

A National Marine Park for the Plymouth Region

Wembury

Down Thomas

Hevbrook Bay

Rame Head
Heritage Coast

Kingsand

Maker

Hoe Park

Mount Batten

Cremyll

Hoe Park

*Mike Williams, Simon J Pittman, Lynda Rodwell, Martin Attrill, Jacob Bedford
Jason Lowther, Rebecca Shellock, Sian Rees and others*



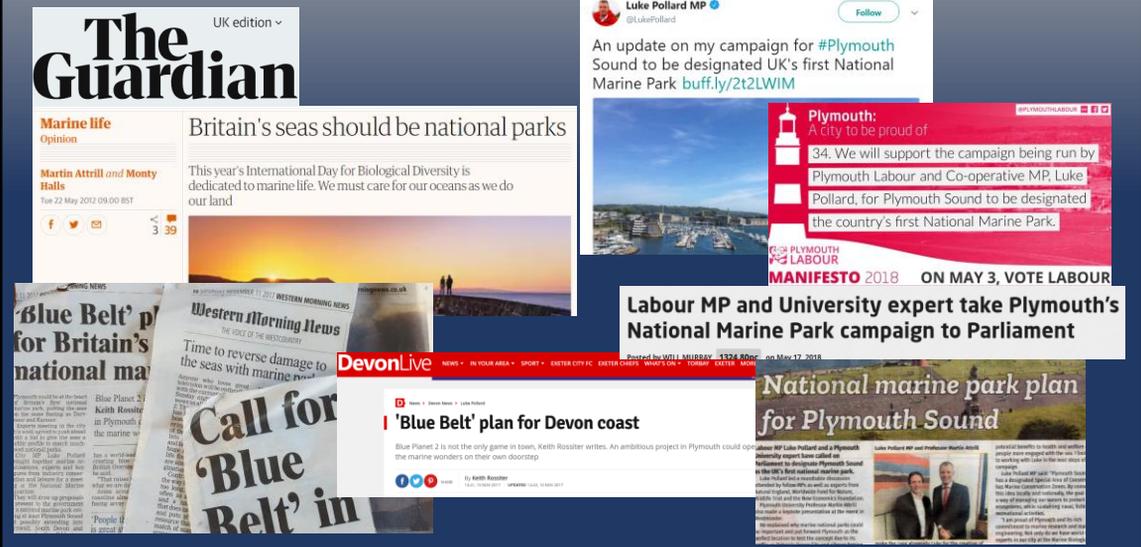
*Marine & Coastal Policy Research Unit, University of Plymouth
and Seascope Research CIC (Plymouth)*



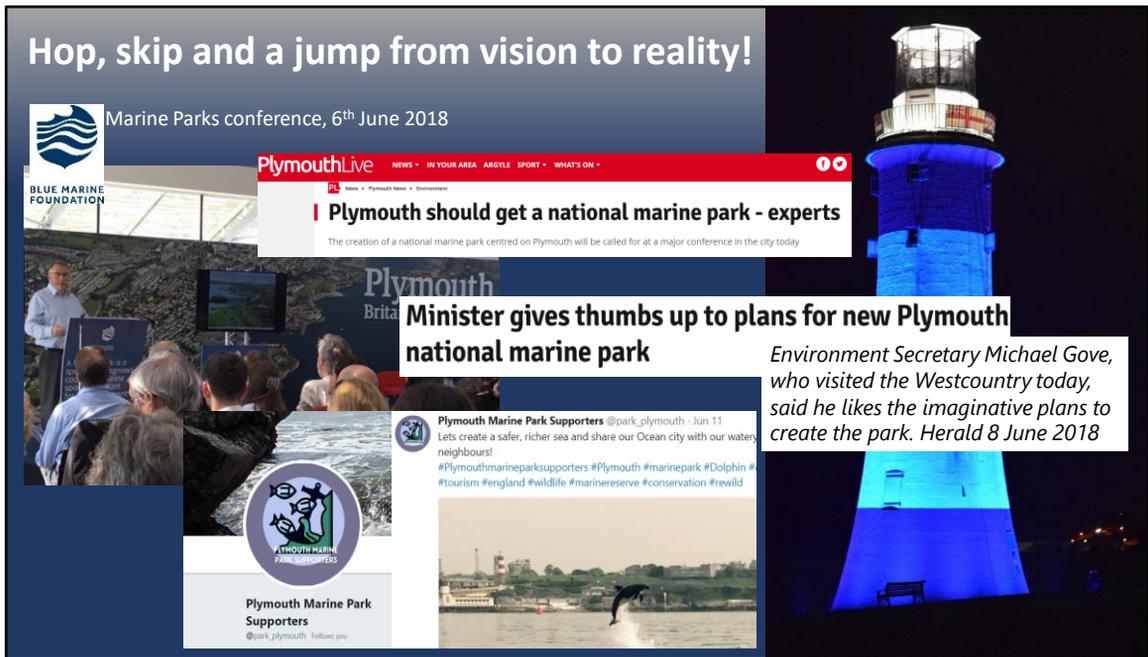
Presentation to Marine Park Local Authority Discussion, University of Plymouth, 31 July 2018

When we first presented a talk on the marine park concept at Wembury earlier this year the title was followed by a question mark, but in the past couple of months things have moved swiftly due to the 'sea swell' of positive support and excitement for a National Marine Park in the Plymouth region.

Re-emergence of the UK National Marine Park vision(s)



Idea of a national park for Britain's marine areas was first highlighted in an opinion piece in the Guardian back in May 2012 – The article by Martin Attrill of University of Plymouth and former Plymouth Uni student and broadcaster Monty Halls discussed the idea of Britain considering some marine areas as they do the countryside leading to the concept of national parks for our seas. In 2017, Labour MP Luke Pollard proposed that Plymouth host the Nation's first National Marine Park. This campaign entered into the Plymouth Labour manifesto in which Labour succeeded and won leadership of the City Council in June this year.



Luke Pollard, Martin Attrill, us at MarCoPol and City councillors have been discussing the vision and promoting it locally and with Westminster resulting in initial positive interest from Environment Secretary Michael Gove. On the 6th June, Blue Marine Foundation, Plymouth University, Plymouth City Council and National Marine Aquarium hosted a conference and discussion on UK marine parks with emphasis on some of the social failures (and some success stories) for marine protected areas around the world. MarCoPol provided shared our briefing paper that had been originally prepared for a local workshop coordinated by Luke Pollard. The MarCoPol approach including our novel community-centred definition of a marine park contributed to the text featured in the delegate pack produced by Blue Marine Foundation. In the afternoon session, with a focus on the local initiative, a strong consensus for a Plymouth marine park emerged with acknowledgement that it would not be a statutory designation at this time. The enthusiastic attitude was refreshing but very little progress was made on the question of what should it look like and who will be involved. Twitter was alive with support on the day of the conference. Subsequently, a 'Plymouth Marine Park Supporters' twitter account was established. **On 29th June Luke Pollard and National Marine Aquarium hosted a second workshop focused on a marine park in the Plymouth region, potentially encompassing a large area, possibly from Looe to Start Point. This meeting with the relevant Councils /local authorities**

follows on from that workshop.

The role of Marine & Coastal Policy Research Unit and Seascope Research CIC



- Unique group of researchers both inside and outside the university offering expertise and experience from law, economics, policy, ecology, marine planning and social sciences
- What we are doing to lend support for the Marine Park vision



February 2018

- Policy paper on Plymouth Marine Park
- Research paper on marine parks for coastal cities
- Presentations to community groups and conferences

Who are we and how did we become involved? We come from a diverse range of backgrounds but we are all interested in supporting effective and progressive marine and coastal policy in the UK and globally. After hearing about the early conversations suggesting that Plymouth could host a Marine National Park we grasped the challenge of developing a unique marine park for our city that has the community at the heart of the vision and nurtures positive relationships between us and our environment for shared and enduring health and prosperity.

We are applying our knowledge and experience of lessons learned in implementing marine parks elsewhere, best practices in marine policy and understanding of our local needs to propose a win-win model for Plymouth Marine Park. Seascope Research CIC is a Plymouth-based community interest company located in Devonport and member of MarCoPol with over 20 years experience of providing expert advice to support marine parks around the world.

Why Plymouth is proposing to create Britain's 1st Marine Park?

Plymouth is Britain's Ocean City

Our Ocean City's greatest assets:

- Beautiful coastline, productive seas & rich maritime heritage
- World renown for marine science and engineering
- Nationally important Naval base and fishing port
- Many existing statutory conservation designations in place

Plymouth City strategic setting:

- Strategic goals to raise city profile, civic pride and self-esteem
- Strategic drive to increase social and economic well-being and maintain sustainable growth (Plymouth Plan)
- Support for local businesses and growth in social enterprise sector; and

**National and global increase in community awareness of marine issues
and growing interest in all things ocean!**

Marine protection in the Plymouth area



- Focused on statutory EU designations for biodiversity conservation
- We have SAC, SPA, SSSI, AONB, MCZ, vMCA
- We have restrictions on fishing, anchoring, speeding and codes to minimise harm
- Effective multi-sectoral coordination and management through TECF since 1990s
- Complex – many units, overlapping legislation and policy drivers
- Low community awareness, value and understanding

What our concept of a Marine Park is NOT?

- **NOT a new type of MPA or marine reserve**
- **NOT additional marine conservation**
- **NOT statutory designation**
- **NOT a new governance framework**
- **NOT new regulations**

What our concept of a Marine Park IS?

- IS a local community-focused marine space
- IS defined by local knowledge, needs and a shared vision
- IS powered by community activities
- IS a positive impact to community health & well-being
- IS a catalyst for greater prosperity & sustainable enjoyment
- IS a generator of knowledge on park nature and heritage
- IS positive for community pride, identity & stewardship
- IS complementary to the Ocean City branding

A marine park by the people and for the people

The marine park should be a city park that becomes embedded into the daily life of our citizens and valued and invested in as a community asset much like our green parks.

Proposed definition for a community Marine Park

A community Marine Park is an ocean and coastal space defined by local knowledge to recognise its special importance for community wellbeing, with the intention of encouraging greater prosperity and responsible enjoyment, deepening knowledge, appreciation and respect for the Marine Park.

The Marine Park focuses on nurturing greater community involvement in caring for and safeguarding its long-term health and integrity.



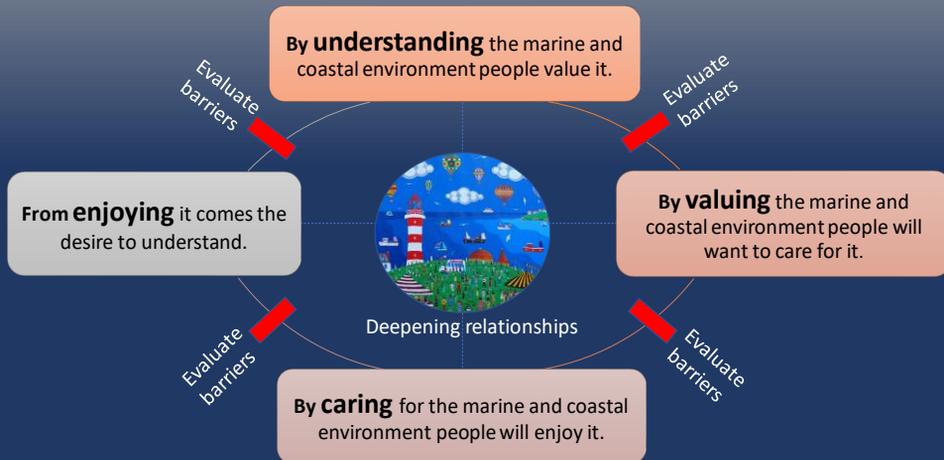
From Rodwell et al. 2018 Plymouth Marine Park Briefing Paper

With permission from Brian Pollard, Plymouth artist

Our definition here reflects the community-focused approach that we advocate in our briefing paper which then leads to our positive feedback (aka virtuous circle) model that encourages a deeper and healthier long term relationship between people and the marine park.

Brian Pollard, Plymouth artist, with his naïve style captures the joy from time spent at the seaside and also the importance for maritime activity depicted by fishing boats.

Plymouth Marine Park - Far more than just branding PMP can stimulate a positive deeper relationship

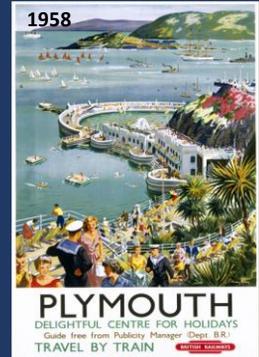


Adapted from English Heritage business philosophy

Not inevitable that movement in a positive circular direction will occur, but with targeted activities we can promote a desirable positive feedback that promotes a deeper, healthy and flourishing relationship between our communities and the marine park space. Barriers will exist and projects should be targeted at identifying and overcoming barriers early on in the development of a marine park. Community must be consulted early on to participate in visioning exercises and define objectives that will start to shape the vision for our community.

Place branding, marketing and sustainability

- Jurassic Coast World Heritage
£103-119 million per annum
+ 2,000 jobs created
- Marine Park/local business partnerships
boost economy
& environmental sustainability
e.g. *Esprit Parc National Chartermark*
>100 new businesses +4,000 jobs in 5 yrs
- New marketing approaches can help businesses
with environmental sustainability behaviour change
e.g., *Marketing Sustainable Market Orientation (SMO)*
e.g., *Community social marketing*



Triple Bottom Line



Encourage environmentally responsible growth through place branding and partnerships with local businesses and industry to shift towards a triple bottom line that places focus on meeting objectives of profit, people and planet. Behaviour change must be encouraged and supported. Techniques such as sustainable market orientation have helped businesses shift to a more environmentally sustainable practice. Learn from best practice. Marine Parks and other types of place/destination branding elsewhere have resulted in creation of many new businesses and jobs. Place branding is not new to Plymouth. Just look at our Ocean City branding. It is of course a professional skill and best to work with those people that have demonstrated success in place branding.

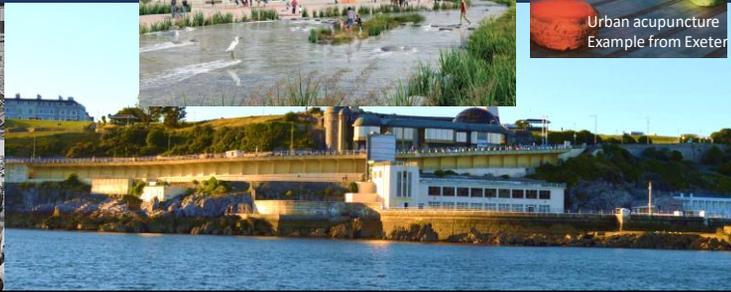
Accessibility, inclusivity and improving public space

- Evaluate barriers to access to marine/coast across the city community
- Encourage collaborations with architects and artists to create for marine/coastal public space/lighting
- Review signage and information displays
- Park visitor centre? Mobile units

Invite innovative architects to develop concepts to improve public spaces



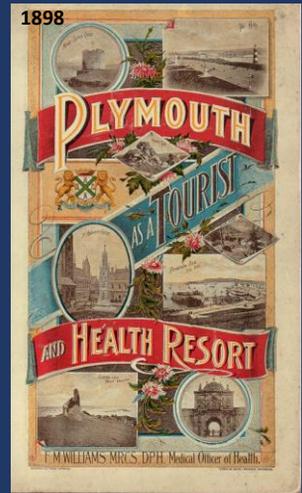
Urban acupuncture
Example from Exeter



There is much more we can do to continue to create greater access, vibrancy and interest to our waterfront. A marine park will provide the additional impetus and enthusiasm for some creative solutions to improve public space and access to the beaches and water. National Marine Aquarium is interested in being the gateway to the new marine park. In addition a mobile exhibition unit could be developed to reach out to people that have lower interest or barriers to access.

Marine Park for Blue Health: Promoting restorative, stress reducing and active fun

- *Blue gym effect* - Visiting blue spaces may encourage physical activity with benefits for physical and mental health
- *Social contact*. Parks can bring different communities together and enhance social contact
- Beach time promotes family health and well-being and positive relationships with nature
- *Stress reduction and happiness*. Highly restorative effects, feeling happier and more satisfied with their lives when exposed to blue spaces.



Growing evidence from the social and medical research community of positive health and wellbeing effects of spending time near or in the seas. The concept of nature-based prescriptions is gaining interest and evidence supports this as effective – blue prescriptions?

Priority questions to address

- What will the Park be called?
Plymouth Marine Park or Plymouth Ocean Park
Plymouth Sound National Marine Park
Plymouth Region Marine National Park
Smeaton National Marine Park
Eddystone National Marine Park, etc.
- What overlap exists between Plymouth & Estuaries MPA and Marine National Park? How would these two entities co-operate?
- How should the park activities be coordinated?
Multi-sector steering committee? Who should participate?
- Are geographical boundaries required?
If so how are they to be decided?
Inland, seaward, upriver, how far east/west?

Priority questions to address

- **What is the role of local authorities?**
- **How best to ensure more inclusive community participation?**
- **How do we ensure local community interests are central?**
- **How can socio-economic benefits be fully realised?**
- **How can PMP be used to increase health & well-being?**
- **How can PMP best enhance ocean/heritage literacy?**
- **Marketing and branding expertise (social and business) is key**
- **Resourcing & funding?**

Questions?

