup> Active Lives Adults Survey, May 2019/20 Report. Sports Council England

- Activity levels generally decrease with age, with the sharpest decrease coming with age 75+ (to 40%). 16 – 34 year olds are most likely to be active (69%)
- Activity is less common for disabled people or those with a long-term health condition (47%)
- There are differences observed in activity levels based on ethnic background; the least likely grouping to engage is Asian - excluding Chinese (53%).
- Walking for leisure and walking for travel are the two most popular forms of activity

Data analysis within the report shows that there is a positive association between:

- activity level and mental well-being – some activity is good, more is better
- social and community development
- activity level and feeling less lonely

Within **families, parents and care givers** play a significant role in shaping a child's attitudes to activity and behaviours. Sport England's insight of evidence shows that parents and care givers can:

- Provide support and encouragement – but they can also add pressure
- Share their own sport and physical activity passions – but they can also share their fears
- Facilitate access to various opportunities to be active – but they can also limit options
- Model active behaviour by taking part with children – but can also model sedentary behaviour.

With a focus on Swimming<sup>5</sup> the data shows that ethnicity plays a large part in who does and does not swim:

- 95% of black<sup>6</sup> adults and 80% of black children do not go swimming at all, compared to 89% of white British adults and 70% white British children (5 – 16)

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<sup>5</sup> Sport England, adults 2016-18 & children Nov 2017-19

<sup>6</sup> ONS definition of Black as an ethnic group:  
<https://www.ons.gov.uk/methodology/classificationsandstandards/measuringequality/ethnicgroupnationalidentityandreligion>



- Under-representation from the BME community is believed to be in part due to affordability, accessibility and racist stereotypes about the sport<sup>7</sup>.

### 3.2.4 Volunteering

The DCMS Taking Park survey asks a set of questions about volunteering. The data (2019/20) shows that around of third of the population (33.2%) volunteering in one or more culture sector and sport domains. **Volunteering within a sports organisation was the most popular** (20%), followed by Arts (7.7%) and Heritage (5.2%).

## 3.3 Implications for Activity Planning

**Visits to the natural environment are popular** and valued by many people for reasons of health and exercise, in addition the majority of adults are concerned about damage to the natural environment. This finding shows that there is a very strong foundation from which to build a programme of engagement that connects the public with the environment of Plymouth Sound and encourages attitude and behavioural change that reduces habitat degradation.

That said, within the general population there are groups of people who are **least likely** to visit the natural environment, heritage sites or be active on a regular basis. These are the people we need to focus our efforts towards through our targeted activities. They are:

- people living in the most deprived areas and on low incomes
- living with a disability or a long-term illness
- from a Black, Asian or minority ethnic background.

**Water confidence (and therefore water safety) and the desire to swim for pleasure** is very low amongst adults, and lower still amongst adults and children from BAME backgrounds. We also know that parents and carers hold the key to building confidence and modelling active behaviour for their children. With this in mind we will target lower income families with our activities and ensure that swimming and water confidence is a cornerstone of our on-water active programme. Within this we aim to tackle the issues that result in such low

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<sup>7</sup> <https://www.itv.com/news/2020-03-02/black-swimming-association-hopes-to-get-more-minority-ethnic-people-in-the-pool>

levels of water confidence amongst BAME residents and encourage more on-water activity by building water confidence.

**We can see real potential to increase levels of volunteering and other engagement** or support for environmental, heritage or active causes. The findings show us that motivation to change behaviour is understandably lowest amongst those that engage the least, reinforcing the value in focusing our resources and activities on a set of target audiences.

The current value of **digital engagement** with heritage is primarily for practical reasons such as checking opening times and directions. However, we plan to be ambitious with our use of digital assets and embed a 'digital first' approach to help us reach a wide range of project outcomes, thereby addressing barriers experienced by some of our target audiences such as those living with a disability or a long-term illness and older age.

### 3.4 The Plymouth Market Place

Population demographics: Plymouth<sup>8</sup>

- The population of Plymouth is 264,200 (mid-year estimate 2016). This is an increase of 6% since the last census in 2006 mid-year estimate, and accounts for 5% of the South West's population. Overall, Plymouth is one of the largest cities on the south coast and is the 15th largest city in England.
- In respect of the population profile of the City, as defined by the local authority area, the following points are key findings:
- children and young people (under 16) account for 17.7% of the population, lower than the figure for England (19.1%). However, with approximately 23,000 students residing in the city, the percentage of 18-24 year olds (12.6%) is higher than that found regionally (8.6%) and in England (8.8%). A key issue for Plymouth is that a large proportion of students move out of the city once they graduate
- Plymouth has lower proportions of residents with higher level qualifications (NVQ4 and above)<sup>9</sup>. 31.4%, compared to the national figure of 39.3%. Conversely, there are higher

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<sup>8</sup> Plymouth Report, October 2017, Plymouth City Council & <http://www.dataplymouth.co.uk/keyfacts> (2018)

<sup>9</sup> Plymouth Skills Analysis, 2018, Plymouth City Council [Source: Labour Market Profile, Nomis, ONS, 2018]

proportions of residents with NVQ1 and above (89.2%) compared to the national figure (85.4%)

- although Plymouth is beginning to show signs of economic growth, there remain high levels of deprivation in many Plymouth neighbourhoods. One Lower Layer Super Output Area (LSOA) is the most deprived 1% in England. This is located within the Stonehouse neighbourhood, part of the St. Peter and Waterfront ward.

### 3.4.1 Diversity

The Summary Equality Profile, 2020, PCC covers a profile of the city's population as defined by the PCC Equality Impact Assessment, aligned to the public sector equality duty and The Equalities Act 2010. A few key points are highlighted below referencing **disability** and **ethnicity (race)**.

- Plymouth is home to above average numbers of households with long term health problems or disabilities (28.5% v 25.7% England); 10% of the population have their day-to-day activities limited a lot by long term health problems or disabilities
- In school, Plymouth has higher than the national average number of children (Year Reception to Year 11) requiring additional support for an identified Special Education Need and / or disability. (18.2% v 14.9% England<sup>10</sup>)
- disabled people are more than twice as likely to be unemployed as non-disabled people; the proportion of disabled people with no qualifications is nearly three times that of non-disabled
- Four in five disabled people want to be more active but demand is not being met. Only two in five feel they are given the opportunity to be as active as they would like to be
- The Plymouth population is slowly becoming more diverse. Whilst the proportion of the community that are White British remains higher than the UK average, it is decreasing; from 97% in 2001, to 2011 in 93%. We await new data in this census year (2021).  
Plymouth is a dispersal area for asylum seekers, around 300 will be accommodated in the city at any given time
- Some areas of the city are more than diverse than others; four neighbourhoods have a population of school age children where 20% or more are from a BME background. They

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<sup>10</sup> <https://schoolsweek.co.uk/send-pupil-proportion-rise-dfe/>

are City Centre (38%), Greenbank and University (32.3%); Stonehouse (29.9%) and East End (23.4%). The schools in those areas all record high proportions of pupils from non-white British background when compared to Plymouth schools as a whole.

### 3.4.2 Perceptions: Plymouth residents

Plymouth City Council (PCC) undertakes a periodic survey<sup>11</sup> to capture an insight into residents' perceptions and feelings about the city, their community and their life.

A number of relevant findings from 2018 are highlighted below:

- 86% of respondents agreed that they are proud of Plymouth's place in history, with those aged 35yrs+ significantly more likely to agree compared with those aged 16-34yrs
- 68% of respondents agreed they see their future in Plymouth, with those least likely to agree with the statement being those aged 16-24yrs (35%). This could be a reflection of low-levels of graduate retention within the city.
- less than half (42%) agreed they are aware of community activities/groups in their local area and only 19% agreed they are actually involved in these community activities/groups
- 43% of respondents outlined they do voluntary work or help out: the most common way being through helping out their neighbourhood

### 3.4.3 Perceptions of Blue Space in Plymouth

The Plymouth Survey 2020 included a focus on perceptions of the importance of Plymouth Sound to the city. A few key findings show how much residents value access to the Sound, and highlight marked differences in perceptions between age groups and neighbourhoods. In summary lower income neighbourhoods and younger people valued Plymouth Sound least

- the majority of respondents (68%, n=1,366) strongly agree that Plymouth Sound is important Plymouth;
- the city wards with the lowest rate of respondents strongly agreeing that Plymouth Sound is important to the city are:
  - Drake (54% of respondents, n=57);

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<sup>11</sup> Resident Survey 2018, Plymouth City Council (Appendix 9)

- Honicknowle (59%, n=65); and
- Sutton and Mount Gould (60%, n=61).
- respondents 16-24 years showed a lower percentage strongly agreeing that Plymouth Sound is important to the city compared to the rest of the age groups (39%, n=36) v 45-54 years (72%, n=418).

### 3.4.4 Education

The 2018 DfE school census reports a total of 40,000 school pupils across 103 schools.

School pupils & schools in Plymouth

	Nursery	Primary	Secondary	Special	Pupil Referral Unit	Independent
Schools	2	69	20	7	1	4
Pupils	116	21494	16655	644	198	896

There are two Higher Education Institutions in Plymouth and the HE student roll is as follows

- University of Plymouth: 28,625
- University of St. Mark and St. Johns (Marjon): 2,845.

Additionally, there are two Further Education colleges in the City and the student roll is as follows:

- City College Plymouth: full-time 25,116
- Plymouth College of Art: 2,000 (includes 60% of full time students on Higher Education courses).

### 3.4.5 The home market: the population resident within a 15 and 30 minute<sup>12</sup> drive time catchment

In order to inform plans for audience engagement, it is useful to look at the profile of people living within a catchment within a specific drive time to a venue or site. Profiles are available

<sup>12</sup> Audience Agency data, based on Census and the Arts Council's annual Taking Part survey, 2019

to cultural sector organisations which show the demographics of the area alongside their level of engagement with the cultural sector and segments the market according to how they tend to interact with culture.

30 minute drive time from the Barbican



In the table below, where a segment is over-represented when compared to the national<sup>13</sup> average it is shown in red and in green when under-represented

#### Home market population profile

Characteristic	15 minute drive time	30 minute drive time	England
Population (adults 15+)	151,416	277,131	46,006,851
Total population	180,424	333,370	56,117,595
Households	77,224	142,364	23,529,845
Families with dependent children	18,628 (41%)	36,775 (40%)	6,408,564 (43%)
Under 24 years	58,422 (34%)	101,303 (32%)	16,307,596 (31%)
Over 65 years	26,544 (15%)	54,964 (16%)	8,660,529 (16%)

<sup>13</sup> England

Characteristic	15 minute drive time	30 minute drive time	England
Social grades:			
AB	9,349 (17%)	18,086 (18%)	3,751,684 (23%)
C1	19,154 (34%)	32,960 (33%)	5,051,687 (31%)
C2	11,897 (21%)	23,137 (23%)	3,371,058 (21%)
DE	15,494 (28%)	26,376 (26%)	4,164,424 (25%)
Ethnicity:			
White	163,409 (95%)	310,277 (97%)	45,281,142 (85%)
Mixed	2,566 (1%)	3,748 (1%)	1,192,879 (2%)
Asian/ Asian British	3,208 (2%)	4,211 (1%)	4,143,403 (8%)
Black	1,446 (1%)	1,751 (1%)	1,846,614 (3%)
Other	860 (1%)	1,058 (1%)	548,418 (1%)
Unemployment	5,681 (7%)	9,308 (8%)	1,702,847 (6%)
Full time students	7,088 (8%)	10,184 (6%)	1,336,823 (5%)
Qualifications:			
Degree or equivalent	32,849 (23%)	62,696 (24%)	11,769,361 (27%)
No qualifications	29,921 (21%)	56,051 (21%)	9,656,810 (22%)

In summary, the data shows that residents within a 15 minute drive time of the Barbican, Plymouth:

- younger (34% of the population are aged under 24, compared to 31% in England); and within that young profile there is a higher proportion of students (8% v 5%)
- less likely to be classified AB social grade (17% v 23%)
- more likely to be classified C1 social grade (34% v 31%)

- less likely to be ethnically diverse (95% are White v 85%)
- less likely to have a degree or equivalent (23% v 27%).

### 3.5 Implications for Activity Planning

The Plymouth profile shows that despite signs of economic growth and social change, Plymouth residents, when compared to national figures, are more likely to have **lower-incomes and work in lower-skilled jobs**. As the national data in the previous section illustrates, lower-income communities are least likely to engage with heritage, the natural environment or physical activities. It is therefore very clear why we have selected **families from lower-income neighbourhoods** to be one of our target markets for our Activity Plan.

Plymouth is a university city, and the data shows us that there are **high numbers of further and higher education students** in the city. To strengthen approaches to developing skills, increasing higher-skilled employability and graduate retention, a **central programme within our Activity Plan will focus on marine industry skills development**. Aligning with Plymouth's approach to STEM skills development we will work with children from Early Year onwards to build awareness, ambition and ability. Thus, we will target pupils at primary and secondary, and students within higher and further education.

Although the majority of people perceive Plymouth to be their home and see their future in Plymouth, we are also aware that many **do not connect with community activities, groups and volunteering within their local areas**. Our plan will give focus to engaging with people in their neighbourhood, through outreach activities as well as enabling more people to access the Sound safely from access point more local to their neighbourhood.

Minority groups within the Plymouth population for example residents with **long-term health problems or a disabilities, including SEND pupils, and residents from ethnically diverse backgrounds** are amongst the most disadvantaged communities in the city.

Although the frequently cited perception is that Plymouth is not an ethnically diverse city, the city profile is changing and within there are distinct neighbourhoods where ethnically diverse families live and their children go to school. Partnering with those schools and community organisations is the natural starting point to engaging with these residents.

Addressing the needs and interests of the **10% of Plymouth's population who are of poor health and disabled** is a positive step towards addressing the disadvantage those people and families experience.



## 4 Involving people in the project

### 4.1 Vision & Goal

Our vision is to create a new relationship between the city and the ocean. This will be through community led engagement to *connect, involve and activate*. Our goal is to establish Plymouth Sound NMP as the people's 'Park in the Sea'.

Based on our early consultation and research we have identified a set of **Activity Plan aims** that we plan to refine once we have undertaken our Development Phase.

#### 4.1.1 Aims

In outline, this Activity Plan aims to:

- unlock vital knowledge and foster greater awareness to ensure the future sustainability of the National Marine Park by protecting and preserving an internationally significant environment for the benefit of present and future generations
- deliver a programme of volunteering to hasten positive changes in attitude and behaviour, supporting city-wide our leadership in climate change action and heritage conservation
- increase motivation and build confidence to enable more people to positively engage with our coastal city and raise the profile of the NMP as a safe place for activity and well-being
- encourage local people to engage with the NMP landscape and heritage on their doorsteps, supporting local access improvements, well-being and behavioural change
- ensure all Primary aged school are given a grounding in Ocean Citizenship
- elevate opportunities available to enable young people and career changers to gain skills, employment and develop enterprise in our 'blue economy; and through targeted work, level-up the access points to the higher-skilled marine tech sector by removing real and perceived barriers
- foster innovation and creativity in the delivery of digital solutions to meet our project vision. By positioning Plymouth at the forefront of digital advancement we will enable everyone who engages with the park to understand, protect and champion the richness of the heritage of Plymouth Sound

## 4.2 Key findings from consultation

### 4.2.1 Survey

In order to gather public views about using the NMP we launched an online survey which was promoted via social media platforms. The survey was open for two weeks and in that time received 1,264 responses. This high level of response is a finding in itself, pointing to high levels of interest and motivation to be involved in the project.

The survey contained several open questions. It was striking that a high proportion of those responses related to concerns around conservation and environmental issues, with concern raised that the development of a National Marine Park would further compromise an already fragile environment.

It should be an ecological park rather than a theme park

I would love to see Plymouth sound national marine park be more engaged with the protection of local habitats.

Education on the environmental sensitivities of habitats in the Sound and the importance for restricted recreational areas

That said, there are almost a thousand comments to review, covering a wide range of opinions with real support for plans to get more people safely on, in and under the water.

Appendix 3.

Cleaner waters to support swimming. Better use should be made of foreshore between Tinside Pool and West Hoe harbour.

Access by foot is very difficult! Paths and steps are very steep and uneven and almost impossible to negotiate the nearer to the Sound you get. Activities won't happen if people can't access the waterfront.

How about... a series of strategically located underwater and land-based web cameras accessible via the internet

....safety education for taking part in activities alongside busy boat traffic, and wider understanding of tides, water quality etc.

Full results are presented in Appendix 3. A small set of headline findings are shown below:

- The majority (83%) of respondents said that Plymouth Sound was currently **very important** to them and the highest proportion (87%) said they have used or currently use Plymouth Sound for enjoying time by the water

When asked to agree or disagree with a range of statements, people particularly agreed that the Marine Park should:

- provide more opportunities to access and engage with nature (95% agreed or strongly agreed)
- help people to understand the history and heritage of the Sound (93.8%)
- bring local people together and help them feel more connected to their local area (93.6%)
- When asked what would encourage them to use the NMP more or in a different way, At least two thirds of respondents were interested in each of the options for improving Plymouth Sound, but people were particularly interested in exploring the landscape, learning about nature and the environment, new and improved facilities and access points.
- A chance to explore the landscape around the National Marine Park e.g. through trails and activities (89.3% agreed or strongly agreed)
- More opportunities to learn about nature and the environment of the Sound (87.1%)
- New and improved facilities e.g. toilets, lockers and changing facilities (84.1%)
- When asked further what would encourage them to visit the proposed Marine Park, respondents were most interested in:
  - An exciting events programme (79.1% agreed or strongly agreed)
  - Digital tide and weather information (76.7%)
  - More seating and observation points to watch activities taking place in and around the Sound (75.3%)

When asked about the barriers to using or visiting Plymouth Sound Over half (52.3%, 463 people) of respondents who answered the question, said that the current state of the facilities prevented them from using the Sound as much as they would like. They also mentioned a lack of information about what they could do near or within the Sound (39.4%, 349 people) and accessibility issues (30.6%, 271 people).

The full results show the demographic range of respondents including 15% with health problems or disability and 12% from an ethnic background other than White British.

#### 4.2.2 Consultation

Consultation undertaken for this outline Activity Plan has demonstrated that there is significant foundation of existing knowledge and activity in respect of engaging people with Plymouth Sound, and substantial interest and motivation for greater involvement from the public. There is much to build on, opportunities to seize, partnerships to be made and ambitions to be reached. Appendix 1 outlines the findings of consultation with:

- Cllr. Pam Buchan, Plymouth City Council
- Dr. Alan Butler, Learning Facilitator, The Box, Plymouth
- Josh McCarty, Blue Marine Foundation
- Tina Brinkworth, Head of Skills and Post 16 Education, Participation and Skills, Plymouth City Council
- Roger Maslin, CEO Ocean Marine Trust and National Marine Aquarium
- Tors Froud, Making Waves Plymouth, [Sport England funded engagement project]
- Alex King, Centre Director, Mount Batten Group

Discussion groups were held with

- Ernesettle residents with an interest in local conservation and water access
- Engagement and Learning team, OCT and National Marine Aquarium
- NMP Digital leads; Lindsay Hall, RiO

Findings are summarised under the following framework headings:

Activity Programme	Findings from consultation 2021
<b>ACTIVATE</b>	<p><b>Tors Froud, Making Waves Plymouth</b></p> <ul style="list-style-type: none"> <li>• 2 year project funded through the Sports Council Families Fund</li> <li>• Offers free water sports sessions to residents of two local income neighbourhoods (PL1 &amp; 2)</li> <li>• Highly successful, working with Mount Batten and other water sports providers</li> <li>• Learning: swimming is key to water confidence – therefore invested in Life Centre swimming lessons, and within Covid, open water swimming lessons.</li> </ul>

	<ul style="list-style-type: none"> <li>• Met targets for both years, as project developed more focus on reaching a more diverse audience: Hope refugees, Sanctuary Domestic Housing, Shelter. Observed cultural issue with black families – swimming and water confidence very low</li> <li>• Family engagement central to delivery; children encouraging parents and grandparents to ‘give it a go’; Evidence of successfully engaging serious disengaged young men</li> <li>• Although focus on water-based skills, focus enables range of ‘ocean literacy’ projects – litter picks, conservation, wildlife knowledge etc.</li> <li>• Legacy – project ends 2021; investigating CIC as a model to continue the engagement work</li> <li>• Water access points is a significant issue, and lack of public transport, disability access, toilets etc. are barriers to full engagement</li> </ul> <p><b>Josh, Blue Marine Foundation</b></p> <ul style="list-style-type: none"> <li>• An international charity - ocean conservation focus; marine protection, restoring ocean habitats; sustainable fishing; connecting communities with the sea through increased understanding.</li> <li>• Instrumental in the development of the NMP concept; responsible for the Marine Park conference 2018.</li> <li>• Delivery of a large-scale outreach project ‘Sea in the Park’ (2019) in partnership with PCC and Marine Biological Association, delivery in Plymouth parks 18 parks</li> <li>• Proposed a set of engagement projects for development [Appendix 1 for detail]:</li> </ul> <p><b>Alex King, Centre Director, Mount Batten Group</b></p> <ul style="list-style-type: none"> <li>• Watersports centre, solid reputation for individual and group engagement</li> <li>• Location creates a barrier for engagement – as transport is a key issue; water links could be improved</li> <li>• Exploring the potential for ‘outreach’ – e.g. taking kit to neighbourhood water access points – Stonehouse creek mentions</li> <li>• Essential that key players work together to provide an overall programme of Ocean literacy e.g. MBA, NMA, University of Plymouth</li> <li>• What is the next step beyond taking your family to the beach? Explore how to develop an experience with responsibilities</li> <li>• The Plastic Free movement is at the forefront of campaigning; the logic being if you appreciate the environment you will be more respectful.</li> </ul>
<b>COMMUNITIES</b>	<p><b>Councillor Pam Buchan, Honicknowle, includes Ernesettle</b></p> <ul style="list-style-type: none"> <li>• Ernesettle is a post-war neighbourhood estate, rural and estuarine on outskirts of urban Plymouth, low income – relatively elderly.</li> <li>• Many special environmental qualities; long history of settlement – untold histories</li> </ul>

	<ul style="list-style-type: none"> <li>• Illegal access to river front; complex ownership scenario to resolve</li> <li>• Local action to resolve access; problematic</li> <li>• Good foundation of neighbourhood support – some interest in environmental conservation / some in marine safety</li> <li>• Existing investment (Big Lottery) and West Countries River Trust – aligned to community development, access, knowledge, stewardship.</li> </ul> <p><b>Neighbourhood residents (focus group)</b></p> <ul style="list-style-type: none"> <li>• Active Neighbourhood<sup>14</sup> (2016 – 2019) was the kick start to the Friends of Ernesettle and Budshead. Excellent foundation, well evaluated, significant public engagement; one of four neighbourhoods in Plymouth</li> <li>• Would like to continue the programme of work now that the Active Neighbourhood programme has completed; e.g. extend the pathway around the headland, improved disabled access, bird hide, more family events.</li> <li>• Motivation: nice to share the area, improve the area, its beautiful, not many places in Plymouth like Ernesettle for location, history, waterfrontage – but a lot of myths and half-truths have built up over the years that have little basis of fact – or the facts aren't know e.g. you'll get stuck in the mud, the currents will tow you downstream etc.</li> <li>• Lots of opportunity to change opinions and behaviour by better information, skills and knowledge – proven by the Active Neighbourhood project</li> <li>• Important to have a high level of consultation, to help built community spirit</li> <li>• Significant numbers of people use the water, more so in lock down; boats moored, boats and other crafts launched (DIY slipway); fishing. Demand for access and to give water sports a go – community paddle: Scouts and Youth club.</li> <li>• Water is full of dangerous 'junk' – scrap metal etc., would be scared to go in for swimming or other sports; some basic improvements e.g. life buoy to be installed soon</li> <li>• Perceive that people are concerned about what they can – and can't do, and what is safe – training and safety courses welcomed</li> <li>• SSSI protections in the area, includes are with high public foot fall; no clear understanding about what the purpose of the protection – what are the species?</li> </ul>
<b>HISTORIES</b>	<p><b>Dr. Alan Butler, Learning Facilitator, The Box, Plymouth</b></p> <p>Very strong track record of community engagement, and community heritage projects within museum team, and dedicated gallery space within the museum redisplay in the Box. Examples<sup>15</sup> include the social history of Maker Camp, on Rame Peninsular, Cornwall. In this instance the Box team worked with Maker and Rame Community Interest Company (CIC)<sup>16</sup></p>

<sup>14</sup> [https://bluehealth2020.eu/wp/wp-content/uploads/2017/01/Active\\_Neighborhood\\_Report.pdf](https://bluehealth2020.eu/wp/wp-content/uploads/2017/01/Active_Neighborhood_Report.pdf)

<sup>15</sup> <https://www.theboxplymouth.com/communities/maker-memories>

<sup>16</sup> <https://www.makermemories.org>

	<p>to preserve Maker's rich social history and capture the stories about it that still exist in peoples' memories.</p> <p><b>Saltash Passage</b>, WW2, American forces local memories and knowledge, agreed it was an underexplored area; St. Budeaux has a local history group supported by Timebank<sup>17</sup> - opportunity to discuss with the group.</p>
<b>ENRICH &amp; FUTURES &amp; AMBASSADORS</b>	<p><b>Tina Brinkworth, Head of Skills and Post 16, Education, Participation &amp; Skills, Plymouth City Council</b></p> <ul style="list-style-type: none"> <li>• City-wide commitment and strategic focus on enhancing the STEM economy in Plymouth; 9K job vacancies city-wide – high proportion in marine related industries</li> <li>• Alignment to marine job / career employer needs- and future needs as skills evolve</li> <li>• Co-ordinated approach with employers, FE, HE and employment services</li> <li>• Recognition that interventions start at the earliest age; structured approach in place to deliver those interventions – EY to KS5</li> <li>• Commitment to 'levelling up', to address under representation through a direct approach in and out of school</li> <li>• Investment in training and apprenticeship offer a vehicle for opportunity</li> </ul> <p><b>Roger Masin CEO Ocean Marine Trust, National Marine Aquarium. Engagement Team:</b></p> <p><b>Helen Gowens, Nicola Bridge, Stu Higgs</b></p> <ul style="list-style-type: none"> <li>• Strong foundation of good practice; public, community and in-school learning - skilled and experienced team; a national resource, beacon of good practice nationally – high footfall, national profile</li> <li>• Recognition that conservation of habitats relies on behavioural change; thus programmes are designed to raise awareness, increase emotional responses and promote change in behaviours</li> <li>• High reach into Plymouth schools – 97% of schools; targeted work with Special (SEND) schools</li> <li>• Devised and delivering curriculum support scheme – 'Ocean education' led; working with a MAT (Connect) – aspiration to roll it out. Can case studies be added that are Plymouth Sound specific?</li> <li>• Place-based conservation is central to behavioural change – Teats Hill project example</li> <li>• Programmes designed as a pathway, theory of change model, from an entry point – to points of greatest impact</li> <li>• Marine STEM days – large scale; working with PCC, example of boat building teams from schools – working with Princess Yachts</li> <li>• Informal learning - participation opportunities: Ocean Squad (young people); Volunteers to support Ocean Discovery Rangers; Rangers – outreach facilitators / sessional workers (?) (Rock Pool Rambles etc.);</li> <li>• Digital shift, necessitated by Covid has demonstrated effectiveness of online. VR resources – used in school, care-homes etc</li> </ul>

<sup>17</sup> <https://www.timebanksw.org/about-us/>

	<ul style="list-style-type: none"> <li>• Drakes Island – remarkable habitat (sea grass); iconic / distinctive feature of Plymouth – case study material for teaching / engagement?</li> </ul>
<b>DIGITAL</b>	<ul style="list-style-type: none"> <li>• Innovation within digital; innovation labs within the Development Phase to explore potential</li> <li>• Practical use of digital – unlocking data / digital information that already exists – packaged for easy public usage</li> <li>• integrated into themes as above – illustrations given</li> </ul>

Ernesettle resident, **Active Neighbourhoods** (2016 – 19):

For me being able to socialise whilst participating in nature activities is so important. I never thought that after my stroke I would be able to do anything like this... This day has been a very important experience for me and I now have a much more positive attitude to being able to do such things.

Feedback from participants of the **Making Waves Plymouth** project, funded by Sport England. 2019 – 2021.

Our eldest has issues with anxiety and trying new things can sometimes be very overwhelming. She also really struggled with the feeling of sadness. After a couple of years with the project and the amazing support and encouragement, you would never have known this to be the case

As a single parent of two girls on Universal Credit this project has benefited our family phenomenally. It has afforded me ways to make up for the fact that we are unable to go on holidays anywhere... instead they have had these wonderful activities to look forward to. It has helped their mental well-being particularly during Covid.

### 4.3 Outline of Barriers

On the basis of the feedback and information we have gathered at this stage of our planning we have highlighted a short set of barriers that we think limit the engagement people have with Plymouth Sound. An analysis of these barriers has directed us to a set of potential opportunities for engagement activities that we would like to evaluate within the Development Phase of this project. This will allow us to review this set of barriers and our proposed activities for our Delivery Phase Activity Plan.



Behavioural change to combat the impact of climate change is the heart of this Activity Plan, and although it is not a barrier to engagement, it is central to decisions relating to activity planning.

Barrier	Project Opportunity
Cost of activities and equipment	Tasters for low cost / non cost activities; subsidy to remove price barrier; explore options for low-cost access thereafter; explore sponsorship for swimming kit
Travel, parking, sustainable transport	Continued investment in cycle and walking routes (on-going via PCC); activities that package transport with activity – especially to destinations like Mount Batten; improved communications to promote sustainable methods to reach key destinations; improved water taxi service
Current poor state of facilities	Targeted improvement for water access; changing and safe storage; a focus on accessibility within designated areas
Lack of information: what's on; where to go; the heritage and history; marine conservation; practical information – tides, weather, wind etc.	Interpretation scheme across the park area; 'welcome' exhibition, refresh of static interpretation boards; innovative use of digital and data; archival data and the wealth of images and collection knowledge within The Box.  Explore digital solution to bring together existing data to package with a user-friendly interface – weather, tide, windspeed etc
Fears about water safety	Define clear messages about water safety – access and usage parameters  Increase water confidence through water safety lessons and by digital learning and content  Define safe water access points in neighbourhood areas and educate about safe access, tides, currents etc through digital innovation.
Under representation from minority communities	Consultation will define practical and perceptual barriers that reduce participation, volunteering and employment for minority communities e.g. physically disabled, learning needs, ethnic minority, lower income families.  Refine activities that target key audiences by removing barriers
Career Pathways appear inaccessible  Pupils, students and career changing adults do not have the right skills	Increase accessibility of career pathways  Build on the city-wide strategic approach initiated by PCC to develop STEM skills and qualifications at Key Stages; invest in training and apprenticeship opportunities; facilitate 'blue enterprise' through support and enabling mechanisms

and experience needed by a range of marine related industries for skilled employment; and the opportunity to foster enterprise as part of our 'blue economy'	Basic knowledge and understanding of the value of marine environment week for school aged pupils – and relevance to the Plymouth environment not made clear.
Coastal history is hidden and under-told  For many living in estuarine, or coast neighbourhoods there is little to connect them to the history of their neighbourhood, and therefore to value or to feel pride in.	Coastal history uncovered and better interpreted; with an emphasis on digital solution to increase visibility, open up and share.  Build on the significant experience of the community learning team in The Box

#### 4.4 Target audiences

As described in section 3 and 4 above, our review of national and local data, plus the findings of our online survey has helped us determine who does, and does not, currently benefit from and engage with the heritage of Plymouth Sound. As a result of these findings, we propose that this project as a whole, aims to engage with the following **core audiences** via mainstream programming, marketing and digital approaches:

- local ABC1 residents; families, couples and solos.
- In person and virtual visitors to Plymouth; families, couples and solos

Conversely, focusing on audiences who don't currently engage with heritage and water-based activities, our consultation with stakeholders experienced in targeted engagement projects across the Sound has helped us identify a set of **priority audiences** for the Development Phase of this project, namely:

- families with school age children from lower income neighbourhoods
- schools (primary and secondary)
- students (HE and FE)
- disabled people

- people from BAME backgrounds

Our project developments with digital innovation and interpretation will underpin our project audiences.

## 4.5 The Activity Programme

As context to this outline Activity Programme, during the delivery phase of our project we intend to invest in five large-scale 'Gateways' focusing on a specific themes and activities. They are physical hubs focusing on a specific theme as part of a city-wide engagement programme, namely:

- The Hoe Waterfront and Tinside – Health & Wellbeing Hub
- National Marine Aquarium – Nature & Environment Hub
- Mount Batten – Active Recreation Hub
- Mount Edgcumbe – Heritage Hub

In addition to these, is a network of Community Access Gateways. These are smaller in scale, local access points to the NMP. They will be woven into the Gateways, where delivery can take place. Some of these physical assets exist already; our plan is to activate these assets aligned to the Gateways programme. It also offers the potential to develop protect, enhance and improve a number of community asset projects.

Based on the findings of our early desk research and consultation, below is an outline of the Activity Programme that we aim to test and revise in the Development Phase. We have grouped the activities under 8 programme headings, shown here in the summary table and explained in more detail below.

### 4.5.1 Summary

Programme	Development	Delivery [outline]
P1. Interpretation Plan	<ul style="list-style-type: none"> <li>• Interpretation designers</li> <li>• Interpretation scheme</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery of the Interpretation Scheme [fixed scheme]</li> </ul>
P2. Smart Sound Heritage	<ul style="list-style-type: none"> <li>• 6 Innovation Labs</li> <li>• Develop a marine observation post (Breakwater)</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery of digital interpretation and solutions</li> <li>• Marine observation posts</li> <li>• Digital park apps</li> </ul>

	<ul style="list-style-type: none"> <li>• Hidden treasures of the sound project development</li> <li>• Develop a website "front door" for the park</li> </ul>	<ul style="list-style-type: none"> <li>• NMP website "front door"</li> </ul>
P.3 Activate	<ul style="list-style-type: none"> <li>• 2 x NMP Festival Weekend – open to everyone – e.g. swimming, sailing and paddle boarding</li> <li>• 30+ Pilot targeted Give it a Go event/s</li> <li>• 3 +Pilot walking events and challenges - potentially with digital innovation</li> <li>• 20 'Sea in the Park' events</li> <li>• Sea in the Park" engagement alongside existing PCC Public Events programme</li> </ul>	<ul style="list-style-type: none"> <li>• 5 x NMP Festival weekend, open to everyone</li> <li>• annual programmes (5) targeted Give it Go events key audiences</li> <li>• Annual programmes (5) of Walking events and challenges – potentially with digital innovation</li> <li>• Sea in the Park Programme</li> <li>• Public Events programme (enhancement of existing programme) e.g. Pirates weekend, seafood festival</li> </ul>
P4 Communities	<ul style="list-style-type: none"> <li>• 1 pilot neighbourhood project</li> </ul>	<ul style="list-style-type: none"> <li>• 5 x neighbourhood projects</li> <li>• Programme of community led intervention</li> </ul>
P5 Community History	<ul style="list-style-type: none"> <li>• 1 pilot community history project</li> </ul>	<ul style="list-style-type: none"> <li>• 4 x community history projects</li> </ul>
P6 Enrich: enterprise support	<ul style="list-style-type: none"> <li>• Case study review of the Future Parks</li> <li>• Taster 'meet-ups' for starter enterprises</li> <li>• Pilot sustainable fisheries initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• Support network with skilled resources</li> <li>• Sustainable fisheries initiatives</li> </ul>
P 7 Schools and Future Careers	<ul style="list-style-type: none"> <li>• Involvement in 10 in-school activities</li> <li>• Involvement in 2 out of school – large scale activity</li> <li>• Primary school Ocean Citizenship programme support – content development</li> </ul>	<ul style="list-style-type: none"> <li>• Involvement in in-school activities</li> <li>• Involvement in out of school – large scale activity</li> <li>• Apprenticeship programme</li> <li>• Student work experience programme</li> <li>• Primary school Ocean Citizenship programme support – content development</li> </ul>

P 8 Environmental Ambassadors	<ul style="list-style-type: none"> <li>• Pilot Park Ranger team model</li> <li>• Pilot 'Community Focus Group'</li> <li>• Pilot Ocean Squad volunteer team</li> <li>• Pilot Heritage conservation team</li> <li>• Pilot programme of activities e.g. beach cleans, marine citizen science activities</li> </ul>	<ul style="list-style-type: none"> <li>• Park Ranger team model</li> <li>• Community Focus Group'</li> <li>• Ocean Squad volunteer team</li> <li>• Heritage conservation team</li> <li>• Programme of activities e.g. beach cleans, marine citizen science activities</li> </ul>
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For each programme P2 – P8 our Activity Planning consultants will help us undertake consultation with target groups to better understand the barriers to engagement for that programme. This is set out in section 4.6 below.

#### 4.5.2 P1. Interpretation Plan

##### Development Phase

- Interpretation designers

We will appoint external **interpretation designers**, to develop a **unifying interpretation scheme**, based scheme based on the work of the Condition Survey and Statement of Significance, and on consultation with the NMP users and non-users. We anticipate a mix of interpretation at fixed points e.g. an exhibition at a welcome point and renew and refresh of static interpretation around the coastline, plus digital interpretation that can be accessed from any locations as well being integrated into the static scheme.

##### Delivery Phase

For the purposes of advance planning we have allocated resources to the following approach:

- Delivery of the Interpretation Scheme [fixed scheme]

#### 4.5.3 P2. Smart Sound Heritage: digital innovation

- 6 Innovation Labs
- Develop a marine observation post (Breakwater)
- Hidden treasures of the sound project development
- Develop a website "front door" for the park

In order to maximise the exciting opportunities presented by digital technology we will create 6 **Innovation Labs** that will bring together developers and users, and importantly engage with current non-users identified as our target audiences. We see opportunity to work closely with FE and HE digital students from a range of disciplines by creating ‘challenge quests’, so as to offer real world learning opportunities within this innovative environment.

Although not to prejudge the outcome of this work, we anticipate a digital ‘front door’ website as a basecamp for a set of digital tools and interpretation approaches for all our audiences. We know from our research that the public are keen for more **digital information** to support visits to the park (76% of survey respondents supported digital tide and weather information). This could be presented within a **dashboard of data** within the website and as an app, drawing from a range of domains. For example, marine traffic (ships in the Sound); environmental readings from buoys; data from research projects such as seagrass bed development. In addition, it could include direct feed from webcams under and on the water – some newly installed, some pre-existing.

In addition, we envisage that the work of our innovation labs will take us beyond the realm of practical information to assist visits to the park and anticipate solutions to support many of our activity programmes. We anticipate **creative responses** emerging from ‘dataplay’<sup>18</sup> style events and will ensure these events are also tailored to appeal to our target audiences e.g. SEND students and young people, and are portable; so as to reach our lower-income target neighbourhoods. Again, not to prejudge, but we anticipate the use of mixed and virtual reality perhaps within virtual mapping, game design, activity trails, film making or performance art.

### **Delivery Phase**

For the purposes of advance planning we have allocated resources to the following approach:

- Delivery of digital interpretation and solutions including (examples)
  - Delivery of digital interpretation and solutions
  - Marine observation posts

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<sup>18</sup> <http://www.dataplymouth.co.uk/dataplay>

- Digital park apps
- NMP website "front door"

#### 4.5.4 P.3 Activate

Our Activate programme creates opportunity for everyone to get *on, in and under* the ocean in Plymouth.

##### Development Phase

- 2 x NMP Festival Weekend – open to everyone – e.g. swimming, sailing and paddle boarding
- 30+ Pilot targeted Give it a Go event/s
- 3 +Pilot walking events and challenges - potentially with digital innovation
- 20 ‘Sea in the Park’ events
- ‘Sea in the Park’ engagement alongside existing PCC Public Events programme

We will run 2 NMP Festival pilot weekend events which will be aimed at **all audiences** and engage with **all audiences** via pop-up ‘Sea in the Park’ activity alongside the existing PCC public events programme.

In addition, we will run 30 pilot ‘Give it a Go’ events on the water and 3 pilot walking events / challenges (potentially with digital innovation). These events will focus on our **target audiences** and through evaluation and feedback we aim to better understand the value of the activity to our audiences and future barriers to engagement. This may include families and community groups from low-income neighbourhoods; community groups representing people with a disability; school cohorts with high numbers of SEND; and families and groups from a BAME background. We will promote this programme, and wider involvement with the NMP, at a series of ‘Sea in the Park’ events. Based on an existing model we will take a ‘road show’ approach to engaging families by joining family-friendly days in Plymouth parks located within lower-income neighbourhoods.

Plymouth is one of the UK’s most popular diving spots and we will consult with divers and snorkellers to better understand how they can contribute to our project aims, potentially by checking underwater webcams and monitoring underwater indicators of climate change.

##### Delivery Phase

Based on our Development Phase findings, we will roll out our Activate programme to include:

- 2 x NMP Festival Weekend – open to everyone – e.g. swimming, snorkelling, sailing and paddle boarding

- annual programmes (5) targeted Give it Go events key audiences
- Annual programmes (5) of Walking events and challenges – potentially with digital innovation
- Sea in the Park Programme
- Public Events programme (enhancement of existing programme) e.g. Pirates weekend, seafood festival

#### 4.5.5 P4 Communities

##### Development Phase

1 pilot neighbourhood project

We plan to focus on one lower-income estuarine neighbourhood to work closely with individuals, communities and schools within that locality to better understand the barriers to engagement with the heritage and landscape on their doorstep. Our first choice is Ernesettle, a lower-income neighbourhood located close to the Tamar and Tavy estuaries. Our early consultation with this community demonstrated the value of a previous 'Active Neighbourhood' project and the opportunity to build on this successful engagement work.

##### Delivery Phase

- 5 neighbourhood projects
- Programme of community-led intervention

Based on the findings of our pilot project we will roll this programme out to 5 neighbourhoods over our 5 Year Activity Plan programme.

#### 4.5.6 P5 Community History

##### Development Phase

1 pilot community history project

Building on the expertise of the Learning Team at The Box, we will deliver one mini-community history project in a lower-income area characterised by a 'hidden' or untold history of the Sound. Our early consultation has identified Saltash Passage as a potential location, with the communities of St. Budeaux and Saltash having an active interest in the history of the WW2 D Day Landings debarkation, and the posting of the American troops in the area.

##### Delivery Phase

4 community history projects



Based on the findings of our pilot project we will roll this programme out to 4 lower-income neighbourhoods over our 5 Year Activity Plan programme.

#### 4.5.7 P6 Enrich: enterprise support

##### Development Phase

- Case study review of the Future Parks social enterprise model
- Taster ‘meet-ups’ for starter enterprises
- Pilot sustainable fisheries initiatives

Based on the learning of our successful Future Parks<sup>19</sup> model we will use the Development Phase to research and better understand the barriers to enterprise start-up, and the conditions and support required to further support a burgeoning network of marine environment-based enterprises. Pollenize<sup>20</sup> is a great example of the success of this approach as a nature-based initiative– what is the marine environment equivalent? We will run a set of taster ‘meet-ups’ in this phase to find out more.

We will commission a feasibility study to identify and appraise actions/projects that will support the sustainable development of Plymouth’s fishing industry, including the possibility of sustainability accreditation such as Marine Stewardship Council (MSC) certification. The two preferred options will then be tested via pilot projects that will take place during the development phase. This could unlock a future for the local fishing industry based on environmental sustainability, as well as socio-economic benefit.

##### Delivery Phase

- Support network with skilled resources
- Sustainable fisheries initiatives

Based on the findings of the Development Phase and our learnings from the Future Parks social enterprise programme, we will create a support network with skilled resources to support start-up environmental-based enterprises around the NMP area.

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<sup>19</sup>

<https://www.plymouth.gov.uk/parksnatureandgreenspaces/parksprojects/futureparksacceleratorproject>

<sup>20</sup> <https://www.pollenize.org.uk>

Based on the findings of the feasibility study and pilot projects, we will develop and deliver sustainable fishing projects that support the sustainable development of the local fishing industry.

#### 4.5.8 P 7 Schools and Future Careers

##### Development Phase

- Involvement in 10 in-school activities
- Involvement in 2 out of school – large scale activity
- Ocean citizenship, Primary – development of content working with NMA to support their existing scheme of work.

Aligning with the Plymouth STEM Strategic Plan we will research and pilot a programme of engagement activities that profiles and prepares young people for marine technical (digital, engineering etc) careers.

Delivery of the Plymouth STEM plan creates interventions from Early Years to post 16+. In the Development Phase we will work closely with the STEM plan delivery team to identify where we can add value to the existing programme, our aim will be to profile opportunities within the marine technical sector and the qualification and training routes available.

We will ensure we focus our efforts on our target audiences, engaging specifically with students from lower-income neighbourhoods, BAME students and students with special educational needs.

We will review the engagement with and learning outcomes of the existing (NMA) primary school programme of Ocean Citizenship work; we consider there is a strong potential for digital content delivery via our Innovation Labs.

##### Delivery Phase

- Involvement in and out of school activities
- Build on existing NMP Ocean Citizen Programme for all Plymouth Primary schools
- Apprenticeship Programme
- Work experience Programme

Based on the findings of the Development Phase we will continue our involvement with the targeted delivery of the Plymouth STEM strategic plan, plus we will invest in apprenticeships

or training opportunities and enable secondary school students to undertake work experience placements. Our Development Phase work will pinpoint how, and with who we partner to deliver this aim.

#### 4.5.9 P8 Environmental Ambassadors: Volunteering and Guardianships

##### Development Phase

- Pilot Assistant Park Ranger [see Resources 4.6 for detail]
- Pilot ‘Community Focus Group’
- Pilot Ocean Squad volunteer team
- Pilot Heritage conservation team
- Pilot programme of activities e.g. beach cleans, marine citizen science activities

We will trial the appointment of an Assistant Park Ranger in the Development Phase who will lead volunteer recruitment. They will be responsible for the recruitment of a ‘Community Focus Group’ to ensure we keep in touch with the views of the public and our targeted communities; and a team of ‘Ocean Squad’ volunteers to support organised and independent conservation activity in the Park. The findings of our outline Condition Survey has demonstrated the need for on-going condition checking and routine maintenance which could of real interest to a trained heritage conservation volunteer team.

As well as reaching out to all our audiences, will specifically target engagement and volunteer recruitment from our target audiences and for example envisage linking to our network of well-being hubs and GP practices to support social prescribing and other physical and mental health related activities. We will ensure we work in unison with existing successful initiatives such as Plastic Free Plymouth<sup>21</sup>

The wider project will use the Development Phase to consider options for the location of a volunteer hub as a central place for volunteers and our ‘Community Focus Group’ members to meet and share knowledge and learning.

##### Delivery Phase

- ‘Community Focus Group’
- Ocean Squad volunteer team
- Heritage conservation team

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<sup>21</sup>

- Programme of activities e.g. beach cleans, marine citizen science activities

Based on the findings of the Development Phase we will confirm our Park Ranger team, the recruitment of our volunteers and the programme of NMP-based environmental volunteering activities.

#### 4.5.10 Partnerships and Collaborations

The formal partners for our project are:

Cornwall Council, Ocean Conservation Trust (National Marine Aquarium) and Mountbatten Watersports and Activity Centre.

## 4.6 Resources needed to support our activities

### 4.6.1 Development Phase: Staffing and Consultants

There will be **three new staff posts** to support activity at the Development Phase:

- Engagement Programme Manager [Activity Plan]. Grade I – 1FTE (22 months)
- NMP Pilot Park Ranger Grade H – 1FE (19 months)
- NMP Pilot Park Ranger Assistant (15 months)

In addition, the Development Phase will support **four internship positions**; NMP Seasonal Assistants. These positions are aimed at under-graduates or early career entrants. The Assistants will be aligned to one of four Gateways for 6 months:

- NMP Seasonal Assistant Park Ranger (Grade B) *Mount Edgcumbe*
- NMP Seasonal Assistant Park Ranger (Grade B) *Mount Batten*
- NMP Seasonal Assistant Park Ranger (Grade B) *Tinside / Hoe*
- NMP Seasonal Assistant Park Ranger (Grade B) *NMA*

Consultant Briefs:

**Activity Planning consultants:** to undertake stakeholder and community consultation to inform our Activity Plan programmes and author our Activity Plan. [ref to brief]

**Interpretation designers:** as detailed in P1 above.

**Evaluation:** to develop the evaluation framework and collect baseline data in the Development Phase. A break of contract, to be continued throughout the Delivery Phase should the project be awarded R1 funding.

### 4.6.2 Delivery Phase: Staffing

At present, the Delivery Phase staffing model has been founded on the basis of the Development Phase model.

### 4.6.3 Expenditure

Cost Heading	Budget: Development	Delivery
Resources: Staff	381,162	1,286,300
Resources: Briefs	486,500	-
<b>Resources subtotal</b>	<b>£867,662</b>	<b>1,0286,300</b>
P1. Interpretation Plan	Cross ref to briefs	£250,000
P2. Smart Sound Heritage/ Digital	£54,500	£1,500,000
P.3 Activate	£121,000	£1,267,000
P4 Communities	£3,000	£165,000
P5 Community History	£3,000	£40,000
P6 Enrich: Enterprise support	£40,000	£65,000
P 7 Schools and Future Careers	£4500	£187,500
P 8 Environmental Ambassadors	£23,500	£170,500
<b>Activity Subtotal</b>	<b>£249,500</b>	<b>£3,645,000</b>

## 4.7 Outcomes

Our project presents a practical response to the climatic threats to our environment and how we will engage all the people of Plymouth. Engaging residents and the wider community is key to changing the way a city interacts with its environment; to care for, protect it and use it in different ways to develop a healthier and more harmonious relationship with the ocean.

The table below summarises how we anticipate that this project could meet the NLHF Outcomes. We will evaluate and revise these outcomes through further consultation and the delivery of our pilot projects in the Development Phase.

NLHF Outcome	How the project will meet this outcome
A wider range of people will be involved in heritage	<p>Our digital, public programming and marketing strands will engage with all residents and visitors to Plymouth, plus remote visitors via enhanced digital engagement.</p> <p>Our activity programmes aimed at our target audiences will increase motivation and build confidence to enable more people to positively engage with our coastal city and raise the profile of the NMP as a safe place for activity and well-being.</p>
Heritage will be in better condition	<p>We will commission a condition survey including statement of significance, to lead to prioritisation of repairs and renewals within a capital programme of key assets and explore methods to support owners to do the same.</p>
Heritage will be identified and better explained	<p>Based on the work of the statement of significance, the appointed interpretation designers will co-design an interpretation scheme to unlock vital knowledge and reconnect and inspire visitors and users of the Park.</p> <p>We will use the Development Phase to foster innovation and creativity in the delivery of digital solutions to our engagement mission so as to engage and inspire people regardless of their location.</p>
People will have developed skills	<p>Building on existing school programmes of Ocean Citizenship, we will ensure all Plymouth Primary School pupils are connect with the Ocean on their doorstep and inspired to get involved in our programmes.</p> <p>With a clear focus on STEM career development and 'blue economy start-up enterprise' we will elevate opportunities available to enable young people and career changers</p> <p>Through programmes aimed at our target audiences we will deliver approaches to levelling-up the access points to the higher-skilled marine tech sector by removing real and perceived barriers</p>
People will have learned about heritage, leading to change in ideas and actions	<p>To counter the extreme risk that faces our environment, we will pilot a programme of volunteering to hasten changes in attitude and behaviour, supporting city-wide our leadership in climate change action.</p> <p>Through engagement with all our audiences we will change the way the city interacts with its environment, to care and protect it.</p>

People will have greater wellbeing	We will increase access to green and blue spaces in and around the Sound, encouraging all audiences and targeting our priority groups to participate. Our health and well-being hub will become a focus point for this engagement.
The funded organisation will be more resilient	This project will bring together key institutions across the park to collaboratively deliver our vision and give a more joined up coherent offer within the NMP.  Our digital programme will build additional digital capability, skills and resilience.
The local area will be a better place to live, work or visit	Supporting the NMP, this project brings major sustainable development benefiting the economy, society and environment.
The local economy will be boosted	This project is a major economic and tourism driver, improving lives through connecting with our heritage and landscapes, and changing behaviours to reduce our impact on the environment, to restore it and improve it for generations to come

## 4.8 Evaluation

We will appoint an evaluation consultant to develop a monitoring and evaluation framework (a logic model and evaluation strategy) for the Development, Delivery and Operational phases of this project. This will ensure that we effectively and efficiently measuring our progress against key milestone and HLF outcomes and, where necessary, adapting our activities and programming.

During the Development Phase the consultant will undertake research (quantitative and qualitative) to produce a base-line set of data relevant to the draft outcomes in this plan, as well as an Evaluation Framework which will be used to inform the evaluation of the Delivery phase.

## 5 OUTLINE Action Plan: DEVELOPMENT Phase, August 2021 - July 2023

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
<b>Resources and recruitment</b>							
<b>Recruitment of:</b> Engagement Programme Manager [Activity Plan].	All audiences	Oversee planning to ensure outcomes defined	PCC Recruitment	£111,534	October 2021 – August 2023	Successful appointment and retention  Pilot programme delivered  Activity Plan and Interpretation Plan complete	Stakeholder interview
NMP Pilot Park Ranger	All audiences	A wider range of people will be involved in heritage	PCC Recruitment	£ 79021	Jan 2022 – August 2023	Successful appointment and retention	Stakeholder interview



Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
		People will have greater wellbeing				Pilot programme delivered Evaluation data collected	
NMP Pilot Park Ranger Assistant	All audiences	People will have developed skills People will have learned about heritage, leading to change in ideas and actions	PCC Recruitment	£48,446	April 2022 – Sept 2023	Successful appointment and retention Pilot programme delivered Evaluation data collected	Stakeholder interview
4 x NMP Seasonal Assistants - internship positions	All audiences	People will have learned about heritage, leading to change in ideas and actions People will have	PCC Recruitment	£40703	May – Sept 2022	Successful appointment and retention Pilot programme delivered	Intern focus group

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
		developed skills				Evaluation data collected	
Activity Plan Consultant	All audiences / focus on priority audiences	A wider range of people will be involved in heritage & other outcomes defined	PCC Recruitment	£35,000	September 2021 – July 2023	Research and delivery of Activity Plan	Activity Plan compliant with NLHF guidelines
Evaluation Consultant	All audiences	A wider range of people will be involved in heritage & other outcomes defined	PCC Recruitment	£30,000	September 2021 – July 2023	Benchmarking of outcomes at Development Phase  Preparation of evaluation Framework	Evaluation Framework compliant with NLHF guidelines
Interpretation Plan Consultant – scheme developed to concept stage	All audiences	Heritage will be identified and better explained	PCC Recruitment  Mount Edgcumbe – Heritage gateway	20,000	September 2021 – July 2023	Working in unison with project team members and partners: research and delivery of	

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
			NMA – Nature and Environment  Cross Ref P2: Smart Sound Heritage			Interpretation Plan	
<b>P1. Interpretation Plan</b>							
Development of Interpretation Plan	All audiences	Heritage will be identified and better explained	Interpretation Planning consultants  Mount Edgcumbe – Heritage gateway  NMA – Nature and Environment  Cross Ref P2: Smart Sound Heritage	Cross ref to Interpretation Brief	September 2021 – July 2023	Working in unison with project team members and partners: research and delivery of Interpretation Plan	Interpretation Plan to meet outcomes
<b>P2. Smart Sound Heritage</b>							

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
Select location and recruitment for 6 Innovation Labs:	Partnerships with digital sector + <ul style="list-style-type: none"> <li>Students (Secondary HE and FE)</li> <li>lower income neighbourhoods,</li> <li>SEND students</li> </ul>	Heritage will be identified and better explained A wider range of people will be involved in heritage People will have developed skills People will have learned about heritage, leading to change in ideas and actions	Engagement Programme Manager [Activity Plan].  Interpretation Plan consultant Activity Plan consultant Evaluation Plan consultant Mount Edgcumbe – Heritage gateway NMA – Nature and Environment Hoe Waterfront and Tinside – health and wellbeing hub	£20,000	October 2021 – June 2023	Delivery of prototype digital tools to meet outcomes  Students learned skills and gained understanding of career requirements for digital sector	Interview  Evidence of prototypes - tested

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
Develop a marine observation post (Breakwater)	As above	As above	As above	£12,000	October 2021 – June 2023	Delivery of prototype digital tools to meet outcomes	Interview Evidence of prototypes – tested
Hidden treasures of the sound project development	As above	As above	As above	£20,000	October 2021 – June 2023	Delivery of prototype digital tools to meet outcomes	Interview Evidence of prototypes – tested
Develop a website "front door" for the park	As above	As above	As above	£2,500	October 2021 – June 2023	Delivery of website outline to meet outcomes	Interview Evidence of prototypes – tested
<b>P.3 Activate</b>							
<ul style="list-style-type: none"> <li>2 x NMP Festival Weekend – open to everyone – e.g. swimming,</li> </ul>	All audiences	A wider range of people will be involved in heritage	Mount Batton Peninsular – Active Recreation gateway	£44,000	May 2022	Number of participants Range of participants	Onsite feedback Post event survey

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
sailing and paddle boarding		<p>People will have developed skills</p> <p>People will have greater wellbeing</p>	<p>Engagement Programme Manager [Activity Plan]</p> <p>NMP Pilot Park Ranger Assistant</p> <p>NMP Seasonal Assistant Park Ranger Mount Batten</p> <p>Evaluation consultant</p>			<p>Positive evaluation meeting outcomes</p> <p>Volunteer recruitment (cross ref P8)</p>	
<ul style="list-style-type: none"> <li>30+ Pilot targeted Give it a Go event/s</li> </ul>	<ul style="list-style-type: none"> <li>families with school age children from lower income neighbourhoods</li> <li>disabled people</li> <li>people from BAME backgrounds</li> </ul>	<p>A wider range of people will be involved in heritage</p> <p>People will have developed skills</p> <p>People will have greater wellbeing</p>	<p>Mount Batton Peninsular – Active Recreation gateway</p> <p>Hoe Waterfront and Tinside – health and wellbeing hub</p> <p>Engagement Programme</p>	£52,000	<p>May 2022</p> <p>July 2022</p> <p>August 2022</p>	<p>Number and range of participants</p> <p>Positive evaluation meeting outcomes</p> <p>Volunteer recruitment (cross ref P8)</p>	<p>Onsite feedback</p> <p>Post event survey</p>

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
			Manager [Activity Plan]  NMP Pilot Park Ranger Assistant  NMP Seasonal Assistant Park Rangers Mount Batten / Tinside  Evaluation consultant				
<ul style="list-style-type: none"> <li>3 +Pilot walking events and challenges - potentially with digital innovation</li> </ul>	As above	As above	As above	£3,000	May 2022 July 2022 August 2022		
<ul style="list-style-type: none"> <li>20 'Sea in the Park' events</li> </ul>	<ul style="list-style-type: none"> <li>families with school age children from lower income neighbourhoods</li> </ul>	A wider range of people will be involved in heritage	Neighbourhood Anchor organisations  Engagement Programme	£20,000	July 2022 August 2022	Number and range of participants  Positive evaluation	Onsite feedback

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
	<ul style="list-style-type: none"> <li>disabled people</li> <li>people from BAME backgrounds</li> </ul>	<p>The local area will be a better place to live, work or visit</p> <p>People will have learned about heritage, leading to change in ideas and actions</p>	<p>Manager [Activity Plan]</p> <p>Pilot Park Ranger Assistant</p> <p>NMP Seasonal Assistant Park Ranger - team</p> <p>Evaluation consultant</p> <p>Interpretation Consultants (public research)</p>			<p>meeting outcomes</p> <p>Volunteer recruitment (cross ref P8)</p>	
<ul style="list-style-type: none"> <li>“Sea in the Park” engagement alongside existing PCC Public Events programme</li> </ul>	All audiences	<p>A wider range of people will be involved in heritage</p> <p>The local area will be a better place to live, work or visit</p> <p>People will have learned about heritage,</p>	<p>PCC Events Team</p> <p>Engagement Programme Manager [Activity Plan]</p> <p>Pilot Park Ranger Assistant</p>	£2000	<p>May 2022</p> <p>July –Sept 2022</p>	<p>Number and range of participants</p> <p>Positive evaluation meeting outcomes</p> <p>Volunteer recruitment (cross ref P8)</p>	<p>Onsite feedback</p> <p>Feedback from Interpretation Designers</p>



Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
		<p>leading to change in ideas and actions</p> <p>The local economy will be boosted</p>	<p>NMP Seasonal Assistant Park Ranger - team</p> <p>Evaluation consultant</p> <p>Interpretation Consultants (public research)</p>				
<b>P4 Communities</b>							
<ul style="list-style-type: none"> <li>1 pilot neighbourhood project (Ernesettle)</li> </ul>	<ul style="list-style-type: none"> <li>families with school age children from lower income neighbourhoods</li> <li>schools (primary and secondary)</li> <li>disabled people</li> </ul>	<p>The local economy will be boosted</p> <p>The local area will be a better place to live, work or visit</p> <p>People will have greater wellbeing</p>	<p>Community Anchor organization (Ernesettle)</p> <p>Engagement Programme Manager [Activity Plan]</p> <p>Pilot Park Ranger Assistant</p> <p>Primary school</p>	£3000	April 2022 – May 2023	<p>Number and range of participants</p> <p>Positive evaluation meeting outcomes</p> <p>Volunteer recruitment (cross ref P8)</p>	<p>Onsite feedback</p> <p>Focus group</p> <p>Stakeholder interviews</p> <p>Post project survey</p>

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
			Capital improvement programme				
<b>P5 Community History</b>							
<ul style="list-style-type: none"> <li>1 pilot community history project (St. Budeaux / Saltash Passage)</li> </ul>	<ul style="list-style-type: none"> <li>Individuals from lower income neighbourhoods</li> <li>schools (primary and secondary)</li> </ul>	<p>People will have learned about heritage, leading to change in ideas and actions</p> <p>Heritage will be identified and better explained</p>	<p>Mount Edgcombe – Heritage gateway</p> <p>The Box – Community Learning Team</p> <p>Engagement Programme Manager [Activity Plan]</p> <p>The Box – archival records</p> <p>P2: Smart Sound Heritage</p> <p>Community anchor</p>	£3000	October 2021 – September 2022	<p>Recruitment of volunteer research team</p> <p>Evidence of research findings</p> <p>Online exhibition / blog</p>	<p>Focus group</p> <p>Public feedback from online exhibition / blog</p>

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
			organization e.g. Plymouth Octopus Project				
<b>P6 Enrich: enterprise support</b>							
<ul style="list-style-type: none"> <li>Case study review of the Future Parks</li> </ul>	Potential start-ups – from all audiences; priority audience – FE / HE graduates, Secondary school pupils	People will have developed skills People will have learned about heritage, leading to change in ideas and actions The local economy will be boosted	Engagement Programme Manager [Activity Plan] Future Parks Team NMA – Nature and Environment gateway	£5,000	Jan 2021 – May 2023	Case study complete: critical success factors understood	Interview Record keeping
<ul style="list-style-type: none"> <li>Taster ‘meet-ups’ for starter enterprises</li> </ul>	Potential start-ups – from all audiences; priority audience – FE / HE graduates,	People will have developed skills	Engagement Programme Manager [Activity Plan]	£5,000	Jan 2021 – May 2023	Number of Taster meet-ups and number of target audience engaged	Interview Record keeping

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
	Secondary school pupils	People will have learned about heritage, leading to change in ideas and actions  The local economy will be boosted					
<ul style="list-style-type: none"> <li>Pilot sustainable fisheries initiatives</li> </ul>	Existing fisheries industries and start-ups / HE / FE graduates	People will have developed skills  People will have learned about heritage, leading to change in ideas and actions  The local economy will be boosted	Commissioned – feasibility study & pilot brief	£30,000	Oct 21 – Dec 23	Delivery of feasibility study and outputs of pilot initiatives	Stakeholder interview
<b>P 7 Schools and Future Careers</b>							

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
<ul style="list-style-type: none"> <li>Involvement in 10 in-school activities</li> </ul>	<ul style="list-style-type: none"> <li>schools (primary and secondary) – focus on lower income neighbourhood</li> <li>students (HE and FE)</li> <li>focus on SEND students</li> </ul>	<p>People will have developed skills</p> <p>People will have learned about heritage, leading to change in ideas and actions</p>	<p>NMA – Nature and Environment gateway</p> <p>PCC STEM Learning team</p> <p>Engagement Programme Manager [Activity Plan]</p> <p>NMP Seasonal Assistant Park Ranger - team</p>	£1,000	Jan 2022– July 2023	<p>Number of schools engaged</p> <p>Number of pupils and students reach</p> <p>Range of pupils and students reached</p>	<p>Record keeping</p> <p>Onsite feedback</p> <p>Post event online survey feedback (teachers)</p>
<ul style="list-style-type: none"> <li>Involvement in 2 out of school – large scale activity</li> </ul>	As above	<p>People will have developed skills</p> <p>People will have learned about heritage,</p>	<p>NMA – Nature and Environment gateway</p> <p>PCC STEM Learning team</p>	£1000	Jan 2022 – July 2023	<p>Number of schools engaged</p> <p>Number of pupils and students reach</p>	<p>Record keeping</p> <p>Onsite feedback</p> <p>Post event online survey feedback (teachers)</p>

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
		leading to change in ideas and actions	Engagement Programme Manager [Activity Plan] NMP Seasonal Assistant Park Ranger - team Pilot Park Ranger Pilot Park Assistant			Range of pupils and students reached	
<ul style="list-style-type: none"> <li>Primary school Ocean Citizenship programme support – content development</li> </ul>	<ul style="list-style-type: none"> <li>Primary schools</li> </ul>	<p>People will have developed skills</p> <p>People will have learned about heritage, leading to change in ideas and actions</p>	<p>The Box Learning Team</p> <p>NMA Learning Team</p> <p>Engagement Programme Manager [Activity Plan]</p>	£2500	Jan 2022 – July 2023		

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
			NMP Seasonal Assistant Park Ranger - team				
<b>P 8 Environmental Ambassadors: Volunteering and Guardianship</b>							
<ul style="list-style-type: none"> <li>Resources for Pilot Park Ranger Team to delivery P8</li> </ul>	All audiences – with a focus on priority audiences: <ul style="list-style-type: none"> <li>families with school age children from lower income neighbourhoods</li> <li>students (HE and FE)</li> <li>disabled people</li> <li>people from BAME backgrounds</li> </ul>	People will have learned about heritage, leading to change in ideas and actions People will have developed skills People will have greater wellbeing Heritage will be in better condition	NMA – Nature and Environment gateway Mount Edgcumbe – Heritage gateway Hoe Waterfront and Tinside – health and wellbeing hub Engagement Programme Manager [Activity Plan]	£3,000	Feb 2021 – May 2023	Recruitment and numbers of volunteers for each role  Evidence of delivery of programmes	Record keeping  Onsite feedback

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
			Pilot Park Ranger Pilot Park Assistant P2: Smart Sound Heritage P1: Interpretation Planning				
<ul style="list-style-type: none"> <li>Recruitment pilot 'Community Focus Group'</li> </ul>	<p>All audiences with a focus on priority audiences – recruited via Programmes 2 – 7:</p> <ul style="list-style-type: none"> <li>families with school age children from lower income neighbourhoods</li> <li>students (HE and FE)</li> <li>disabled people</li> </ul>	<p>People will have learned about heritage, leading to change in ideas and actions</p>	<p>P2: Smart Sound Heritage P1: Interpretation Planning Pilot Park Ranger Assistant Engagement Programme Manager [Activity Plan]</p>	£500	May 2021 – May 2023	<p>Evidence from Citizen Panel to shape programmes e.g. P1, P2, P8</p>	<p>Record keeping Onsite feedback Post group online survey feedback</p>



Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
	<ul style="list-style-type: none"> <li>people from BAME backgrounds</li> </ul>						
<ul style="list-style-type: none"> <li>Recruitment pilot Ocean Squad volunteer team</li> </ul>	As Above	As Above	NMA – Nature and Environment gateway  NMP Seasonal Assistant Park Ranger: NMA & Tinside	£15,000	May 2021 – May 2023	Recruitment from target audiences  Retention from target audiences	Record keeping  Onsite feedback  Post pilot online survey feedback
<ul style="list-style-type: none"> <li>Recruitment pilot Heritage conservation team</li> </ul>	As Above	As Above	Heritage capital restoration project lead  Mount Edgcumbe – Heritage gateway	£2,000	May 2021 – May 2023	Recruitment from target audiences  Retention from target audiences	Record keeping  Onsite feedback  Post pilot online survey feedback

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
			Pilot Park Ranger Assistant NMP Seasonal Assistant Park Ranger:				
<ul style="list-style-type: none"> <li>Pilot programme of activities e.g. beach cleans, marine citizen science activities / heritage conservation</li> </ul>	As Above	As Above	NMA – Nature and Environment gateway Mount Edgcumbe – Heritage gateway	£3,000	May 2021 – May 2023	Delivery and evaluation of pilot programme	Record keeping Onsite feedback Post pilot online survey feedback

## 6 OUTLINE Action Plan: DELIVERY PHASE, Jan 2024 – Dec 2028

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
<b>Resources and recruitment [Outline Plans – to be revised]</b>							
<b>Recruitment of:</b> Engagement Programme Manager [Activity Plan].	All audiences	Oversee planning to ensure outcomes defined	PCC Recruitment	See total	Feb 2024 – Dec 2028	Successful appointment and retention  Pilot programme delivered  Activity Plan and Interpretation Plan complete	Stakeholder interview
<b>NMP Park Ranger Model:</b> <ul style="list-style-type: none"><li>NMP Park Ranger</li><li>NMP Park Ranger Assistant</li></ul>	<ul style="list-style-type: none"><li>All audiences</li></ul>	A wider range of people will be involved in heritage  People will have greater wellbeing	PCC Recruitment	See total	March 2024 – Sept 2028	Successful appointment and retention  Pilot programme delivered	Stakeholder Interview  Intern focus group

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
<ul style="list-style-type: none"> <li>4 x NMP Seasonal Assistants - internship positions</li> </ul>		<p>People will have learned about heritage, leading to change in ideas and actions</p> <p>People will have developed skills</p>				Evaluation data collected	
Total Staff budget (Delivery Phase)				£1,286,300			
Evaluation Contract in Development Phase							
<b>P1. Interpretation Plan</b>							
Delivery of the Interpretation Scheme	All audiences	Heritage will be identified and better explained	<p>PCC Recruitment</p> <p>Mount Edgcumbe – Heritage gateway</p> <p>NMA – Nature and Environment</p>	£250,000	July 2024 – July 2025	Evidence of delivery of Interpretation scheme	<p>Visitor surveys</p> <p>Staff feedback</p> <p>Visitor onsite feedback</p>

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
			Cross Ref P2: Smart Sound Heritage				
<b>P2. Smart Sound Heritage</b>							
<ul style="list-style-type: none"> <li>Delivery of digital interpretation and solutions</li> </ul>	All audiences	<p>Heritage will be identified and better explained</p> <p>A wider range of people will be involved in heritage</p> <p>People will have developed skills</p> <p>People will have learned about heritage, leading to change in ideas and actions</p>	<p>Engagement Programme Manager [Activity Plan].</p> <p>Park Ranger</p> <p>Mount Edgcumbe – Heritage gateway</p> <p>NMA – Nature and Environment</p> <p>Hoe Waterfront and Tinside – health and wellbeing hub</p>	£900,000	May 2024 – July 2025	Evidence of delivery of digital interpretation and solutions	<p>Visitor surveys</p> <p>Visitor onsite feedback</p> <p>Project Team feedback</p>

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
Develop a marine observation post (Breakwater)	As above	As above	Park Ranger NMA – Nature and Environment	£150,000	May 24 – Dec 2028	Evidence of data used to meet project outcomes	Record keeping Visitor interviews / survey
Digital Park Apps	As above	As above	Engagement Programme Manager [Activity Plan]. Park Ranger NMA – Nature and Environment	£300,000	May 2024 – July 2025	Analytics of App download and usage	Record keeping Visitor interviews / survey
Develop a website "front door" for the park	As above	As above	Engagement Programme Manager [Activity Plan].	£150,000	Jan 2024 – May 2024	Analytics of usage	Record keeping Visitor interviews / survey
<b>P.3 Activate</b>							

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
<ul style="list-style-type: none"> <li>5 x NMP Festival weekends, open to everyone</li> </ul>	All audiences	<p>A wider range of people will be involved in heritage</p> <p>People will have developed skills</p> <p>People will have greater wellbeing</p>	<p>Mount Batton Peninsular – Active Recreation gateway</p> <p>Engagement Programme Manager [Activity Plan]</p> <p>NMP Park Ranger Assistant</p> <p>NMP Seasonal Assistant Park Ranger Mount Batten</p> <p>Evaluation consultant</p>	£250,000	Summer 2024/5/6/7/8	<p>Number of participants</p> <p>Range of participants</p> <p>Positive evaluation meeting outcomes</p> <p>Volunteer recruitment (cross ref P8)</p>	<p>Onsite feedback</p> <p>Post event survey</p> <p>Coverage in media</p>
<ul style="list-style-type: none"> <li>Annual programmes (5) targeted 'Give it Go' events for</li> </ul>	<ul style="list-style-type: none"> <li>families with school age children from lower income neighbourhoods</li> </ul>	<p>A wider range of people will be involved in heritage</p> <p>People will have</p>	<p>Mount Batton Peninsular – Active Recreation gateway</p>	£800,000	May 2024/5/6/7/8	<p>Number and range of participants</p> <p>Positive evaluation</p>	<p>Onsite feedback</p> <p>Post event survey</p> <p>Coverage in media</p>

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
priority audiences	<ul style="list-style-type: none"> <li>disabled people</li> <li>people from BAME backgrounds</li> </ul>	<p>developed skills</p> <p>People will have greater wellbeing</p>	<p>Hoe Waterfront and Tinside – health and wellbeing hub</p> <p>Engagement Programme Manager [Activity Plan]</p> <p>NMP Park Ranger Assistant</p> <p>NMP Seasonal Assistant Park Rangers Mount Batten / Tinside</p> <p>Evaluation consultant</p>			<p>meeting outcomes</p> <p>Volunteer recruitment (cross ref P8)</p>	<p>Post events mini focus groups</p>
<ul style="list-style-type: none"> <li>Annual programmes (5) of Walking events and challenges – potentially</li> </ul>	As above	As above	As above	£22,000	May - Sept 2024/5/6/7/8	<p>Number and range of participants</p> <p>Positive evaluation</p>	<p>Onsite feedback</p> <p>Post event survey</p> <p>Coverage in media</p>



Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
with digital innovation – open to everyone						meeting outcomes Volunteer recruitment (cross ref P8)	Post events mini focus groups
<ul style="list-style-type: none"> <li>Sea in the Park Programme</li> </ul>	<ul style="list-style-type: none"> <li>families with school age children from lower income neighbourhoods</li> <li>disabled people</li> <li>people from BAME backgrounds</li> </ul>	<p>A wider range of people will be involved in heritage</p> <p>The local area will be a better place to live, work or visit</p> <p>People will have learned about heritage, leading to change in ideas and actions</p>	<p>PCC Events Team</p> <p>Engagement Programme Manager [Activity Plan]</p> <p>Park Ranger Assistant</p> <p>NMP Seasonal Assistant Park Ranger - team</p> <p>Evaluation consultant</p>	£95,000	July 2024 - August 2028	<p>Number of events attended</p> <p>Range of participants</p> <p>Positive evaluation meeting outcomes</p> <p>Volunteer recruitment (cross ref P8)</p>	<p>Record keeping</p> <p>Onsite feedback</p> <p>Post event survey</p> <p>Coverage in media</p>

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
<ul style="list-style-type: none"> <li>Sea in the Park” engagement alongside existing PCC Public Events programme</li> </ul>	All audiences	<p>A wider range of people will be involved in heritage</p> <p>The local area will be a better place to live, work or visit</p> <p>People will have learned about heritage, leading to change in ideas and actions</p> <p>The local economy will be boosted</p>	<p>PCC Events Team</p> <p>Engagement Programme Manager [Activity Plan]</p> <p>Park Ranger Assistant</p> <p>NMP Seasonal Assistant Park Ranger - team</p> <p>Evaluation consultant</p>	£100,000	May 2024 - Sept 2028	<p>Number and range of participants</p> <p>Positive evaluation meeting outcomes</p> <p>Volunteer recruitment (cross ref P8)</p>	Onsite feedback
<b>P4 Communities</b>							
<ul style="list-style-type: none"> <li>5 x neighbourhood projects</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>All adults, families with school age children from</li> </ul>	The local area will be a better place to live, work or visit	Community Anchor organisations	£15,000	May 2024 – Sept 2028	Number of projects and range of participants	Onsite feedback Focus group

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
	lower income neighbourhoods <ul style="list-style-type: none"> <li>schools (primary and secondary)</li> <li>disabled people</li> </ul>	People will have greater wellbeing People will have learned about heritage, leading to change in ideas and actions	Engagement Programme Manager [Activity Plan] Park Ranger team			Positive evaluation meeting outcomes Volunteer recruitment (cross ref P8)	Stakeholder interviews Post project survey
<ul style="list-style-type: none"> <li>Programme of community led intervention</li> </ul>	<ul style="list-style-type: none"> <li>All adults, families with school age children from lower income neighbourhoods</li> <li>disabled people</li> <li>people from BAME backgrounds</li> <li></li> </ul>	A wider range of people will be involved in heritage The local area will be a better place to live, work or visit People will have learned about heritage, leading to	Engagement Programme Manager [Activity Plan] Park Ranger team	£150,000	May 2024 - Sept 2028	Number and range of interventions with target communities	Record keeping Onsite feedback Participant survey

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
		change in ideas and actions					
<b>P5 Community History</b>							
<ul style="list-style-type: none"> <li>4 x community history projects</li> </ul>	<ul style="list-style-type: none"> <li>Individuals from lower income neighbourhoods</li> <li>schools (primary and secondary)</li> </ul>	<p>People will have learned about heritage, leading to change in ideas and actions</p> <p>Heritage will be identified and better explained</p>	<p>Engagement Programme Manager [Activity Plan</p> <p>Mount Edgcumbe – Heritage gateway</p> <p>The Box – Community Learning Team</p> <p>The Box – archival records</p> <p>P2: Smart Sound Heritage</p> <p>Community anchor organization e.g.</p>	£40,000	May 2024 – Sept 2028	<p>Recruitment of volunteer research teams</p> <p>Evidence of research findings</p> <p>Online exhibition / blog</p>	<p>Focus group</p> <p>Public feedback from online exhibition / blog</p>

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
			Plymouth Octopus Project				
<b>P6 Enrich: Enterprise support</b>							
<ul style="list-style-type: none"> <li>Support network with skilled resources</li> <li></li> </ul>	Potential start-ups – from all audiences; priority audience – FE / HE graduates, Secondary school pupils	<p>People will have developed skills</p> <p>People will have learned about heritage, leading to change in ideas and actions</p> <p>The local economy will be boosted</p>	<p>Engagement Programme Manager [Activity Plan]</p> <p>NMA – Nature and Environment gateway</p>	£15,000	Sept 2024 – Sept 2028	<p>Number of start ups</p> <p>Number of start- ups sustained</p> <p>Contact with support network</p>	<p>Interview</p> <p>Record keeping</p> <p>Digital analytics</p>
<ul style="list-style-type: none"> <li>Sustainable fisheries initiatives</li> </ul>	Existing fisheries industries and start-ups / HE / FE graduates	<p>People will have developed skills</p> <p>People will have learned</p>	Engagement Programme Manager [Activity Plan]	£50,000	Sept 2024 – Sept 2028	<p>Number of fishery initiative start-up</p> <p>Measures of resilience of</p>	<p>Interview</p> <p>Record keeping</p>

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
		about heritage, leading to change in ideas and actions  The local economy will be boosted				existing fishing industry	
<b>P 7 Schools and Future Careers</b>							
<ul style="list-style-type: none"> <li>Involvement in in-school activities [TEM Careers]</li> </ul>	<ul style="list-style-type: none"> <li>schools (primary and secondary) – focus on lower income neighbourhood</li> <li>students (HE and FE)</li> <li>focus on SEND students</li> </ul>	People will have developed skills  People will have learned about heritage, leading to change in ideas and actions	NMA – Nature and Environment gateway  PCC STEM Learning team  Engagement Programme Manager [Activity Plan]  Park Ranger Team	£20,000	May 2024 – July 2028	Number of schools engaged  Number of pupils and students reach  Range of pupils and students reached	Record keeping  Onsite feedback  Post event online survey feedback (teachers)

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
<ul style="list-style-type: none"> <li>Involvement in out of school – large scale events [STEM Careers].</li> </ul>	As above	<p>People will have developed skills</p> <p>People will have learned about heritage, leading to change in ideas and actions</p>	<p>NMA – Nature and Environment gateway</p> <p>PCC STEM Learning team</p> <p>Engagement Programme Manager [Activity Plan]</p> <p>Park Ranger Team</p>	£7,500	May 2024 – July 2028	<p>Number of schools engaged</p> <p>Number of pupils and students reach</p> <p>Range of pupils and students reached</p>	<p>Record keeping</p> <p>Onsite feedback</p> <p>Post event online survey feedback (teachers)</p>
<ul style="list-style-type: none"> <li>Primary school Ocean Citizenship programme support – content</li> </ul>	<ul style="list-style-type: none"> <li>Primary schools</li> </ul>	<p>People will have developed skills</p>	<p>The Box Learning Team</p> <p>NMA Learning Team</p>	£25,000	Sept 2024 – Dec 2028	<p>Number of schools engaged</p> <p>Number of pupils and students reach</p>	<p>Record keeping</p> <p>Analytics for digital resource usage</p>

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
development (digital and practical)		People will have learned about heritage, leading to change in ideas and actions	Engagement Programme Manager [Activity Plan] Park Ranger Team			Range of pupils and students reached	Online survey feedback (teachers)
<ul style="list-style-type: none"> <li>Apprenticeship programme</li> </ul>	<ul style="list-style-type: none"> <li>Students (HE and FE)</li> <li>Secondary schools</li> </ul>	<p>People will have developed skills</p> <p>The local economy will be boosted The local economy will be boosted</p>	<p>With FE – e.g. Plymouth City College</p> <p>Engagement Programme Manager [Activity Plan]</p>	£100,000	Sept 2024 – August 2028	<p>Number of Apprenticeships</p> <p>Take up of apprenticeships</p> <p>Retention of apprenticeships</p>	<p>Record keeping</p> <p>Feedback from Apprentice</p> <p>Feedback from Employer</p>
<ul style="list-style-type: none"> <li>Student work experience programme</li> </ul>	<ul style="list-style-type: none"> <li>Students (HE and FE)</li> <li>Secondary schools</li> </ul>	<p>People will have developed skills</p> <p>The local economy will be boosted</p>	<p>Engagement Programme Manager [Activity Plan]</p> <p>Park Ranger</p>	£35,000	Sept 2024 – August 2028	<p>Number of Placements</p> <p>Take up of apprenticeships</p>	<p>Feedback from Student</p> <p>Feedback from Employer</p>



Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
<b>P 8 Environmental Ambassadors: Volunteering and Guardianship</b>							
<ul style="list-style-type: none"> <li>Resources for Park Ranger Team to delivery P8</li> </ul>	All audiences – with a focus on priority audiences: <ul style="list-style-type: none"> <li>families with school age children from lower income neighbourhoods</li> <li>students (HE and FE)</li> <li>disabled people</li> <li>people from BAME backgrounds</li> </ul>	People will have learned about heritage, leading to change in ideas and actions  People will have developed skills  People will have greater wellbeing  Heritage will be in better condition	Transport – electric vehicle etc.  NMA – Nature and Environment gateway  Mount Edgcumbe – Heritage gateway  Hoe Waterfront and Tinside – health and wellbeing hub	£18,000	May 2024 – Oct 2028	Evidence of delivery of P8 programmes	Record keeping  Onsite feedback  Participant surveys
<ul style="list-style-type: none"> <li>‘Community Focus Group’ – ongoing</li> </ul>	All audiences with a focus on priority audiences – <ul style="list-style-type: none"> <li>families with school age</li> </ul>	People will have learned about heritage, leading to	Assistant Park Ranger  Evaluation Consultant	£2,500	June 2024 – August 2028	Sustained Community Focus group	Record keeping  Online volunteer

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
	children from lower income neighbourhoods <ul style="list-style-type: none"> <li>• students (HE and FE)</li> <li>• disabled people</li> <li>• people from BAME backgrounds</li> </ul>	change in ideas and actions					survey feedback Evidence via Focus group activity
<ul style="list-style-type: none"> <li>• Ocean Squad volunteer team</li> </ul>	As Above	As Above	NMA – Nature and Environment gateway Park / Assistant Park Ranger	£125,000	May 2024 – Oct 2028	Recruitment from target audiences Retention from target audiences Number of engagement activities Evidence of delivery e.g. weight of plastic picked etc.	Record keeping Onsite feedback Online volunteer survey feedback

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
<ul style="list-style-type: none"> <li>Heritage conservation team</li> </ul>	As Above	As Above	Assistant Park Ranger Mount Edgcumbe – Heritage gateway	£10,000	May 2024 – Oct 2028	Recruitment from target audiences Retention from target audiences Retention from target audiences Number of engagement activities Evidence of delivery e.g. conservation of built heritage	Record keeping Onsite feedback Online volunteer survey feedback
<ul style="list-style-type: none"> <li>Programme of activities e.g. beach cleans, marine citizen science activities /</li> </ul>	As Above	As Above	NMA – Nature and Environment gateway Mount Edgcumbe –	£15,000	May 2024 – Oct 2028	Evidence of delivery e.g. conservation of built heritage	Record keeping Onsite feedback

Activity: description	Target audience for activity	Outcome – what change will there be?	Resources	Costs in project budget	Timetable	Targets & measures of success	Method(s) of evaluation
heritage conservation			Heritage gateway  Assistant Park Ranger				Online  volunteer  survey feedback