

Plymouth Sound National Marine Park

Freelance Events & Engagement Producer:
National Marine Park & SailGP

Candidate information



Plymouth
Britain's Ocean City



**Plymouth
Sound**
National Marine Park



About the role

Plymouth City Council (PCC) is currently progressing two closely connected projects: the launch of the National Marine Park (NMP) and the delivery of the SailGP engagement and sustainability programmes. We are seeking a dynamic Producer and public engagement specialist to work with us through an action-packed 6 months, to deliver these projects on the ground and engage the widest diversity of audiences with these programmes.

- Freelance March to August 2022
- We are seeking competitive tenders with fixed fee proposal inclusive of expenses and daily rates detailed.
- Proposals welcome from individuals or organisations
- Based in or able to travel regularly to Plymouth

For an informal chat contact Kat Deeney: Kathryn.Deeney@plymouth.gov.uk

Send CV and a proposal outlining how you would approach the role including fixed fee and daily rates to Victoria Allen: Victoria.Allen@plymouth.gov.uk

Closing date: 27 February 2022. Interview end of week commencing 28 February.



About Plymouth Sound National Marine Park

Partners across the city created the UK's first ever National Marine Park in 2019 and the 'Park in the Sea' was awarded £9.5 million from the National Lottery Heritage Fund Horizon Awards in 2021 to fully develop the idea. The Plymouth Sound National Marine Park (PSNMP) aims to:

- Support the ongoing enhancement of our world class natural environment and heritage landscape
- Get the entire city and surrounding communities involved with the Sound
- Increase access to our heritage so everyone can enjoy the benefits
- Provide new employment opportunities and career pathways in sustainable future ocean jobs
- Position Plymouth as a UK top day-visitor destination
- Champion health and wellbeing with a new generation of engaged volunteers, communities and champions.
- Support the positive transition to net zero carbon by 2030.

For more information on the PSNMP Horizon project please watch the film produced as part of the bid submission to the National Lottery Heritage Fund:

<https://www.youtube.com/watch?v=4jrMUhMJcsE>

Over the next 2 years, interim chief executive Elaine Hayes will guide the PSNMP into being a legal entity in its own right, to further develop relationships with over 100 organisations involved in the Sound and establish a marine parks operating model.



Plymouth Sound National Marine Park 'Give it a Go' weekend

The Plymouth Sound National Marine Park 'Give it a Go' weekend (working title) will take place in July 2022. The weekend will be the culmination of smaller scale trail events embedded within waterfront communities and will be delivered across a range of waterfront locations around the Sound. Its broad aims are to:

- Promote health and wellbeing benefit of connecting with the National Marine Park bringing by providing citizens of the city the opportunity to found out more about the Park and try different experiences of being on, in, under and next to PSNMP.
- Enable participants to explore and discover for themselves all the exciting elements of the PSNMP from the wildlife to the maritime history to the industries which rely on the Sound through activating the waterfront with partners and related organisations.
- Ensure the events are fully inclusive offering an approach that encourages a diverse range of audiences to attend.
- Generate positive communications for the PSNMP, Plymouth and waterfront businesses and drive footfall into waterfront locations.
- Will provide important feedback for the project evaluation and learning that will inform the delivery phase bid to the Heritage Fund.

PCC will coordinate free water sports activities for the public across the Hoe foreshore including Elphinstone, the Hoe beach and Tinside Lido. There will be additional activation led by partners at the Mountbatten Peninsula, Mount Edgcumbe, Royal William Yard and other locations to be identified.



About SailGP

The adrenaline-fueled international sailing event SailGP returns to Plymouth on 30 & 31 July 2022. Eight elite sailing teams crew state-of-the-art catamarans in thrilling races, viewed by thousands of spectators on the sea and shore.

Alongside the excitement of the championship weekend, SailGP also bring the Inspire and Race for the Future programmes to Plymouth. The SailGP Inspire community, education and outreach initiative aims to leave a positive legacy and build a sustainable sport – by providing equal, life-changing opportunities and new career pathways for all, regardless of race or socioeconomic background. The Race for the Future sustainability programme aims to make SailGP the world's most sustainable and purpose-driven global sports and entertainment platform.

In 2021 over a thousand local children were engaged in STEM activities and provided with sailing experiences, many for the first time. This included inclusive sailing experiences for young people with disabilities. A number of environmental initiatives also took place through SailGP including use of B&G Biobase Mapping to verify the impact of sea grass regeneration across the National Marine Park, investment in Plymouth Energy Communities energy advisory project, raising awareness of Plymouth Boat Trips and Voyager Marine e-voyager Electric Ferry initiative in partnership with University of Plymouth, and support for the Ocean Conservation Trusts Ocean Ambassadors Training programme.

In 2022 we will once again work with SailGP to identify key priorities to be supported through the event.

More information:

<https://sailgp.com/general/inspire/learning/>

<https://sailgp.com/general/race-for-the-future/>



Aims of this role

Plymouth Sound National Marine Park 'Give it a Go' weekend:

- Further develop the overall concept and purpose of the event in liaison with the overseeing committee which will include – NMP Horizons Team, NMP CEX, PCC Marketing and Events Manager, project partners and key stakeholders;
- Work with the committee to create overall event identity and campaign plan that strongly champions inclusion and diversity;
- Agree the total event budget and allocation of funds across different event strands with the Committee;
- Work with the Committee to identify and deliver evaluation of the programme in line with the NMP Horizons project evaluation approach;
- Engage with agreed delivery organisations and recommend event activity as appropriate;
- Work with partners to create a programme schedule around the Sound in multiple venues and activities and resolve any gaps;
- Programme and produce all water-based activity across the Hoe foreshore locations including all necessary risk assessments, sign up procedures, scheduling and on the day event management.
- Work with the PCC Events Team to plan supporting activity across the Hoe foreshore such as commercial stalls, catering, public facilities, and waterfront dressing

SailGP Inspire & Race for the Future:

- Work with the relevant PCC departments and key stakeholders to identify priorities for the Inspire and Race for the Future Programmes in Plymouth
- Coordinate across these areas to develop additional programmes leveraging the SailGP brand for the benefit of Plymouth communities
- Ensure all activity is aligned with the National Marine Park aims and objectives
- Work with delivery organisations to ensure activities are delivered as agreed
- Ensure all activity is promoted as part of the National Marine Park identity and campaign



Aims of this role continued.

Both projects:

- Deliver activity within agreed budgets at timescales culminating in events during July 2022.
- Report to relevant Boards and Executives with regular agreed updates on progress.
- Collate information required for evaluations and impact reports.
- Ensure all activities are supporting Plymouth's net zero carbon by 2030 ambition.
- Engage people from across Plymouth in these projects with a focus on increasing the diversity of audiences engaging with Plymouth Sound National Marine Park.

Person Specification

Experience:

- Producing public engagement events involving multiple partners, related to sports, environment and/or culture.
- Developing education and engagement programmes across a wide range of communities and organisations.
- Working on programmes that champion inclusion and encourage participations from diverse audiences.
- Marketing and PR for public events.
- Participated in evaluation programmes of events.
- Working with local authorities and large organisations reporting at Board level.

Specialist Knowledge Areas:

- Geography, public opportunities and risks along Plymouth's waterfront.
- Able to gather information on Plymouth's tides, sea-states and weather, and the impact of these on public events.
- Plymouth's waterfront environment and ecology, and minimising the impact that public events have on these areas and maximising the opportunity to encourage pro-environmental behaviours.
- Plymouth's communities, organisations and schools.

Person Specification cont.

Skills & Attributes

- Strong interpersonal skills – ability to communicate with people and organisations from many different backgrounds and work as part of a wide team.
- Strong organisational skills – maintaining records, notes of meetings and conversations, timetables, budgets and more.
- Ability to represent Plymouth City Council, the National Marine Park and SailGP at high-level internal and external meetings.
- Resilient – able to prioritise work under pressure and adapt quickly to changing requirements and circumstances.
- Focused on working with partners to find solutions, prioritise activities and keep driving projects towards their end goals.
- IT skills – Microsoft Office (including Teams)



Plymouth Sound National Marine Park Partners

