

Plymouth Sound National Marine Park Project Summary



Contents

Our Vision

Project Summary

Delivery

- Marine Citizenship

- Activity Plan

- Nature Boost

- Capital Building Restoration and Transformation

- Digital Park

- Interpretation

- Evaluation

Programme

Project Expenditure

Our Vision

‘Our National Marine Park will value the environment, heritage and economy of Plymouth Sound and its estuaries. It is where people and planet will come together to realise a new, sustainable relationship with the sea.’

Underpinning the vision is the purpose of the PSNMP to:

- Take us back to the sea
- Inspire each and every generation
- Restore a sense of pride and identity for the city
- Enhance our marine environment
- Improve the health and wellbeing of people through better access
- Support the development of a truly sustainable economy

The strategic aims of the project articulate how we will deliver each of the aspects detailed above.



Aerial view of Hoe Park out over Plymouth Sound. Photo credit – Lewis Huddy

Project Summary

The delivery of Plymouth Sound National Marine Park (PSNMP) is a once in a lifetime transformational opportunity for Plymouth, The National Lottery Heritage Fund (NLHF) and the nation. A unique opportunity to pioneer a new approach to protecting and restoring the amazing heritage of the Sound, transforming the lives of Plymothians. In creating the UK's first National Marine Park we will develop a blueprint for an innovative new model of National Marine Parks across our island nation.

The PSNMP landscape deserves this scale of ambition as it is simply world class. A landscape that has in many ways defined and shaped much of the country's history over the past 500 years. We have wildlife of international importance, outstanding maritime heritage and over 600 shipwrecks within the Sound.

It is a landscape under threat and must respond to the biggest global challenges facing nature: climate change, habitat degradation and human disconnection; whilst our built heritage is being degraded and our cultural connections to the sea are being lost.

Our ambition is to unlock the transformational 'big idea' of delivering the UK's first National Marine Park in Plymouth Sound and lead a new generation of Parks. Unlike the model of National Parks established in the 1960s our model will be a permissive approach based on a new relationship between citizen and the sea. This project will deliver a vital change by, through and with people. It is a paradigm shift in thinking that recognises that we cannot save our planet without everyone being part of the solution. PSNMP will enable a grassroots movement, delivered through engaged marine citizens, changing long term behaviours and outcomes.

We do not underestimate the challenge to deliver this scale of change; we see it as our duty to enhance and protect this landscape for future generations - the prize is total transformation and we have spent a lot of time understanding the challenges and testing our approach. An approach that will lead to a redefined relationship between people and nature for the benefit of people, planet and place.

Our approach is collaborative, bringing partners together in a common cause. Building on strong foundations laid by multiple partners with existing responsibilities within the Sound who are already doing fantastic work. The NLHF funding will enable us to amplify and expand this work.

We will accordingly create a new National Marine Park Company underwritten by the Local Authority with a CEO to play this strategic convening role. The Local Authority will provide assurance, democratic mandate and financial stability as accountable body for the project.

The project will be delivered on the ground through an integrated and collaborative programme. The different areas will work holistically together to bring the PSNMP to life. The project includes:

- An inclusive Activity Plan, driving the marine citizenship programme, providing diverse opportunities to engage with the Park, discover and learn more about the PSNMP and support activities to help enhance and care for the PSNMP;
- Sensitive Capital enhancements to key Gateways along the waterfront; gateways to the PSNMP. Centres of intensive engagement and outreach focused on the development of new audiences.
- Pioneering Nature Boost restoration initiatives; re-building species and habitats and enhancing climate resilience.
- An innovative Digital Park to ensure the heritage beneath the waves is visible, accessible and inspirational;
- An Interpretation Plan highlighting the past, present and future, co-designed with our communities and reaching into the heart of our city.

By removing identified barriers to access, the programme will enable communities across the city to engage with PSNMP in their own way. We will focus on working alongside communities that currently have little or no engagement with PSNMP.

Our business plan sets out a clear financial strategy to ensure that the Park will thrive at the end of the project. In our model, the central overhead is minimised and will reduce over time as our Gateways grow. These Gateways will be endowed with assets during delivery so they can develop sustainable income streams to sustain project outcomes. A small permanent overhead will be maintained to provide the strategic convening role alongside the long term commitment of Local Authority resources.

This project comes at the right time for Plymouth, the NLHF and the nation. We need innovation to respond to the significant challenges of our times. We believe we have designed a unique solution that transforms the heritage conservation narrative into a sustainable permissive model built on engagement. A grass roots movement underpinned by good governance and a strong business model.

Our model is inclusive, democratic and relevant for the 21st century. Change is driven by the people, by the communities who will be the custodians of the landscape for generations to come.

Delivery

MARINE CITIZENSHIP

Marine Citizenship is about people being involved in shaping the relationship humans have with the marine environment. It spans individual, private behaviour changes, such as making more environmentally conscious choices, through to more public citizenship actions aimed at changing how society as a whole uses the marine environment.

Marine Citizenship therefore recognises that though people can take responsibility for their personal impact on the marine environment, many impacts are the consequence of decisions and systems that people do not always have opportunity to influence. To help it reach its marine citizenship goal, the PSNMP is collaborating with marine social science researchers to develop innovative approaches aimed at supporting the PSNMP goal to promote marine citizenship.

University of Exeter Research Fellow Dr Pamela Buchan has worked with the PSNMP throughout the academic year 2022-23 to exchange knowledge from her marine citizenship research, embedding the principles and values into developing a pilot marine citizenship framework to inform PSNMP activity design and evaluation. The framework considers how people with different types of values can be reached, and highlights the different kinds of relationship people can have with the ocean which have been shown to positively relate to deeper (more public and society-focused) marine citizenship. Embedding the people, the planet and place.



PSNMP Ranger assisting the SHIPS project on a maritime archaeology camp. Photo credit – SHIPS project

By applying cutting-edge evidence, the PSNMP is not only supported in delivering its goals, but is also helping to push the boundaries of what is understood about marine citizenship. Evidence from PSNMP activities will help to evidence a potential pathway from ocean experiences through to active marine citizenship. New research proposals are being submitted to develop this knowledge exchange collaboration into a research partnership.

ACTIVITY PLAN

The Activity Plan has been designed to respond to all the conversations and learning that occurred during the test and trial stage development stage. The resulting programme has been designed to enable communities across the City to participate in activities, events and programmes that support a behavioural change programme that includes a 3-step pathway approach:

- Engage and inspire;
- Provide opportunities for learning and discovery;
- Enable connection and positive action to support the long-term care of the PSNMP

This programme has been designed to maximise the number of people accessing the PSNMP's amazing heritage, enabling everyone to discover all about the treasures of the Sound and for communities to be enabled to care for the Park. These pathways will ensure that the communities of Plymouth can be active and engaged Marine Citizens. This will enable access to all the benefits that the Park can offer but can also be an integral part of restoring and protecting the world-class nature and landscape of the Sound.

Inclusivity is at the heart of the Activity Plan but there is always more that can be learnt and developed to improve further. The Activity Plan will therefore be under constant review and evolution throughout the 5 years to ensure that community voices continue to shape the programme going forward.

The Activity Plan includes 4 interconnected programmes of work:

- **Reconnecting Citizens to the Sea** – Activities designed to inspire and engage including Activate, community archaeology, PSNMP Festival, mini – splashes, PSNMP Swim Safe, PSNMP Pathways, coastal cleans and art engagement;
- **Marine Learning and Futures** – Activities designed to enable learning and discovery including a 5 year schools programme with 30 schools, teach the teacher programme, digital curriculum platform, Blue pathways, FE/HE student programme and social enterprise support;
- **Creating Marine Ambassadors** – Activities to enable people to connect with the Park and to enable positive action. This includes a significant volunteer programme, volunteer pathways to enable growth and progression, internships skills development and work experience.
- **Activating Communities** – Place based activities to continue further work with Ernesettle and Firestone, plus support for three new communities to develop what they want from connecting with the PSNMP.

NATURE BOOST

The nature boost programme includes 4 integrated programmes aimed at restoring key habitats and species within the Park in a manner that engages and inspires the City. On the ground, activities will be twinned with digital innovations. This will enable a pioneering programme including new approaches and methods to support the wildlife of the PSNMP. The programme includes:

- **Habitat Boost** – Supporting the restoration of key habitats across the Sound including, reefs. This work will include removal of non-native species, trialling new approaches to restoring biogenic reefs and helping people to love mudflats;
- **Species Boost** – Supporting the enhancement of iconic species of the Sound. Supporting species that are in decline, enhancing climate resilience and helping people understand why they are so important, so special;
- **Community Nature Boost** – Enabling communities to lead their own projects to enhance the wildlife of the PSNMP. This programme includes a small-scale community grants scheme that anyone from across the City will be eligible to apply for to support nature in the PSNMP;
- **Nature Credit Boost** - Building on our Natural Environment Investment Readiness Fund project we will continue work to develop a verifiable carbon and nature credit to enable greater levels of funding to be secured for seagrass meadows restoration from external sources. This pioneering natural capital approach to funding has huge potential to support large-scale sea grass restoration and in the future other marine habitats.



Species Boost – Seahorse. Photo credit – Neil Garrick-Maidment – The Seahorse Trust

CAPITAL BUILDING RESTORATION AND TRANSFORMATION

The capital programme is focused on enabling people to go on their marine citizenship journey. Enabling experiences of the PSNMP, providing places to discover more about the heritage and gateways to new ways to connect and care for the Park. The proposals and designs are all focused on this key purpose. They are people focused capital works.

The designed work enables the restoration of key buildings and places in a manner, which enables access and understanding of the heritage of the Park as well as being heritage restoration projects in their own right. There are 3 major interventions at Tinside, Mount Edgcumbe and Mount Batten Peninsula as well as smaller level interventions at Ernesettle and Firestone Bay. The capital designs have been informed by all the learning and feedback received during the development stage. This has ensured that they are meeting the needs of the City, enabling the sites to be sensitively enhanced taking account of their special features and ensuring the outcomes of the project can be sustained by incorporating income generating assets. The capital interventions will be brought to life by the Activity Plan delivery and connect and link to the wider City through the digital and interpretation programmes.

The capital programme is as follows:

- **Tinside Lido** – The plans for the Tinside work with the fabulous art deco design of one of the City's greatest waterfront assets. The proposal will ensure it plays a key role in the PSNMP enabling more people to connect and engage with the heritage of the Sound. The terrace at the top of the Lido will be reimagined to provide a welcoming place to enjoy the amazing view of Tinside and the whole of PSNMP. The first floor of the main Lido building will be restored and repurposed as a multi-purpose space. It will support community use, income-generating events to sustain the outcomes and will have a focus on enabling youth led activities. In addition, 'Building B', located between the Lido pool and Tinside Cove, will be refurbished and brought back into use as a youth outreach/watersports hub. This will enable youth workers to support young people to build confidence, develop skills, undertake marine-related training and learn about blue sector career opportunities in Plymouth. All the capital works are designed to enable an inclusive welcome to a nationally recognised asset of Plymouth. The physical changes will enable a significant programme of activities that will help people build the skills and confidence to engage with the Park from swimming and snorkelling to pathways to gain skills and employment.
- **Mount Batten Peninsula** – the activity gateway to the PSNMP. The works will enhance and bring to life the heritage of the historic peninsula and make the outstanding nature more easily understood. Physical work will ensure the peninsula is more welcoming and inclusive. To remove barriers to access the Mountt Batten Centre will undergo a transformation to enable more people to access the water and be inspired. Works include a new more accessible pontoon, changing room facilities that cater for all and significantly, enhanced public realm to ensure more people can experience the spectacular location. There will also be sensitive works to the Mount Batten Tower plateau, a scheduled ancient monument to improve access and interpretation of one of the best views of the PSNMP.

- **Mount Edgcumbe** - refurbishment and opening up of the Garden Battery building will provide improved access and enjoyment of this undiscovered and unexplored coastal fort defence. It forms part of Palmerston's fort defences for Plymouth. Works will enable the community and visitors to experience the extraordinary interior and hidden views of the Sound. This access will enable people to see this important part of the maritime heritage of Plymouth Sound. A digital version of a visit to the battery will ensure anyone not actually able to visit the site can experience the wonder of the place and get a real sense of the incredible importance of this Norman tower.
- **Ernesettle Creek** – the community have co-designed the sensitive interventions proposed at Ernesettle creek. Enabling better access, enhancement of the nature of the site and interpretation helping the community create a deeper connection to Plymouth Sound.
- **Firestone Bay** – also co-designed with the community, including interventions to support access to and activities in the water.

These capital interventions will support the marine citizenship pathways and programmes in the activity plan, so not only will there be new and enhanced sites they will be activated in a manner which encourages new users to visit and be part of the NMP.



Mount Batten Peninsula and Breakwater. Photo credit – Jay Stone

DIGITAL PARK

Digital will be an essential part of bring the wonders of the NMP to life and enable everyone to experience the treasures below the waves. The innovation of the Digital Park will be the blending of in person engagement opportunities with the creation of a local, national and international digital community. Collectively this blended approach will enable people to experience, discover and explore the natural and maritime heritage wonders of the Park inspiring actions to support the PSNMP. The Digital Park will:

- Be fully integrated with the new capital enhancements – enabling every hub to digitally link to the Park. The hubs will also be a place where people can connect with the Digital Park community and support digital inclusion;
- Deliver inspirational digital experiences to enable the city to be fully immersed in what the Park has to offer and how they can get involved. This will bring the hidden world of the Sound above the waves using technology, people and places across the city to deliver something transformational never seen before;
- Provide an inclusive platform to enable a community led digital NMP movement, including opportunities for individuals and groups to access technology, advice and training to support content creation;
- To provide an accessible platform for learning materials linked to the schools and learning programmes;
- Provide a digital twin for the physical PSNMP.

The Digital Park will be a continually evolving part of the project, ensuring it stays up to date with new technology, digital innovations and how people engage with the digital world. It will also have a focus on ensuring content is locally curated enabling local voices on the PSNMP to have a national and international platform.



Deep dive into the Digital Gateway. Photo credit – Ocean Conservation Trust

INTERPRETATION

Interpretation will tell the stories of the PSNMP, the past, present and future. Features will be located at the capital hubs and gateways and areas away from the waterfront, linking the stories of the Sound throughout the City. In all the interpretation points local stories from across the City will be included. The narratives for the interpretation include - Comings and Goings, Attack and Defence, Lost and Found, Work and Play, Wildlife and Wonder.

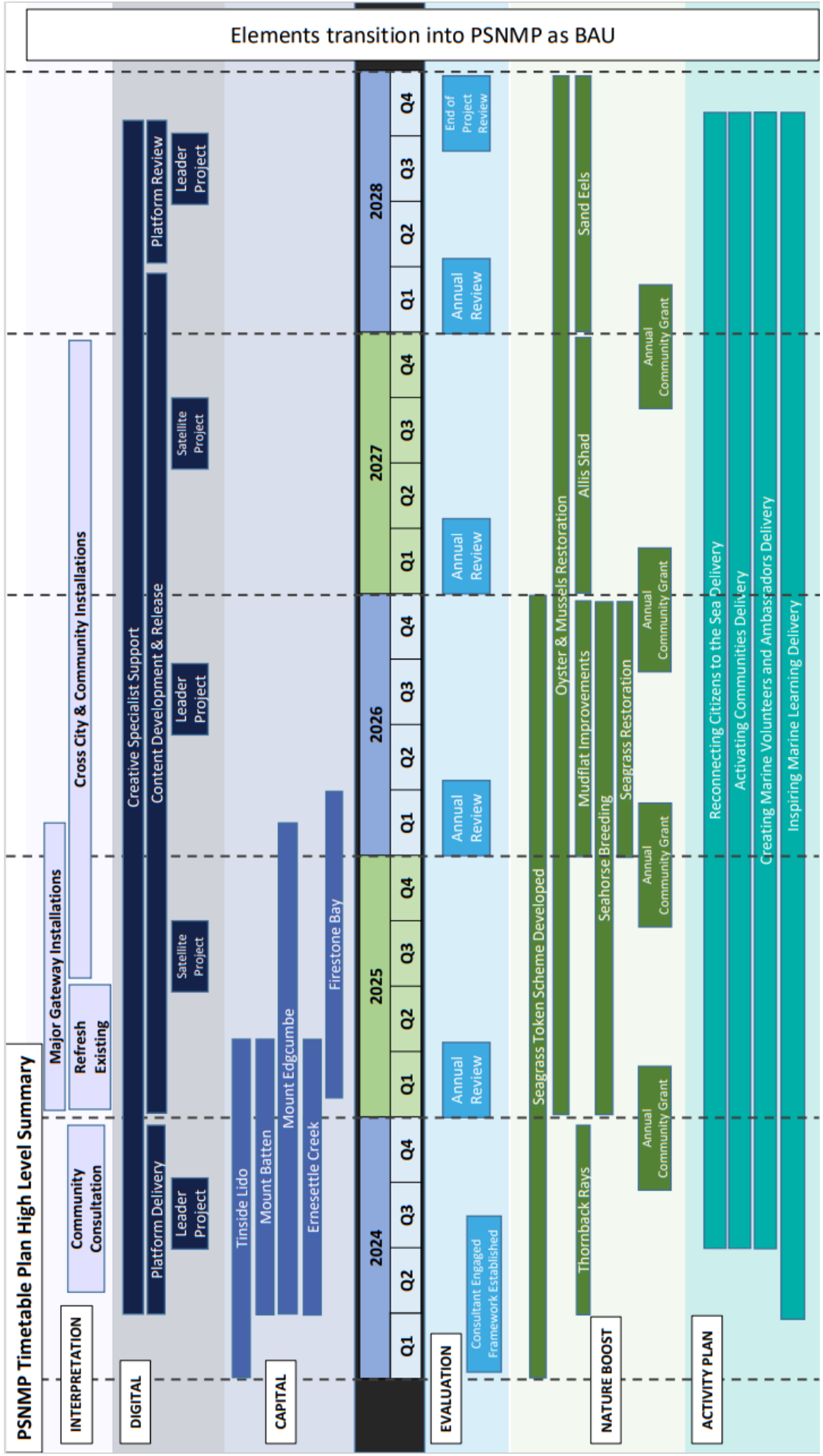
EVALUATION

The evaluation approach has been designed to enable continuous learning and evolution of the project to ensure we continually respond to community needs. An Evaluation Framework will drive this approach and a significant yearly review will be the focus of plan evolution.



*Rose (PSNMP Volunteer) consulting people on what they would like to see in PSNMP
Photo credit – Ocean Conservation Trust*

Programme Overview





Theory of Change

PLYMOUTH SOUND NATIONAL MARINE PARK

FUNDED BY



- ACTIVITY PLAN
- CONNECT
- ENGAGE
- LEARN
- MARINE AMBASSADORS
- HERITAGE SITES
- PARTNERS
- HABITATS & BIODIVERSITY



EXPERIENCE & PARTICIPATE

- Appreciate and respect the environment
- Experience wonderful inspiration
- Feel positive about the PNMP
- Feel included
- Have FUN

ACCESSIBLE

- VR
- 360°
- Digital Marine Park

PRIORITY AUDIENCES

- People underrepresented and disempowered from marine heritage



DISCOVER

- EVALUATE AND RESEARCH WHAT WE DO

DO YOU KNOW?

MARINE CITIZENSHIP

CONNECT & ACT

- Understand your relationship with the sea and your impact
- Learn more
- Act to reduce negative impacts and increase positive ones
- Talk about PNMP & issues.



NATURE & VISIT

- Plymouth will be a better place to LIVE, WORK & VISIT



PNMP FUTURE THRIVING

VISION

- We depend on the ocean for life support and health and well-being
- Changing our relationship with the ocean inevitably to get benefits in the long term
- Have better health and well-being and resilience for all
- Better economy
- Ocean improved

- Increased numbers, diversity and representation
- Empowering people who depend on the sea
- Pioneering marine park
- Engaging the whole city to feel a sense of stewardship

WE NEED THE SEA LOOK AFTER THE OCEAN



OUTCOMES & LEGACY

- Positive behaviour change
- Improved skills and understanding
- Connect to NATURE
- Adaptive to climate change
- Heritage is in better condition
- A wider range of people involved

PEOPLE

PLACE

PLANET



THEORY OF CHANGE



PLYMOUTH SOUND NATIONAL MARINE PARK



Capital Development CGIs

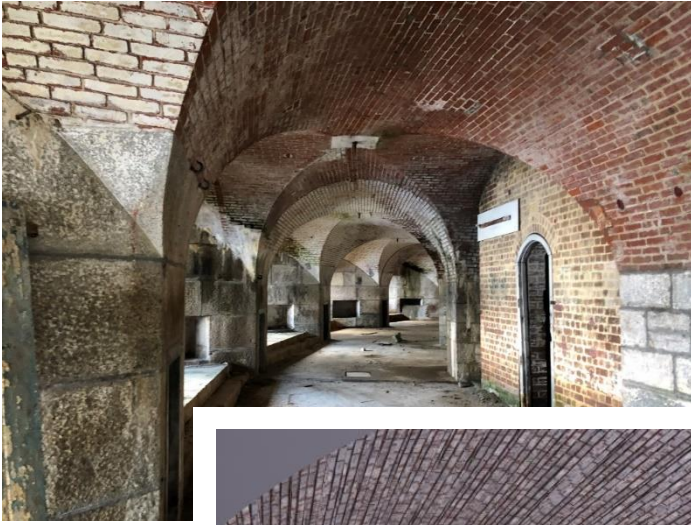
Mount Batten Peninsula



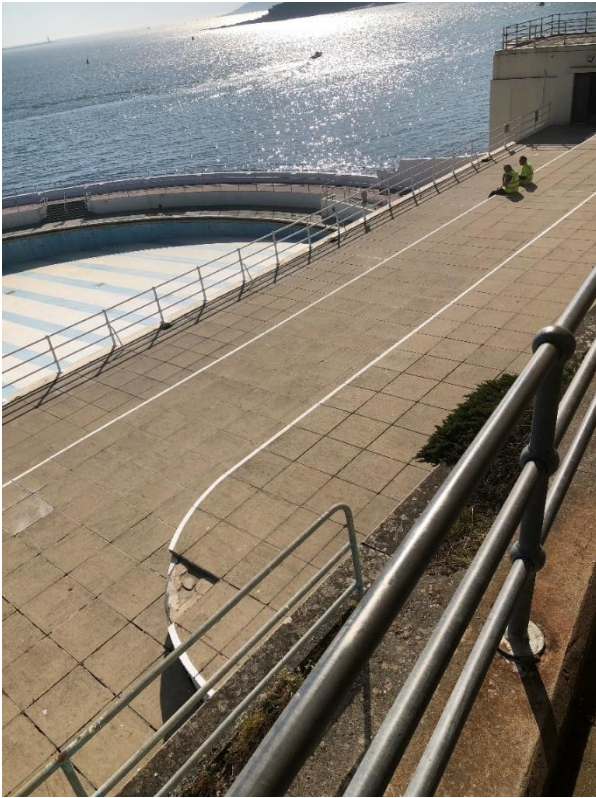
Mount Batten Peninsula



Garden Battery, Mount Edgcumbe



Tinside - Terrace



Tinside – 1st Floor



LIDO FIRST FLOOR ARTISTS IMPRESSION





Location Map

PLYMOUTH SOUND NATIONAL MARINE PARK – HORIZONS PROJECT DELIVERY PLAN

(ILLUSTRATIVE PURPOSES ONLY)

-  PSNMP Digital Park – City Wide Delivery
-  Nature Boost Projects
-  PSNMP Community Access Points
-  Partner Hubs
-  PSNMP Gateway
-  Activity Plan Target Audience Focus Area
-  PSNMP Activities within Communities
-  PSNMP Activities In, On and Under the Water
-  Pathways to the Sea





Thank you