

Plymouth

Britain's Ocean City

PERFORMANCE REVIEW SUMMARY

OCTOBER 2021 TO OCTOBER 2022



MEDIA GROUP

Coverage achieved

	TO OCTOBER 2021 (Including both Destination PR and Mayflower400)	TO OCTOBER 2022 (Destination PR only)
PR Audience Overall Reach	843,498,308	647,744,275
PR AVE Overall in GBP	20,827,406	17,816,248

Green and Ethical checklist ☒

Give yourself – and the planet – a break

More Brits are looking to travel sustainably than ever before – but what's the best way to do it?

Now that trips abroad have been given the green light again, thousands of Brits are unapologetically packing their bags and jet setting. However, awareness of how we're travelling, and the subsequent impact it has, is continuing to grow with the 'pandemic effect' further encouraging travellers to opt for more sustainable measures.

In fact, *Booking.com's* Sustainable Travel Report 2021 has found that 43% of UK travellers say the pandemic has made them want to travel more sustainably in the future, whilst 64% say they want to stay in a sustainable accommodation in the upcoming year. The latter has seen a notable increase from previous years, from 44% in 2016, and 50% in 2020, prior to the pandemic.

Marianne Gybels, director of sustainability for *Booking.com* adds: *"The good intentions are there on all sides, but there is still a lot of*

work to be done to make sustainable travel an easy choice for everyone."

With there still being some uncertainty surrounding travelling, some Brits are still naturally drawn to a staycation. For those with an environmental conscience, the perfect trip could be Plymouth, Britain's Ocean City, where sustainability is a watchword.

Although best known for its impressive maritime heritage, the city is now a community with plastic-free status and offers the chance to enjoy a sustainable adventure, celebrate nature and learn about conservation initiatives while helping to reduce harm – litter pick with Plymouth Gin anyone?

Fiona Whitty feasts her eyes on an Ocean City full of surprises

EXPLORE Where in the world is this? Plymouth grin

OTV - 316,081

It's not every day you get a stunning coastal view at your local public swimming baths. But not every pool is in a place dubbed Britain's Ocean City that also has the grand title of National Marine Park.

Tinside Lido in Plymouth, recognised as one of the best in Europe, teeters off a cliff overlooking the Sound, its crescent-shaped pool filled with beautifully clear water.

The Grade II-listed building's Art Deco design is fabulous but it's the views that really take your breath away.

From its vast sun deck we watched sailing boats, fishing vessels, paddle boarders and even Royal Navy ships cutting across the bay.

Built in 1935 amid the golden era of lidos, Tinside later fell into disrepair and eventually closed in 1992 before a public outcry – and more than 70,000 signatures – forced a reopening 11 years later. We're glad it did (open from Spring 2022, adult £5, child £4, everyoneactive.com).

Later my husband Tim and I, plus our children Freddie, 12, and 15-year-old Rosie, jumped on a Summer Sundowner Cruise with Plymouth Boat Trips, which takes you on a soothing 90-minute amble around the bay we'd been admiring.

The tour wound past Mount Batten Peninsula, Drake's Island and Mount

Edgcumbe House and Country Park, the start of neighbouring Cornwall, and gave us picture-perfect views of some of Plymouth's

famous landmarks. Smeaton's Tower – its red-and-white lighthouse – stood proud and Royal William Yard, a former naval victualling yard, showed off its Grade I-listed buildings, repurposed into galleries, artist workshops and brasseries (running from April 2022, adult £11, child £6, families £30, plymouthboattrips.co.uk).

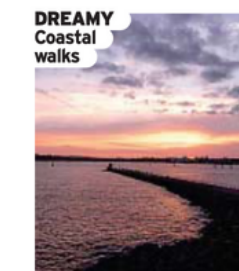
We headed back there another time to Hook & Line restaurant. We loved its seafood menu and chose a variety of small plates such as scallops – caught by its fisherman co-owner Ben's scallop boat Sidney Rose – honey and soy glazed octopus, grilled sardines and teriyaki prawn and scallop skewers.

The Barbican Botanicals and Devon rums from the Rum Bar – with a nod to the naval history – went down well too (thehookandlineplymouth.co.uk).

Plymouth is a beautiful city to



COAST
BOAST
Tinside
Lido's star
location



DREAMY
Coastal
walks



FLAVOUR
A taste of
Plymouth
Gin with
a tour



VIBRANT
Barbican

CATCH OF THE DAY



1 THIS CUSHION

Update your home with homewares celebrating everyone's favourite seabird. This orange-tasselled cushion features a puffin screen-printed on a smart navy background (£40,

joules.com).



2 THIS BIKE

Hop on an eco-friendly, hand-crafted bike made from sustainably sourced wood. The range includes kids' balance bikes, adult cycles and e-bikes (Penelope two-speed 28in bike, £1,990,

coco-matbike.uk).



3 THIS BUCKET

Building sandcastles? Swap plastic buckets for durable and recyclable silicone versions. Best of all, Scrunch Buckets can simply be rolled or folded into your beach bag at the end of the day (£10.99,

scrunchkids.com).



4 THESE TINS

For nostalgic seaside style, keep your pens and pencils in these colourful coastal storage tins, which are decorated with retro typography and fish images (£8.95 for a set of two,

rexlondon.com).

WHAT'S FLOATING YOUR BOAT? Let us know on our Facebook page, facebook.com/coastmagazine, or email us at coast.ed@kelsey.co.uk



A UK FIRST FOR PLYMOUTH

Plymouth has been named the UK's first National Marine Park, a reflection of its maritime heritage, natural riches and vibrant community. A £9.5m National Lottery Heritage Horizons Fund award will encourage people to protect the ocean, tackle climate change and support new green marine job opportunities. A host of activities will take place in 2022, including saltwater swimming at Tinside Lido (left), town trails and beach cleans (plymouthsoundnationalmarinepark.com).



BOOK
Killed
of the
MON
Ha

Shifting sands

The sand dunes known as the Sandhills at Formby, Merseyside, are being turned into a refuge for native plants and animals including the natterjack toad, one of the UK's rarest amphibians. A dumping ground for thousands of tonnes of tobacco waste in the 1950s and 1960s, the two-hectare site is being transformed by the National Trust, which is clearing invasive plants, re-establishing the natural shape of the dunes and adding 12 breeding pools as a lifeline for the toads. More information at nationaltrust.org.uk.



DUNES PHOTOGRAPH NATIONAL TRUST IMAGES/ANNAPURNA MELLOR

The inside track

Much more than a standard travel guide to the South West Coast Path, this fascinating book goes the extra mile and highlights 1,000 mini adventures that you can enjoy along the entire 630-mile length of Britain's longest waymarked path. Author Stephen Neale scours the route from Minehead to Poole Harbour, unearthing hidden beaches, foraging spots, secret swims, magical wells and wild woods, all of which will allow you to connect more deeply with nature. *The South West Coast Path* by Stephen Neale (£20, paperback, Bloomsbury).

Mirror



THE  TIMES

COMBINED OTV -
93,662,823



The
Guardian



Woman's Weekly



Woman's Weekly (UK)
12 Jul 2022 (3)

Woman's Weekly (UK)

Travel: What the seafaring city of Plymouth has to offer

Best known as an historic seafaring city, Plymouth is adding culture and an exciting food scene to its attractions

Recreation · Travel
12 Jul 2022

Climbing the 93 steps of Plymouth's iconic lighthouse Smeaton's Tower may sound like hard work, but spare a thought for the builders who had to construct it originally. In the 1750s, they worked stone by stone nine miles out at sea on



Enjoy fresh seafood at The Boathouse Cafe

the dangerous Eddystone rocks.

Later, workmen took it down again and rebuilt it on Plymouth

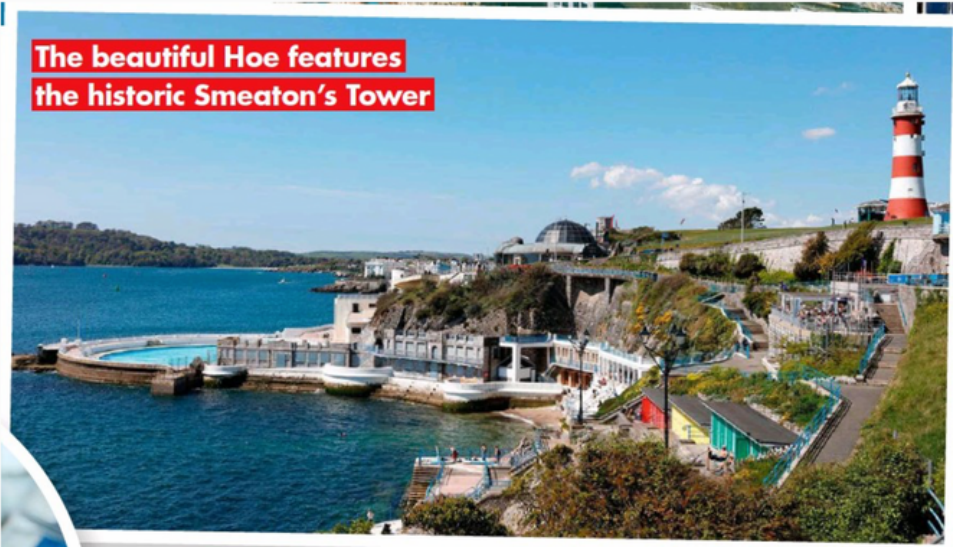
front and shines a light on Plymouth's natural beauty, from the winking wildflower meadows beneath the walls of the 17th-century Royal Citadel, to the views out to the fortress on Drake's Island. Here, the rare lesser horseshoe bats hibernate in winter.

Seafaring history

Plymouth's fortunes were built on its seagoing adventures. It was from here that the pilgrims sailed on the merchant ship

Mayflower on the epic journey to the New World in 1620.

A lot of Plymouth was badly bombed in World War Two, but much of the Barbican area survived surprisingly well. It's a warren of narrow, cobbled



The beautiful Hoe features the historic Smeaton's Tower

streets lined with Elizabethan warehouses, shops, galleries, eateries and the ancient quays.

For a break from the bustle, tour the famous Plymouth Gin distillery or enjoy the peace of the

Hoe as a memorial to John Smeaton, its brilliant designer. Today it stands in pride of place as one of the south-west coast's most recognised landmarks.

The views from the top are well worth the climb: Plymouth Sound shimmers in the sea breeze and there are stunning views towards the Cornish coastline. Bordered by a wide beach, this coastal gem nestles between hills that reach down to the adjoining bays, surrounded by woodlands, meadows and the foothills of Dartmoor National Park.

Natural beauty

Plymouth is a real joy to explore. Take a jaunt along the famous Plymouth Hoe, a verdant expanse of coastline with



Ancient quays where merchants traded

huge skies and bobbing sailboats, or brave a refreshing saltwater dip at Tinside Lido, an art deco masterpiece.

The beautifully restored Royal William Yard – a massive Georgian complex on the waterfront

that used to supply Royal Navy ships – is also well worth a visit, with its shops and restaurants. Nature lovers can follow the City Centre Wildlife

Trail, which meanders from the heart of the city to the water-



For more on the city's history, take a guided walking tour or download the free Plymouth Trails app. Go to visitplymouth.co.uk for details.

Culture calls

While its past is fascinating, Plymouth is busy looking to the future. Thanks to a massive regeneration project, it has reinvented itself as Britain's 'Ocean City', with an emphasis

On culture and food. One of the most exciting developments is The Box (theboxplymouth.com), which houses a museum, several galleries and exhibition spaces, plus a new town square.

This year's exhibition includes a Family Fun Marine Park experience, to celebrate Plymouth's status as a national marine park, and the British Art Show 9 (October-December), which will showcase recent work from some of the country's top artists.

Food stars

From high-end dining to street eats, Plymouth has a buzzing food scene. Fresh seafood is the star, and both The Boathouse and The Hook



New Street dates back to Tudor times

& Line cafe-bars have their own fishing boats, and offer catches of the day, from seabass to scallops and more. Or enjoy food with a view at Mitch Tonks' Rockfish overlooking Sutton Harbour.

For a special treat, try Scott Paton's signature four-course

seasonal menu at his new Àclèaf Restaurant at Boringdon Hall (boringdonhall.co.uk). Or for something less formal, Supha's Street Food Emporium (suphas.co.uk), right on the waterfront, offers delectable Southeast Asian delights.

The annual Plymouth Seafood and Harbour Festival, on

17-18 September, provides all sorts of opportunities to sample the fruits of the sea. See visit-plymouth.co.uk for more.

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