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## Seascapes Landscape Partnership Scheme Monitoring and Evaluation ~ Year 3 report to September 2023



Selected Social Media images from 2023

**Draft version 2 ~ November 2023**

## Summary ~ SeaScapes delivery achievements to September 23

The Tyne to Tees, Shores and Seas Landscape Partnership Scheme that is referred to and branded as “SeaScapes” is a project supported by the National Lottery Heritage Fund (NLHF). It is the UK’s first marine Landscape Partnership Scheme (LPS) and is delivered through the Durham Heritage Coast as the lead partner and Durham County Council as the accountable body and 16 other public, private and voluntary sector organisations. SeaScapes is being delivered over a four and a half year period from May 2020 to September 2024, with project closure by December 2024.

With 12 months of programme delivery remaining, the combined outputs achieved by the 23 different projects to September 2023 includes:

### For connecting people with the marine environment:

- **12,652 participants** involved in **724 different learning, events and participation** activities
- **2,294 school children** from **65 schools engaged** through education activity
- **1,720 volunteer days** from **721 volunteers engaged** in marine heritage activity
- **70 steps replaced** to **increase access to the sea shore**
- **86 heritage skills workshops** delivered with **511 people benefitting**
- **149 local community groups and 75 businesses engaged**
- **38 new pieces of interpretation and 104 digital products** to **increase understanding and awareness** of marine heritage
- **7.6 km of cycling trail** created within the SeaScapes area

### For nature conservation and restoration:

- **2,965 bags of beach litter** and **51 bags of recycled material removed** to improve the marine heritage environment
- **7 community heritage projects** and **1 archaeological investigation**
- **5 local coastal streams improved**

### For resilience and employment:

- **4 staff members** who make up **the SeaScapes core team** and providing employment for **5 project based roles** through partner organisations

## 1. Introduction and context

In March 2020, NLHF awarded Durham Heritage Coast £2,787,200 or 67% of the total anticipated cash value of £4,167,446. The balance of match funding of just over £1.38million was to be made up of cash contributions from eight partners:

- South Tyneside, Sunderland and Durham Councils ~ £698K in total
- Seaham Harbour CIC and the National Trust ~ £489K in total
- Northumbrian Water ~ £170K
- Newcastle University ~ £5K

With the shortfall of up to £60K being covered by the Durham Heritage Coast.

As part of the stage 2 application to seek funding it was identified to follow NLHF best practice and retain the services of an external evaluation consultant to conduct a longitudinal evaluation of the project. The key elements of the evaluation brief were to:

- Undertake a review of the evaluation framework prepared to support the stage 2 application
- Collate and report outputs and outcomes delivered by the SeaScapes project partners for year one (May 2020 to March 2021), year two (April 2021 to March 2022) and year three (April 2022 to March 2023)
- Present regular updates and discuss progress with an Evaluation Steering Group
- Produce a final evaluation report of all activity to March 2024 and presentation to Steering Group and other key stakeholders

In addition to the above, and to add value to the whole evaluation process and support the communication and dissemination of evaluation findings, two short videos (5 to 8 minutes maximum) will be produced to supplement the findings from the year two and final evaluation reports.

The overall aim of the evaluation is to provide an external perspective and produce four readable documents with appropriate images that succinctly pull together all the outputs and outcomes from the SeaScapes project delivery with the key learning from discussions with the Project Manager, Evaluation Steering Group and other key personnel involved.

To align with a programme extension that allows for an additional summer to embed participation and engagement, this report covers the key activities that have been **delivered during the eighteen months covering Year Three ~ April 2022 to March 2023** plus a further 6 months activity to September 2023 with a focus on:

- Giving an overview of the staff changes that have taken place covering this report period
- Providing an overview of the outputs delivered to September 2023 for the SeaScapes scheme as a whole
- Capturing some of the qualitative outcomes that have been delivered by individual projects measured against scheme outcomes
- Providing an external financial overview of the SeaScapes scheme to September 2023
- Listing a number of recommendations and next steps to help deepen monitoring and evaluation into project delivery for the final 12 months of programme delivery

## 1. SeaScapes delivery team ~ personnel and staff changes

### 6 out of 10 roles have been subject to personnel change in 2023

During the course of year three of project delivery the core staff team has been subject to significant personnel change that needs to be acknowledged not just in terms of loss of capacity to deliver activity when posts are vacant but also the loss of relationships, knowledge and “project memory” that would be built up within previous staff members.

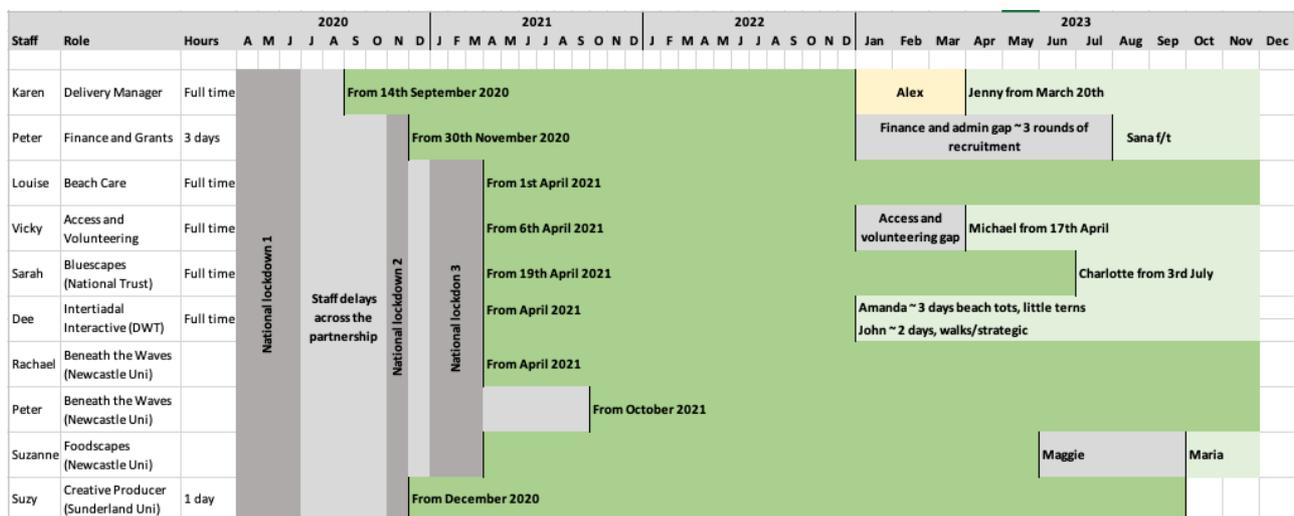
To help track this staffing change over the course of the delivery of the landscape partnership scheme a staffing GANTT has been developed and highlights the two significant events that will impact on overall programme delivery:

**1 ~ the time taken to get the full staff team in place**, with many roles not filled until April 2021 and as highlighted in the year one report “SeaScapes is a four year programme having to be delivered over three years.”

**2 ~ the personnel change in 2023**, with:

- The recruitment of one interim and one new Delivery Manager
- A gap of seven months and three rounds of recruitment for the Finance and Grants Officer
- A gap of three months for the recruitment of an Access and Volunteering Officer
- Splitting the role of the Intertidal Interactive Officer within Durham Wildlife Trust
- The change in personnel for the Bluescapes Officer at the National Trust

In addition there has been the change in staff delivering Foodscapes at Newcastle University. Of the 10 roles associated with the delivery of SeaScapes, there have been **changes to six of these posts during 2023** as show in the staffing chart below with a larger version in **Appendix 1, p27**.



SeaScapes staffing GANTT chart 2020 to 2023

Other key points to make regarding the turnover of staff:

1. Impact of new Delivery Manager having to recruit, train and direct new staff when having to combine finance role and project management role.
2. Handover notes from previous staff often missed key details and did not clearly state what had been completed and what was left to do that have left us often “scraping around for details.”
3. LCAP lack of definition, for example where the planned access improvements actually were and what was actually needed was not clear in the LCAP2.

Delivery Manager observations ~ November 2023

## 2. SeaScapes outputs delivered against Landscape Conservation Action Plan

To get a view of project progress, the monitoring and evaluation framework has been developed to use individual project output data that could be aggregated into the different categories that used to be an annual reporting requirement by all landscape partnership schemes to the Heritage Lottery Fund. These headline categories include:

- Advice, Access, Biodiversity & Landscape, Built and Cultural Heritage, Employment, Participation & Learning, Training & Skills and Volunteers

Whilst no longer a requirement to complete NLHF output data workbooks, a benefit of following such an approach is that we are able to produce output data at a Scheme Level and aggregated reports that identify intentions and ambitions “in the round” at a landscape scale. For the SeaScapes Landscape Partnership Scheme, this year 3½ report and final evaluation will continue reporting against these helpful headline categories.

When comparing to the aggregated outputs as presented by projects in the LCAP and combined with programme delivery to date, a Red / Amber / Green assessment was made to give an indication of overall progress to the end of September 2023. The full table of the outputs achieved to date against the information submitted to NLHF is presented in **Appendix 2, p28**.

The tables summarising this work with key observations are shown below, with the source information for this activity and building the picture presented taken from the individual project status reports prepared for the reporting period to September 2023.

|                            | LCAP totals we aim to achieve over 4 years  | Outputs achieved to September 2023   | Year 3½ review ~ November 2023  |
|----------------------------|---|--|---|
| Advice                     | <p><b>136 survey records generated and submitted to Local Records Centre</b></p> <p>90 Beach litter surveys conducted</p> <p><b>20 Community grants distributed</b></p> <p>10 reports adding to the knowledge of the natural, built and cultural heritage of the SeaScapes area</p>   | <p><b>82 survey records generated and submitted to Local Records Centre</b></p> <p>33 Beach litter surveys conducted</p> <p><b>Round one and round two Community Grants distributed</b></p> <p>7 reports adding to the knowledge of the natural, built and cultural heritage of the SeaScapes area</p>   | <p><b>Advice outputs are on schedule</b></p> <p>Outputs for survey records and beach litter surveys are on schedule to be achieved.</p> <p>Information on the Community grant programme needed to ensure that the distribution of grants are well invested.</p> <p>Reporting on track and should be delivered by conclusion of the SeaScapes Scheme.</p>  |
| Access                     | <p><b>738 fingerposts, signs and way markers to improve access along the coast</b></p> <p>16 km of walking and cycling trails created within the SeaScapes area</p> <p><b>5 routes with associated signage and 2 snorkelling trails created</b></p> <p>0.6km of surface improvements and 70 steps to increase access to the sea shore</p> | <p><b>Fingerposts, signs and way markers to improve access along the coast</b></p> <p>7.6km of walking and cycling trails created within the SeaScapes area</p> <p><b>9 routes intended with associated signage and snorkelling trails to be created</b></p> <p>0.6km of surface improvements and 70 steps to increase access to the sea shore</p> <p><b>Additional £63.5K secure for Connecting the Coast</b></p> | <p><b>Access outputs are on schedule and likely to be exceeded</b></p> <p>Much development work undertaken to progress access activity, to join up access across the Seascapes area and deliver the improved signage and promotion of routes. Actual outputs delivered needed for final evaluation report.</p> <p>Length of any snorkel trails and new routes promoting access to the beach would be helpful outputs to measure for overall impact delivered.</p> |
| Biodiversity and Landscape | <p><b>3+ha of biodiversity and landscape restoration and improvements</b></p> <p>2,500 bags of beach litter and 255 bags of recycled material removed to improve the marine heritage environment</p> <p><b>15km of coastal streams improved in 12 local project areas</b></p>   | <p><b>0 ha of biodiversity and landscape restoration and improvements</b></p> <p>2,965 bags of beach litter and 51 bags of recycled material removed to improve the marine heritage environment</p> <p><b>5 local coastal streams improved</b></p>   | <p><b>Biodiversity and landscape outputs remain a small delivery risk</b></p> <p>Outputs for Coastal Stream improvements and small scale biodiversity and landscape restoration need recording as part of year 4 evaluation reporting.</p>  |

|                            | LCAP totals we aim to achieve over 4 years   | Outputs achieved to September 2023   | Year 3½ review ~ November 2023  |
|----------------------------|--|--|---|
| Built and Cultural         | <b>12 community heritage projects</b><br>3 built heritage features conserved<br><b>1 archaeological investigation</b>  | <b>7 community heritage projects</b><br>1 built heritage feature conserved<br><b>1 archaeological investigation</b>  | <b>Built and cultural heritage outputs are on schedule</b><br>Conservation of the Wave Basin Battery to become a priority   |
| Employment                 | <b>4 staff making up the SeaScapes Landscape Partnership core team</b><br>3 people employed through partner organisations  | <b>4 staff making up the SeaScapes Landscape Partnership core team:</b><br>Scheme Manager, Finance and Grants Officer, Access and Volunteering Officer and Beach Care Officer (funded by Northumbrian Water)<br>Project partners employ 5 staff:<br>Bluescapes Officer (National Trust), Intertidal Interactive Officer (Durham Wildlife Trust), Beneath the Waves Research Assistants x2 (Newcastle University) Creative Engagement Producer (University of Sunderland) | <b>Employment outputs will be exceeded with significant changes in the staff team</b><br>Employment outputs have been achieved with the core team working closely with all other staff employed by project partners and presenting a “cohesive whole” in overseeing project delivery.<br>A second Research Assistant for Beneath the Waves appointed plus the Creative Engagement Producer as additions to the SeaScapes team.  |
| Participation and Learning | <b>c.10,150+ people participating and engaged through 536 activities, talks, walks and events</b><br>3,800 school children from 111 schools engaged through education activity<br><b>53 community groups engaged</b><br>45 businesses engaged<br><b>77 new interpretation features and digital products created to improve awareness</b><br>312 students gaining a youth sailing certificate | <b>c.12,652 people participating and engaged through 724 activities, talks, walks and events</b><br>2,294 school children from 65 schools engaged through education activity<br><b>149 community groups</b><br>75 businesses engaged<br><b>38 new pieces of interpretation and 104 digital products to improve understanding of heritage</b><br>40 students gaining a youth sailing certificate  | <b>Total participation and learning outputs have been exceeded with a remaining focus on children and deepening engagement activity</b><br>Activities, walks, talks and events have been held with great success during the two years of activity following the COVID 19 pandemic. An opportunity exists to deepen understanding of the marine environment for the remainder of project activity.<br>Implementing physical interpretation needs to be a focus, plus total communications activity was not estimated by projects at the outset but should be recorded as an additional output. |



November 2023 Facebook images

|                   | LCAP totals we aim to achieve over 4 years   | Outputs achieved to September 2023  | Year 3½ review ~ November 2023  |
|-------------------|--|---|---|
| Volunteers        | 1,425 volunteers engaged in activity across the SeaScapes Landscape Partnership area.<br>1,866 volunteer days anticipated to be delivered.                   | 721 volunteers engaged in activity across the landscape partnership area<br>1,720 volunteer days delivered  | <b>Volunteer days are on schedule to be exceeded with volunteer numbers impacted by programme delay</b><br>Activity was impacted by COVID 19 and the delayed start in programme delivery and building capacity for volunteer engagement.<br>Given the operational context, volunteer days are likely to have underestimated in the development phase. |
| Training & Skills | A programme of 100 heritage skills training, workshops and marine courses<br>1,119 people involved in heritage skills training, workshops and marine courses | A programme of 86 heritage skills training, workshops and marine courses delivered<br>511 people involved in heritage skills training, workshops and marine courses | <b>Training and Skills outputs are on schedule</b><br>Training programme is on schedule to deliver intended outputs, number of participants attending training workshops is below the LCAP estimations and may be impacted by societal changes over the last two years.   |

Looking at project progress “as a whole” from a Scheme perspective, it is the intended activities that are delivering the access outputs that are the main risks to delivering the approved purposes with biodiversity and landscape improvements also highlighted as a small delivery risk.

## Scheme outputs at a glance ~ change over 18 months

A summary of the change in the external Red/Amber/Green assessment for the outputs being delivered by the SeaScapes shows a positive direction of travel over the last 18 months as summarised in the table below.

| Scheme output               | Year 2 ~ March 2022                    | Year 3½ ~ September 2023   |
|-----------------------------|--|--|
| Advice                      | Outputs are behind and a possible risk | Outputs are on schedule  |
| Access                      | Outputs are behind and a possible risk | Outputs are on schedule and likely to be exceeded  |
| Biodiversity and Landscape  | Outputs are behind schedule            | Outputs remain a small delivery risk   |
| Built and Cultural Heritage | Outputs appear to be on schedule       | Outputs are on schedule  |
| Employment                  | Outputs are on schedule                | Outputs will be exceeded with significant changes in the staff team                              |
| Participation and Learning  | Outputs appear to be on schedule       | Outputs are on schedule  |
| Training and Skills         | Outputs are on schedule                | Outputs are on schedule  |
| Volunteers                  | Volunteer numbers are behind schedule  | Volunteer days are on schedule to be exceeded with volunteer numbers impacted by programme delay |

Since the Year 2 report that reviewed all outputs delivered to March 2022, there has been an improvement with just one area highlighted as amber and a small delivery risk, with the remaining seven output areas highlighted as green and on schedule to achieve (or even exceed) the ambitions and intentions laid out in the Landscape Conservation Action Plan.

## 4. SeaScapes outcomes and impact delivered

### What has been collectively achieved

Collecting qualitative evidence relates to the change and outcomes that have been delivered by a project or scheme. This is important in relation to ‘people’ goals such as engagement, learning and skills training, where numbers often miss the main story about how people’s perceptions of their heritage, and their aspirations, have been changed.

Measuring outcomes are often more difficult to measure than quantitative outputs due to a number of complex factors such as:

- landscape and environmental change taking place over a longer period of time than delivery of the scheme and/or
- attributing individual change within people to one particular moment or activity...

### SeaScapes Landscape Partnership Scheme Outcomes

As part of developing the approach to monitoring and evaluation, five strategic “Scheme Outcomes” were identified, discussed and agreed with project delivery partners. These were linked to the four programme themes and the 23 intended projects, recognising that some projects will deliver against more than one outcome and across a number of theme areas.

| SeaScapes Landscape Partnership Scheme Outcomes |  |
|---|--|
| People  | <b>A. Increasing awareness and participation (broad and shallow)</b><br>Increased awareness and understanding amongst the individuals, groups and local communities engaged of what makes the SeaScapes area special and the threats to the marine heritage.   |
|   | <b>B. Deepening engagement and volunteering (narrow and deep)</b><br>People will have a deeper engagement with their marine heritage and will have volunteered time and developed skills.  |
|   | <b>C. Skills, training and recording (narrow and deep)</b><br>People will have gained new skills in researching, restoring, conserving and understanding their SeaScape heritage. This work will be accessible and where appropriate in the public domain located on websites and data records.  |
| Capital   | <b>D. Built and Natural Heritage</b><br>Vulnerable built and natural heritage features will be enhanced and conserved  |
|   | <b>E. Access and recreation</b><br>Increased access infrastructure at key strategic locations and access routes to improve beach safety enabling people to enjoy the natural and cultural heritage of the SeaScapes area.<br><br>There will be increased opportunities for informal recreation that promotes health and well-being benefits. |

SeaScapes is unique amongst Landscape Partnership Schemes with a large focus on “people goals” through increasing awareness and participation and with the marine environment and deepening

engagement through volunteering, training and increasing skills. To help give a distinction between these outcomes increasing awareness and participation is seen as a “broad and shallow” approach to working with local people whilst engagement through volunteering, training and increasing skills is a more “narrow and deep” approach and likely to give evidence of greater personal change through activities delivered by the different projects.

For the final evaluation at the conclusion of project delivery, it is intended that evidence is collected from all projects to demonstrate delivery against the five scheme outcomes. For this Year Three report, selected examples delivery against the first two SeaScapes scheme outcomes over the last 18 months can be demonstrated in the following examples and case studies.

## A. Increasing awareness and participation

Increased awareness and understanding amongst the individuals, groups and local communities engaged of what makes the SeaScapes area special and the threats to the marine heritage.

Evidence of increasing awareness and participation within the SeaScapes area can be shown through the following communications, media and partnership activity by the SeaScapes team.

### Operation Seabird

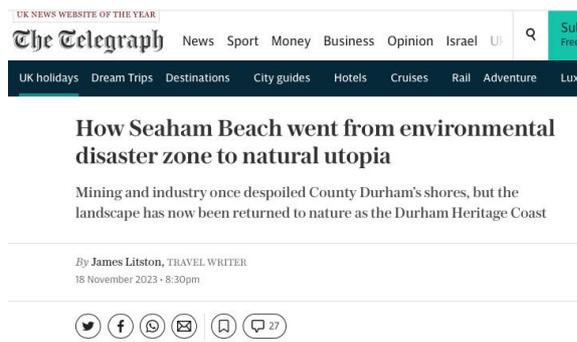
In August 2023, SeaScapes partnered with the Police, RSPCA and 10 other local organisations to set up an Action Day as part of Operation Seabird which was very successful and received a lot of positive feedback. Operation Seabird promotes responsible public behaviour when coming into contact with marine wildlife, with the event attracting interest from local businesses and the general public, with follow up coverage in a 2-page spread in the Sunderland Echo.



Operation Seabird coverage in Sunderland Echo

## Developing Partnerships

SeaScapes has developed a relationship with the Durham County Council Tourism Team that has resulted in two journalist trips being organised with accompanying national and international coverage of the coast and marine environment. The first was a Visit Britain organised trip which took a party of international journalists from Northumberland down the North East Coast and through the SeaScapes area with a walk through Hawthorne Dene and back up to Noses Point along the coastal path. The relationship built with the Visit Durham team is a positive one and it is hoped to repeat the approach during 2024.



UK NEWS WEBSITE OF THE YEAR  
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### How Seaham Beach went from environmental disaster zone to natural utopia

Mining and industry once despoiled County Durham's shores, but the landscape has now been returned to nature as the Durham Heritage Coast

By James Litston, TRAVEL WRITER  
18 November 2023 - 8:30pm

Twitter Facebook Instagram Email Print 27



Durham's Heritage Coast boasts beaches, rugged cliffs and imposing headlands | CREDIT: Visit County Durham

Seaham Beach draws crowds on even the drabest of autumn days...

## TRAVEL+LEISURE

Destinations / A Beach Made Out Of Glass? Welcome To Seaham I

Destinations Hotels People & Culture Dining Trips IBA 2023 The Consci

### Gemstone Picking Escapade



Seaham sea glass hunting. (Photo Credit: Patrick Corden)

We spent hours patiently and calmly hunting for sea glass on Seaham Hall Beach, listening to the sound of the waves and feeling the breeze. We realised it is quite a therapeutic experience! No wonder people from different parts of the UK and the world come to this beach for nature's special, sought-after gifts. In fact, some hunters even come with torches at **night**.

National and international media coverage

## Social media videos

As identified within the Year Two report, a number of short (30 to 40 second) social media videos exist as digital assets that have been developed and delivered through the partnership with Co-Lab Sunderland. These are a rich source of evidence that help to demonstrate the impact, benefit and change that is being delivered through people engaging with SeaScapes.

To help develop a sense of bringing activity together, **it is recommended that (if possible) these videos are integrated and embedded into an updated SeaScapes website** to help tell the story of what the Landscape Partnership Scheme as a whole is delivering. This information could be contained within a page as part of the "About" section or help add information to the "Deeper Dives" section.



Co-Lab Sunderland social media videos ~ May and July 2023

## Social media engagement

A positive social media presence continues to be built across three main social media channels with an increase in followers over the last 15 months.

|                | Facebook | Twitter X | Instagram |
|----------------|----------|-----------|-----------|
| September 2022 | 1,700    | 713       | 379       |
| November 2023  | 2,600    | 885       | 561       |
| Increase       | + 900    | + 172     | + 182     |

In September 2023, a social media audit was undertaken with a review of all activity across the three channels. The audit demonstrated a positive trend in social media use with content insights and recommendations to help increase engagement and guide activity including:

### For Facebook

- Posting in the **morning (5.30-8.30am) works** for SeaScapes, whether through scheduling or live posting
- **Wednesdays** are a key day for driving engagement on this platform
- **People and animals** are key drivers of successful content

| Page                        | Followers    | Net Follower Growth | Fans         | Net Page Likes | Published Posts | Impressions    | Engagements   |
|-----------------------------|--------------|---------------------|--------------|----------------|-----------------|----------------|---------------|
| <b>Reporting Period</b>     | <b>2,539</b> | <b>466</b>          | <b>2,412</b> | <b>434</b>     | <b>270</b>      | <b>349,260</b> | <b>26,990</b> |
| Mar 1, 2023 – Aug 31, 2023  | ↗ 23%        | ↗ 58%               | ↗ 22.9%      | ↗ 69.5%        | ↗ 51.7%         | ↗ 66%          | ↗ 32.7%       |
| <b>Compare to</b>           | <b>2,064</b> | <b>295</b>          | <b>1,963</b> | <b>256</b>     | <b>178</b>      | <b>210,417</b> | <b>20,346</b> |
| Aug 29, 2022 – Feb 28, 2023 |              |                     |              |                |                 |                |               |

Facebook analytics ~ September 2023

### For Instagram

- Posting slightly later in the **morning (8-11am) works** for SeaScapes, whether through scheduling or live posting
- **Wednesdays** remain a key day for driving engagement on Instagram

- Whatever you are sharing on Instagram, **find something visual** to capture your story

### For Twitter X

- Twitter X is a **platform in decline**, but is still beneficial for pushing the SeaScapes agenda
- Your **engagement rate** averages at **4.0%**, far exceeding industry averages of **0.5%**
- **67,700 impressions** in the last three months
- You are averaging **eight likes per day** on Twitter X

# Top performing content

### Highest impressions



1,197

### Highest engagements



81

### Highest engagement rate



9.9%

SeaScapes top performing social media content on Twitter X

Helpful recommendations from the social media audit included focussing on the following content areas to engage audiences and help promote the SeaScapes story:

- **Activity and campaign pieces** ~ using **individual project stories and activities** to maximise promotion and continue the good news stories/conversation.
- **Meet the team** ~ giving followers an opportunity to feel the personality and passion of the SeaScapes partnership.
- **Opinion pieces** ~ to raise the profile the SeaScapes profile and provide insights from experts for social media followers around popular and inspiring topics.



SeaScapes at local festivals ~ July and August 2023

## B. Deepening engagement and volunteering

People will have a deeper engagement with their marine heritage, will have volunteered time and developed skills.

Evidence of deepening engagement and volunteering can be demonstrated through the following examples collected from SeaScapes Co/Lab, the Community Grant Scheme and Bluescapes project activity.

### SeaScapes Co/Lab

**Overview:** SeaScapes Co/Lab led a three year programme that used art and creativity to explore how to better connect people with their local landscape and co-develop sustainable ways to care for the marine environment. The focus was the delivery of collaborative and participatory art projects bringing together artists, makers, researchers, communities and project partners living within the SeaScapes coastline. The following reflections and outcomes delivered are from a final project completion report completed in September 2023.

In 2022 work focused on our cultural heritage with projects such as; **Sea Change Lab** exploring the relationship between young people living in coastal areas of deprivation and their coastal identity through photography, film and animation, **Queer Shores and Seas**, a creative writing and illustration project exploring the relationship between our region's marine heritage and queer culture by amplifying and safeguarding the oral 'living histories' of the voices of LGBTQIA+ communities living within the SeaScapes area for future generations, and **Coastal Cuisine**, a ceramic making initiative which celebrates the ongoing role of cultural diversity in the evolution of our coastal food heritage with international communities based in Sunderland.

During 2023 the work has considered the challenges we are facing around climate change and the natural environment. **soundmirror** is a participatory digital artwork that that enables participants to become attentive to their coastal environment through the sites of First World War sound mirrors in the North East of England today. **Renewable Blue** makes connections between South Tyneside's history of coal mining and pioneering engineers who are leading the renewable energy revolution by using our waterways and historic environment to power our local buildings. The **Blue Futures** exhibition at The Word helps us better understand the climate crises by bringing together three SeaScapes Co/Lab projects, **BE THE SEA, Renewable Blue, and Sound Dig (Whitburn Resonance)**. Together the projects explore our past, present and future relationship with our marine environment and waterways in a public exhibition format.

Key highlights identified through the programme include:

- Having an open brief and embedded perspective allowed for rich cross project collaboration.
- Emergent and responsive models of collaboration offer meaningful opportunities for socio-economic and culturally diverse communities to engage with our seascapes and participate in meaning-making activities in response to our marine environment and heritage.

- Diverse artistic knowledge, tools and processes create rich routes through complex and sometimes challenging issues to offer authentic contexts for connection, self-discovery and understanding for coastal communities.

Some of the impacts on participants delivered through SeaScapes Co/Lab included:

### Coastal Cuisine



***“You need this kind of project to make all the different backgrounds and communities to come and work together and make friendships. It makes Sunderland a more open place, that’s why I really appreciate it, I enjoy it a lot”***

Coastal Cuisine participant, Life Kitchen, Mowbray Park

Celebrating the positive role that diverse international communities make to our marine heritage supported social integration between communities and their local geographic environment.

### Sea Beats

***“Sea beats is a really fun thing because you get to learn new things about lots of different people and the sea and the ocean. You get to play lots of musical instruments. Its changed how I feel because a lot of people have been talking about the waves and they are just really beautiful now.”***

Child participant, Sea Beats Family fun day

Through a series of collaborative music making workshops, Sea Beats helped foster new connections with the coastline through rhythm and percussion, storytelling, and music making with traditional instruments and objects found on the beach, changing perceptions about the value of our ocean within young people.



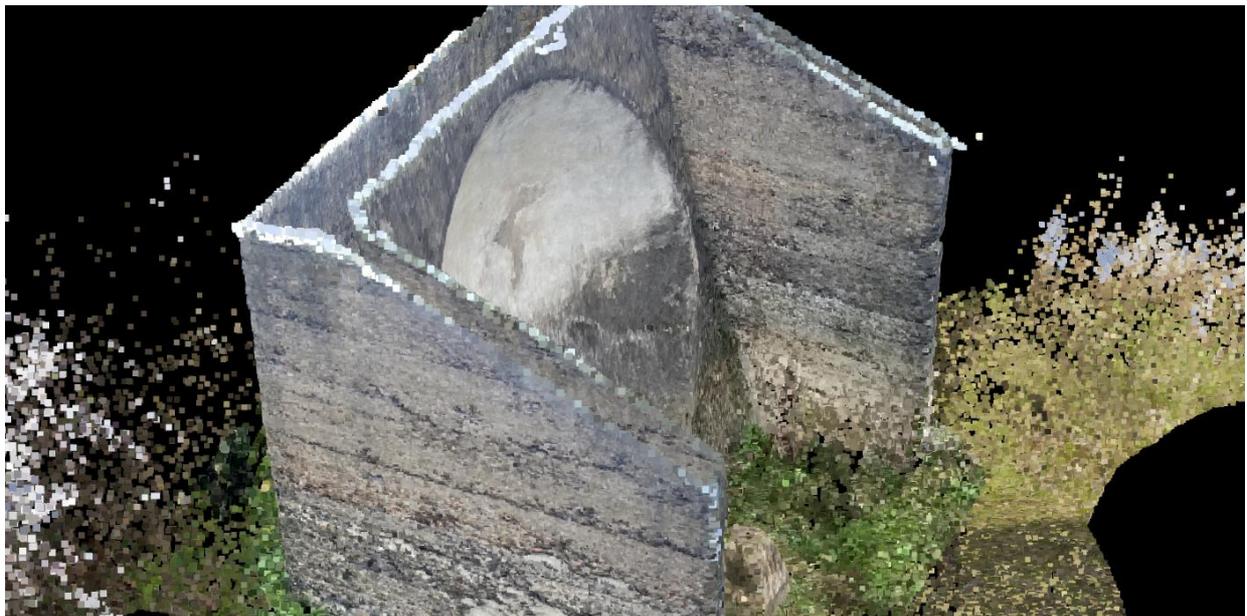
Sea Beats

**Sound Mirror**

***“It was a walk with art, which I found really good. Then there was the whole history side of it which I found really interesting. I only probably about live two miles away and I had never known about it, we had never talked about it in school or talked about it. It was amazing.”***

soundmirror participant, Fulwell Sound Mirror

Offering local communities born within our project area the opportunity to discover their local heritage, sometimes for the first time, through creative and engaging activities.



soundmirror digital art

## Queer Shores and Seas

***“Time and time again we seem to be drawn back to the sea and we want to get involved in these conversations about heritage. Marine heritage is one that queer people relate to innately, where as other ones might feel exclusionary at the start. Lots of queer people are alienated from their family or don’t know much about their history But if you start with the sea, something that mostly everyone can relate to, well it’s a conversation starter.”***

Queer Shores and Seas participant, Customs House, South Shields

Gaining insights into how best to support underserved voices and exploring ways to connect with marginalised communities by resourcing queer focused organisations and artists. Words and conversations were translated into images that culminated in an exhibition and performances celebrating Curious Coastal Conversations.



***“That point where the sea meets the shore is so core to my being, it’s in my blood”***



From the exhibition in Hartlepool at the Library and Community Hub

## Community Grant Scheme

During 2023 the first round of Community Grants were awarded. The following case study from an award to the International Community Organisation of Sunderland demonstrates significant outcomes and impact in hard to reach and diverse audiences following the award of a £2,000 grant. Information in the case study came from an excellent report completed on conclusion of the grant and it is recommended that all community grant recipients undertake a similar reporting exercise to showcase achievements and highlight relevant project learning.

### International Community Organisation of Sunderland (IOCS) ~ Seeing Blue

#### ***Improving wellbeing and confidence in hard to reach and diverse audiences***

A Community Grant Award of £2,000 with additional £400 external funding secured

**Overview:** A grant awarded to help a community group members connect with the local, natural, and cultural heritage through education about beaches and environmental issues. Women will gain awareness and education which will inspire them to create pieces of environmental art work facilitated by a visual artist. The artist will educate the groups on how to use different art techniques whilst addressing ethics and conservation activism. The target audience included 25 women and their children from ICOS's engagement with the Eastern European community.

***“What worked well during the project is that the group was very interested in both creative and environmental activities linked to marine environment and are very keen to learn more.”***

**Participation:** 6 sessions were delivered with 28 women and 19 children benefitting. The majority of people who engaged in the project have been from an Eastern European background with refugees and asylum seekers from different backgrounds also attending. British women attended some of the sessions with their children which encouraged social integration.

**Volunteers:** The Seeing Blue Project volunteers supported the community development officer with engaging with others, advertising the project and the recruitment for the project activities.

***“Through the project we have gained new volunteers.”***

**Impact:** The project allowed the participants to explore their local marine environment and encouraged creativity by through the sea-glass workshops where women picked materials for their art work from local beaches, helping connect them with their local heritage and landscape. Some of the project impact includes:

- 56% of participants improving their wellbeing
- 44% of participants improving their confidence
- 33% reporting an improvement in creative skills
- 14% improving environmental awareness.

**Changing Perceptions:** The ICOS women's group was really interested in exploring their local marine heritage and coastline. Those who attended the environmental activities gained new

knowledge about the local sea and environmental issues, learnt about the history of how the wild oyster has become extinct and why they are important to the local marine environment.



Other notable benefits delivered through this Community Grant included

- Some of the workshop attendees never previously visited Sunderland Marina before even though they live in Sunderland, this was a great opportunity for them to explore new places.
- ICOS Women's group would like to continue learning about our local coastal heritage and take part in more marine environmental workshops and activities.
- ICOS is now planning more activities on the beach for the group to enjoy their local coastline and marine heritage.

## The Seaside is our Garden



Some of the artwork produced from Southwick REACH (Research Education Arts and Culture Home members as part of the 'The Seaside is our Garden' exhibition. Receiving funding as part of the second round of Community Grants, participants reported that involvement in the project has **helped improve their general wellbeing and given them a real sense of belonging.** Participants expressed that they would like to take part in further blue space projects helping connect to their local marine heritage.

## Bluescapes Progress Report

Bluescapes continues to deliver impact on people building on the success as reported as part of the Year Two report through activities such as:

### 1. Wearside Women in Need Partnership with Adventure Access and Durham Wildlife Trust

An opportunity for women to try water sport activities and connect with nature with one woman saying that ***“she had felt anxiety for three days and now it had disappeared”***.

### 2. Little Company of Calm

Delivering a programme of six walks from the Souter Lighthouse some of the feedback received following the first walk included:

*In what ways did you feel different before and after the walk?*

- Relaxed, mind reset and relaxed. Feeling content and inspired by my surroundings.
- So relaxed, re-focussed, happy, really enjoyed the sea and it's calming nature
- Felt content and appreciative of my surroundings

*Was there anything about walking by the sea that made you feel the way that you did?*

- The wide natural space, really open, fresh and invigorating
- The breeze in my hair and face. The smell of the wild flowers and the seaweed at the shore. The sound of the waves, it was an immersive experience
- The special light on the coast. A sense of spaciousness and your place in the world.

## Further outcome reporting

*“The project has helped the pupils become more engaged with geographical and historical enquiry, and to take greater interest and pride in their own local history. I also learnt quite a lot about local history that I wasn’t aware of!”*

*“I discovered how much history Hartlepool has and enjoyed taking part in the Seascapes project because it’s fun to learn about the sea.”*

Teacher and pupil feedback, Clavering Primary School.

Over the last eighteen months, SeaScapes can begin to demonstrate and evidence significant outcomes in particular for:

|  |
|--|
| <b>A. Increasing awareness and participation</b> |
| <b>B. Deepening engagement and volunteering</b>  |

Evidence of delivery against the remaining three scheme outcomes is less clear although given that many of these relate to capital programmes and that many projects are still in delivery it is anticipated that information can be collected over the next 12 months to help populate the final evaluation report.

|  |
|--|
| <b>C. Skills, training and recording</b> |
| <b>D. Built and Natural Heritage</b>     |
| <b>E. Access and recreation</b>          |

Much of the outcome information presented within this report has come from two main sources:

- The project completion report for SeaScapes Co/Lab and
- An end of project report from a round one recipient of the Community Grant Scheme.

Other sources have included the Bluescapes project progress report as well as communications and social media activity.

Given the richness and quality of the information collected in the individual project reports, for the final evaluation it is intended to gather similar evidence from all the remaining projects as they complete delivery up to September 2024. The project completion report template for SeaScapes Co/Lab project with associated prompts can be seen in **Appendix 3, p31**. In addition to reporting project outputs, the completion report format includes the following key reflective questions that will help gather outcome evidence, learning and project legacy for the final evaluation:

- **Looking back, what is the one thing that you are most proud of that has come from your project being part of the SeaScapes LP Scheme?**
- **If you were to start the project again tomorrow, what might you look to do differently??**
- **What difference has this project made to the cultural and natural heritage of the SeaScapes programme area?**
- **What difference has this project made to people?**
- **Future Plans and Legacy?**

## 5. Financial progress

**£1.025 million total expenditure in the first two years to March 2022**

**£1.453 million expenditure in year three to March 2023**

SeaScapes continues to be financially well managed with clear presentation of figures and reporting to the partnership board, with very prompt contractor payments and quarterly claims to the National Lottery Heritage Fund that helps manage reputational risk on behalf of Durham County Council as the lead partner and accountable body.

Recognising that SeaScapes has been subject to significant external challenges and in particular the delay in commencing activity a detailed budget review was undertaken in early 2022 with a revised budget forecast produced after talking to all project leads. The original budget from the LCAP along with the 2022 budget review and actual quarterly claims plus cumulative expenditure figures to September 2023 are shown in the table below:

| Scheme Delivery |        |  |             |                 |            |                               |
|-----------------|--------|--|-------------|-----------------|------------|-------------------------------|
| Claim           | Date   | LCAP   | 2022 review | Actual q claims | Cumulative | Yearly                        |
|                 | Jun 20 | £24,809  | £0          |                 |            |                               |
| Interim         | Oct 20 | £50,075  | £51,567     | £51,567         | £51,567    | <b>£192,602</b>               |
| 1.              | Dec 20 | £226,372   | £158,146    | £106,579        | £158,146   |                               |
| 2.              | Mar 21 | £814,314   | £192,602    | £34,456         | £192,602   |                               |
| 3.              | Jun 21 | £1,221,791   | £341,390    | £148,788        | £341,390   | <b>£870,937</b>               |
| 4.              | Sep 21 | £1,690,308   | £486,296    | £144,906        | £486,296   |                               |
| 5.              | Dec 21 | £2,096,806   | £838,040    | £351,744        | £838,040   |                               |
| 6.              | Mar 22 | £3,128,740   | £1,102,412  | £225,499        | £1,063,539 | <b>£1,453,923</b>             |
| 7.              | Jun 22 | £3,483,091   | £1,359,621  | £274,533        | £1,338,072 |                               |
| 8.              | Sep 22 | £3,837,598   | £1,688,937  | n/a             | £1,338,072 |                               |
| 9.              | Dec 22 | £4,091,841   | £2,167,162  | £153,394        | £1,491,466 |                               |
| 10.             | Mar 23 | £4,186,413   | £2,596,302  | £1,025,996      | £2,517,462 | <i>£1,141,645 to Dec 2024</i> |
| 11.             | Jun 23 | £4,407,163   | £3,144,908  | £372,186        | £2,889,648 |                               |
| 12.             | Sep 23 | £4,631,167   | £3,536,753  | £136,160        | £3,025,808 |                               |
| 13.             | Dec 23 | £4,762,422   | £3,848,679  |                 |            |                               |
| 14.             | Mar 24 | £4,859,990   | £4,167,453  |                 |            |                               |
| 15.             | Jun 24 | <b>9 month programme extension<br/>~ delivery to Sept 24,<br/>completion by Dec 24</b> |             |                 |            |                               |
| 16.             | Sep 24 |  |             |                 |            |                               |
| 17.             | Dec 24 |  |             |                 |            |                               |

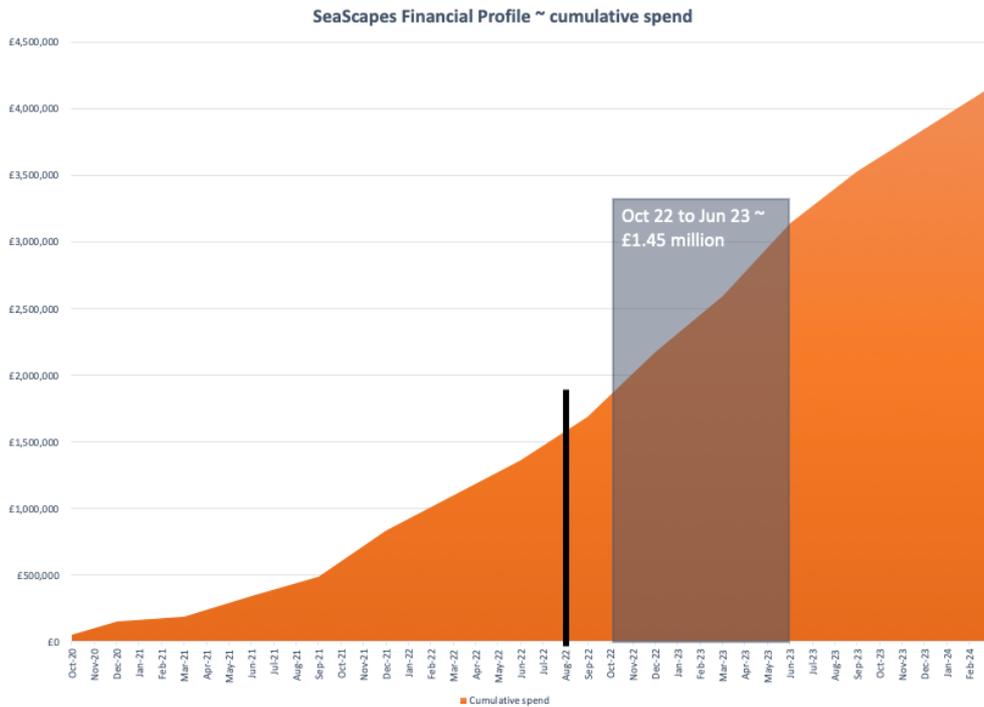
The key observation to note regarding the **estimated expenditure** from 2022 the budget review is the £4.17 million relates to the **total cash value** of the landscape partnership scheme with the remaining £690K being made up of **non-cash contributions** from partners and volunteers, to bring the total investment through SeaScapes up to £4.86 million as identified in the LCAP.

From the Year two annual report a risk was highlighted with “*significant levels of activity planned between October 2022 and June 2023 amounting to £1.45 million (or 35% of the overall budget) over a nine month period for the last two quarters of year three and the first quarter in year four.*”

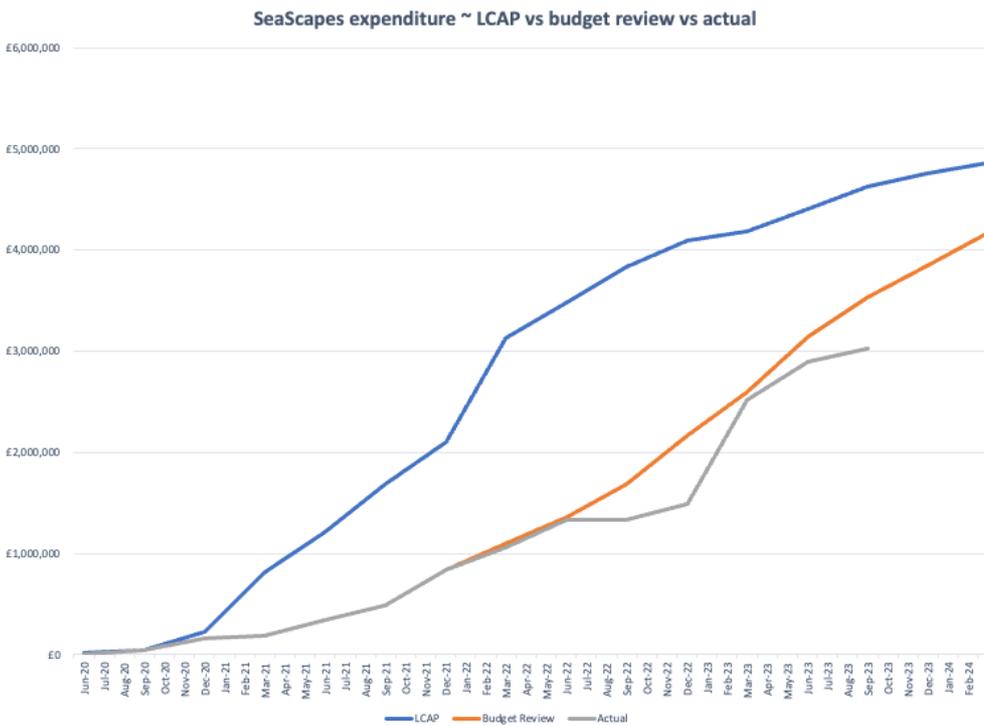
From figures submitted to the National Lottery Heritage Fund (claim numbers 9, 10 and 11), it is pleasing to note that actual expenditure **totalled £1.55 million over this delivery period** giving a degree of confidence and endorsement to the 2022 budget review process.

Simon Lees

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SeaScapes Expenditure Profile ~ from year 2 evaluation report



SeaScapes quarterly expenditure vs budget review and LCAP

## £1.142 million total cash expenditure remaining to December 2024

As of September 2023, £1,141,645 cash expenditure remains to be claimed through to December 2024. With five quarters of activity remaining this relates to a figure of £228,329 per quarter and, whilst still needing to be monitored at board level, is a strategic risk that has been reduced over the last 18 months.

## 6. Observations and next steps

### **Year 1 ~ putting the building blocks in place**

Many of the building blocks have been put in place with the staff team fully recruited and external contractors appointed to support all aspects of partnership development and project delivery but actual activity on the ground has been restricted with the associated output and outcome information being too small to report at this stage. This effectively implies that three years remain to deliver a four year planned programme of activity.

Year one evaluation headlines

### **Year 2 ~ building reputational engagement and participation in marine heritage**

SeaScapes as a Landscape Partnership Scheme has had a very successful second year and is building a strong, positive reputation for engagement and participation activities in marine heritage. This second year has had a strong focus on delivery of engagement activity and “getting projects going” that resulted from the severe impact of the many unforeseen restrictions enforced through the coronavirus pandemic that was a feature of year one.

Year two evaluation headlines

### **Year 3 ~ deepening engagement and participation with significant staff changes**

Based on the information collected and presented in this third evaluation report, SeaScapes as a Landscape Partnership Scheme has had a positive third year in spite of significant staff changes within the core team and can begin to demonstrate a deepening of engagement and participation in marine heritage throughout the programme area. The third year has maintained the momentum of project delivery, and in particular engagement activity, that has resulted in a reduction in the number of output risks with Biodiversity & Landscape being the only area that need appropriate monitoring and management measures in order to demonstrate delivery against the ambitions of the Landscape Conservation Action Plan.

Taking account of these headline findings and from the information reflected within this report, for SeaScapes in the remaining 12 months of programme delivery it is recommended that:

#### **Don't just chase the numbers**

- Aggregating all project activity together it can be demonstrated that outputs for people activities such as participation, learning, training and volunteers are on schedule to achieve (or even exceed) the ambitions and baseline intentions laid out in the Landscape Conservation Action Plan.
- For the final 12 months the focus of people engagement activity should be on deepening participants relationship with the coast and their local marine heritage. Information collected as part of this year 3 report can demonstrate some significant benefits being delivered with the information gathered to date being an exemplar for other projects to follow when undertaking and reporting on their engagement activity.
- To help complement individual project engagement activity and to support a deepening of relationship with the marine environment, the following questions on perception, literacy and behaviour change as highlighted in the Year 2 report could be used to gather further evaluation information for the final report.

- 1. Public perceptions** ~ *have public perceptions of the sea and marine heritage changed as a result of being involved in the SeaScapes project?*
- 2. Ocean literacy** ~ *do participants now understand what the ocean does for them and how their behaviour affects the health of the ocean?*
- 3. Behaviour change and stewardship** ~ *have people changed their behaviour / adopted pro-ocean behaviours as a result of the SeaScapes project?*

- To help capture the qualitative evaluation information, it is recommended that the SeaScapes programme team is drawn together in early 2024 where the project completion report formats are shared and a discussion amongst the team is held about how best to capture this additional evidence on perception, literacy and behaviour change.
- As part of the external evaluation programme, a short film is due to be shot and produced. The focus of this film could be interviews based around these three key questions to help add value to the final evaluation report.

### **Bringing all project activity together**

- SeaScapes projects can evidence significant benefits being delivered through different project activities with some quality digital assets and stories being created. All the films and social media information produced contains the appropriate funder acknowledgement and branding which (at the moment) is found in a variety of different locations depending on partner communication channels.
- This spread of activity may not be perceived to be a strategic issue for the board but an opportunity exists within the final 12 months to bring all the project activity together and help tell the story of what has been achieved through the Landscape Partnership Scheme.
- The Year 2 report recommended adding an additional “impact” page to the Explore Seascapes website to help tell the story of the achievements of the scheme, with information such as the headline outputs delivered plus stories from participants such as the short videos that appear on various SeaScapes and partner social media feeds as highlighted within this report.
- Changes in personnel in the early part of 2023 and in particular the Delivery Manager role has meant this observation has not yet been picked up but it is pleasing to note that a planned team day for 11th December will involve the retained PR company presenting some new ‘impact focussed’ web pages with a website revamp taking place in early 2024.
- Best practice examples from other Landscape Partnership Schemes that have used the final 12 months to draw activity together have included celebration events, final project films and updating scheme websites. The Pendle Hill Landscape Partnership Scheme final website ([www.pendlehillproject.com](http://www.pendlehillproject.com)) is a very good example of drawing activity together and helping to leave an additional digital legacy on completion of the scheme.
- Additional communications and organisational resources may be needed to deliver this activity. If this is not available from within partner organisations, consideration should be given to contracting in external support, utilising possible underspend in individual project budgets as the Landscape Partnership nears completion.



Pendle Hill LP Scheme final home page

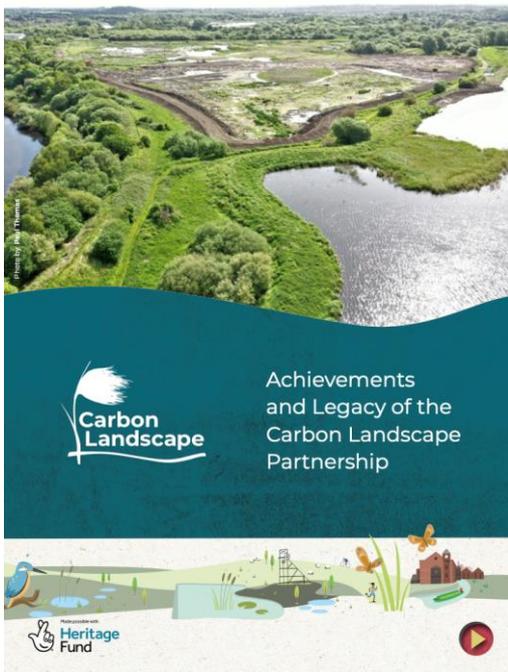
### For financial progress

- Note the significant achievements over the last 18 months with a **£1.142 million total cash expenditure remaining from September 2023 to December 2024**, that relates to a quarterly spend of £228,329 per quarter that is a reducing strategic risk.

### Scheme Legacy

- Development of legacy options for SeaScapes need to be considered over the final 12 months of project delivery. The individual project legacies will be captured as part of the evaluation completion reports but consideration needs to be given for what next for the SeaScapes partnership and how the investment from scheme delivery is to be maintained. Legacy advice and guidance for Landscape Partnerships is available on the NLHF website.
- It is noted that a legacy planning day is due to be held in January 2024 where discussions will be started regarding the storage and future accessibility of the digital assets produced through SeaScapes.
- A best practice example from elsewhere is the Carbon Landscape Partnership, led by Lancashire Wildlife Trust who produced an excellent digital brochure summarising the achievements and legacy delivered through the Landscape Partnership Scheme.

[https://www.carbonlandscape.org.uk/sites/default/files/CLPartnership\\_Achievements\\_Legacy.pdf](https://www.carbonlandscape.org.uk/sites/default/files/CLPartnership_Achievements_Legacy.pdf)



Carbon Landscape ~ example legacy resources

### Implementation and final evaluation timetable

To help implement the findings and recommendations of this report the following timetable shows the key activities during 2024 in working towards completion of the final evaluation.

| 2024                | Key activities   |
|---------------------|--|
| January to March    | <p><b>February ~ SeaScapes team get together</b></p> <ul style="list-style-type: none"> <li>• Overview of Year 3 report</li> <li>• Project completion report formats, project legacy discussion</li> <li>• Gathering information on perception, literacy and behaviour change</li> <li>• Adding detail to 2024 calendar</li> </ul> |
| April to June       | <p><b>May/June ~ Evaluation filming</b></p> <ul style="list-style-type: none"> <li>• Filming on perception, literacy and behaviour change</li> </ul>   |
| July to September   | <p><b>September ~ Celebration and completion</b></p> <ul style="list-style-type: none"> <li>• Final celebration event</li> <li>• Project delivery complete</li> <li>• Project completion reports to Simon</li> </ul>   |
| October to December | <p><b>October/November ~ Evaluation reporting</b></p> <ul style="list-style-type: none"> <li>• Draft and final evaluation report</li> <li>• Dissemination of findings</li> </ul> <p><b>December ~ Wrap up</b></p> <ul style="list-style-type: none"> <li>• Final grant claim and wrap up</li> </ul>                                |



## Appendix 2 ~ SeaScapes outputs achieved to September 2023

|                                   | LCAP totals we aim to achieve over 4 years  | Outputs achieved to September 2023   | Year 3½ review ~ November 2023  |
|-----------------------------------|---|--|---|
| <b>Advice</b>                     | <p><b>136 survey records generated and submitted to Local Records Centre</b></p> <p>90 Beach litter surveys conducted</p> <p><b>20 Community grants distributed</b></p> <p>10 reports adding to the knowledge of the natural, built and cultural heritage of the SeaScapes area</p>   | <p><b>82 survey records generated and submitted to Local Records Centre</b></p> <p>33 Beach litter surveys conducted</p> <p><b>Round one and round two Community Grants distributed</b></p> <p>7 reports adding to the knowledge of the natural, built and cultural heritage of the SeaScapes area</p>   | <p><b>Advice outputs are on schedule</b></p> <p>Outputs for survey records and beach litter surveys are on schedule to be achieved.</p> <p>Information on the Community grant programme needed to ensure that the distribution of grants are well invested.</p> <p>Reporting on track and should be delivered by conclusion of the SeaScapes Scheme.</p>  |
| <b>Access</b>                     | <p><b>738 fingerposts, signs and way markers to improve access along the coast</b></p> <p>16 km of walking and cycling trails created within the SeaScapes area</p> <p><b>5 routes with associated signage and 2 snorkelling trails created</b></p> <p>0.6km of surface improvements and 70 steps to increase access to the sea shore</p> | <p><b>Fingerposts, signs and way markers to improve access along the coast</b></p> <p>7.6km of walking and cycling trails created within the SeaScapes area</p> <p><b>9 routes intended with associated signage and snorkelling trails to be created</b></p> <p>0.6km of surface improvements and 70 steps to increase access to the sea shore</p> <p><b>Additional £63.5K secure for Connecting the Coast</b></p> | <p><b>Access outputs are on schedule and likely to be exceeded</b></p> <p>Much development work undertaken to progress access activity, to join up access across the Seascapes area and deliver the improved signage and promotion of routes. Actual outputs delivered needed for final evaluation report.</p> <p>Length of any snorkel trails and new routes promoting access to the beach would be helpful outputs to measure for overall impact delivered.</p> |
| <b>Biodiversity and Landscape</b> | <p><b>3+ha of biodiversity and landscape restoration and improvements</b></p> <p>2,500 bags of beach litter and 255 bags of recycled material removed to improve the marine heritage environment</p> <p><b>15km of coastal streams improved in 12 local project areas</b></p>   | <p><b>0 ha of biodiversity and landscape restoration and improvements</b></p> <p>2,965 bags of beach litter and 51 bags of recycled material removed to improve the marine heritage environment</p> <p><b>5 local coastal streams improved</b></p>   | <p><b>Biodiversity and landscape outputs remain a small delivery risk</b></p> <p>Outputs for Coastal Stream improvements and small scale biodiversity and landscape restoration need recording as part of year 4 evaluation reporting.</p>  |

|                            | LCAP totals we aim to achieve over 4 years  | Outputs achieved to September 2023  | Year 3½ review ~ November 2023   |
|----------------------------|---|---|--|
| Built and Cultural         | <p><b>12 community heritage projects</b></p> <p>3 built heritage features conserved</p> <p><b>1 archaeological investigation</b></p>  | <p><b>7 community heritage projects</b></p> <p>1 built heritage feature conserved</p> <p><b>1 archaeological investigation</b></p>  | <p><b>Built and cultural heritage outputs are on schedule</b></p> <p>Conservation of the Wave Basin Battery to become a priority</p>   |
| Employment                 | <p><b>4 staff making up the SeaScapes Landscape Partnership core team</b></p> <p>3 people employed through partner organisations</p>  | <p><b>4 staff making up the SeaScapes Landscape Partnership core team:</b></p> <p>Scheme Manager, Finance and Grants Officer, Access and Volunteering Officer and Beach Care Officer (funded by Northumbrian Water)</p> <p>Project partners employ 5 staff:</p> <p>Bluescapes Officer (National Trust), Intertidal Interactive Officer (Durham Wildlife Trust), Beneath the Waves Research Assistants x2 (Newcastle University) Creative Engagement Producer (University of Sunderland)</p> | <p><b>Employment outputs will be exceeded with significant changes in the staff team</b></p> <p>Employment outputs have been achieved with the core team working closely with all other staff employed by project partners and presenting a “cohesive whole” in overseeing project delivery.</p> <p>A second Research Assistant for Beneath the Waves appointed plus the Creative Engagement Producer as additions to the SeaScapes team.</p>  |
| Participation and Learning | <p><b>c.10,150+ people participating and engaged through 536 activities, talks, walks and events</b></p> <p>3,800 school children from 111 schools engaged through education activity</p> <p><b>53 community groups engaged</b></p> <p>45 businesses engaged</p> <p><b>77 new interpretation features and digital products created to improve awareness</b></p> <p>312 students gaining a youth sailing certificate</p> | <p><b>c.12,652 people participating and engaged through 724 activities, talks, walks and events</b></p> <p>2,294 school children from 65 schools engaged through education activity</p> <p><b>149 community groups</b></p> <p>75 businesses engaged</p> <p><b>38 new pieces of interpretation and 104 digital products to improve understanding of heritage</b></p> <p>40 students gaining a youth sailing certificate</p>  | <p><b>Total participation and learning outputs have been exceeded with a remaining focus on children and deepening engagement activity</b></p> <p>Activities, walks, talks and events have been held with great success during the two years of activity following the COVID 19 pandemic. An opportunity exists to deepen understanding of the marine environment for the remainder of project activity.</p> <p>Implementing physical interpretation needs to be a focus, plus total communications activity was not estimated by projects at the outset but should be recorded as an additional output.</p> |

|                   | LCAP totals we aim to achieve over 4 years  | Outputs achieved to September 2023   | Year 3½ review ~ November 2023   |
|-------------------|---|--|--|
| Volunteers        | <p>1,425 volunteers engaged in activity across the SeaScapes Landscape Partnership area.</p> <p>1,866 volunteer days anticipated to be delivered.</p>                   | <p>721 volunteers engaged in activity across the landscape partnership area</p> <p>1,720 volunteer days delivered</p>  | <p><b>Volunteer days are on schedule to be exceeded with volunteer numbers impacted by programme delay</b></p> <p>Activity was impacted by COVID 19 and the delayed start in programme delivery and building capacity for volunteer engagement.</p> <p>Given the operational context, volunteer days are likely to have underestimated in the development phase.</p> |
| Training & Skills | <p>A programme of 100 heritage skills training, workshops and marine courses</p> <p>1,119 people involved in heritage skills training, workshops and marine courses</p> | <p>A programme of 86 heritage skills training, workshops and marine courses delivered</p> <p>511 people involved in heritage skills training, workshops and marine courses</p> | <p><b>Training and Skills outputs are on schedule</b></p> <p>Training programme is on schedule to deliver intended outputs, number of participants attending training workshops is below the LCAP estimations and may be impacted by societal changes over the last two years.</p>   |

**Appendix 3 ~ Example project completion report**

**Project Number : SeaScapes Co/Lab**



**Project Overview:** (Please refer to LCAP or website)

SeaScapes Co/Lab is a two year programme using art and creativity to explore how we can better connect with our world and co-develop sustainable ways to care for the marine environment.

Collaborative and participatory art projects bring together artists and makers, researchers, SeaScapes project partners and communities living with the coastline.

Together they are developing multi-sensory and creative ways to foster a deeper understanding of the role we play in shaping and protecting our natural, cultural and industrial marine heritage.

Taken from Seascales website

**Project lead organisation and other organisations involved:** Sunderland University

**Project Location:** Sites across the SeaScapes area

**Project dates:** September 2021 to August 2023

**Project Outputs**

| Measure                                 | Target | Delivered | Notes |
|---|--------|-----------|-------|
| NLHF Targets from project plan          |        |           |       |
| Number of art commissions               |        |           |       |
| Number of workshops/events              |        |           |       |
| Number of people engaged                |        |           |       |
| Digital assets ~ website                |        |           |       |
| Digital assets ~ films                  |        |           |       |
| Digital assets ~ social media           |        |           |       |
| <b>Additional or unexpected outputs</b> |        |           |       |
| Add rows as necessary                   |        |           |       |
|   |        |           |       |

**Looking back, what is the one thing that you are most proud of that has come from your project being part of the SeaScapes LP Scheme?**

i.e. greatest achievement, Anything surprising? anything unexpected? Headline plus short description of one or two paragraphs max

Having a flexible brief was a real benefit, allowing for co-creation and allowing for something to emerge...

**If you were to start the project again tomorrow, what might you look to do differently??**

Any learning points, reflection on changes to original aims and plans

Please budget for social media expertise

**What difference has this project made to the cultural and natural heritage of the SeaScapes programme area?**

i.e. thinking outcomes, what has been the impact, benefit or change to the cultural and/or natural heritage delivered through the project?

Evidence of increasing awareness of the cultural heritage of the coast from SeaScapes Co/Lab?

**What difference has this project made to people?**

As above, what has been the impact, benefit or change to people delivered through the project? If possible, please also include 1 or two quotes from those benefiting from the project

"People's generosity has been unlocked"~ from Coastal Cuisine video. Your memorable moments from the different projects delivered

**Useful Links**

i.e. Any websites that are useful to the project report

Link to Co/Lab Sunderland...

## Future Plans and Legacy

i.e. What's next for the project? follow up project? Use of information gained

Transition social media across to the SeaScapes website

## Photographic Evidence

Insert and scale up to 4/6 pictures, with brief descriptions

Suzy, I can see some great images already so don't worry about this too much!...

|  |  |
|--|--|
|  |  |
|  |  |
|  |  |

## Funding Partners



Any other logos or names of funding partners to acknowledge?