

Living Coast

Understanding Local Perspectives and Values of the Coast using Community Voice Method in Portsmouth and on the Durham Heritage Coast

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Foreword

Natural England commission a range of reports from external contractors to provide evidence and advice to assist us in delivering our duties. The views in this report are those of the authors and do not necessarily represent those of Natural England.

Background

This project was commissioned by Natural England with the aim of using the Community Voice Method to explore the values and perceptions of people in Portsmouth and along the Durham Heritage Coast in relation to their local coastal environments and the England Coast Path. The study focused on less affluent areas because wider evidence, including Natural England's Monitor of Engagement with the Natural Environment, suggests this is where people are less likely to experience and, therefore benefit from, the natural environment.

Through understanding what people think and feel about the coast, it is hoped the benefits of the England Coast Path and a healthy environment can be harnessed for a diverse range of users. The work was undertaken by the Marine Conservation Society, the University of Greenwich and Community Voice Consulting.

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Further information

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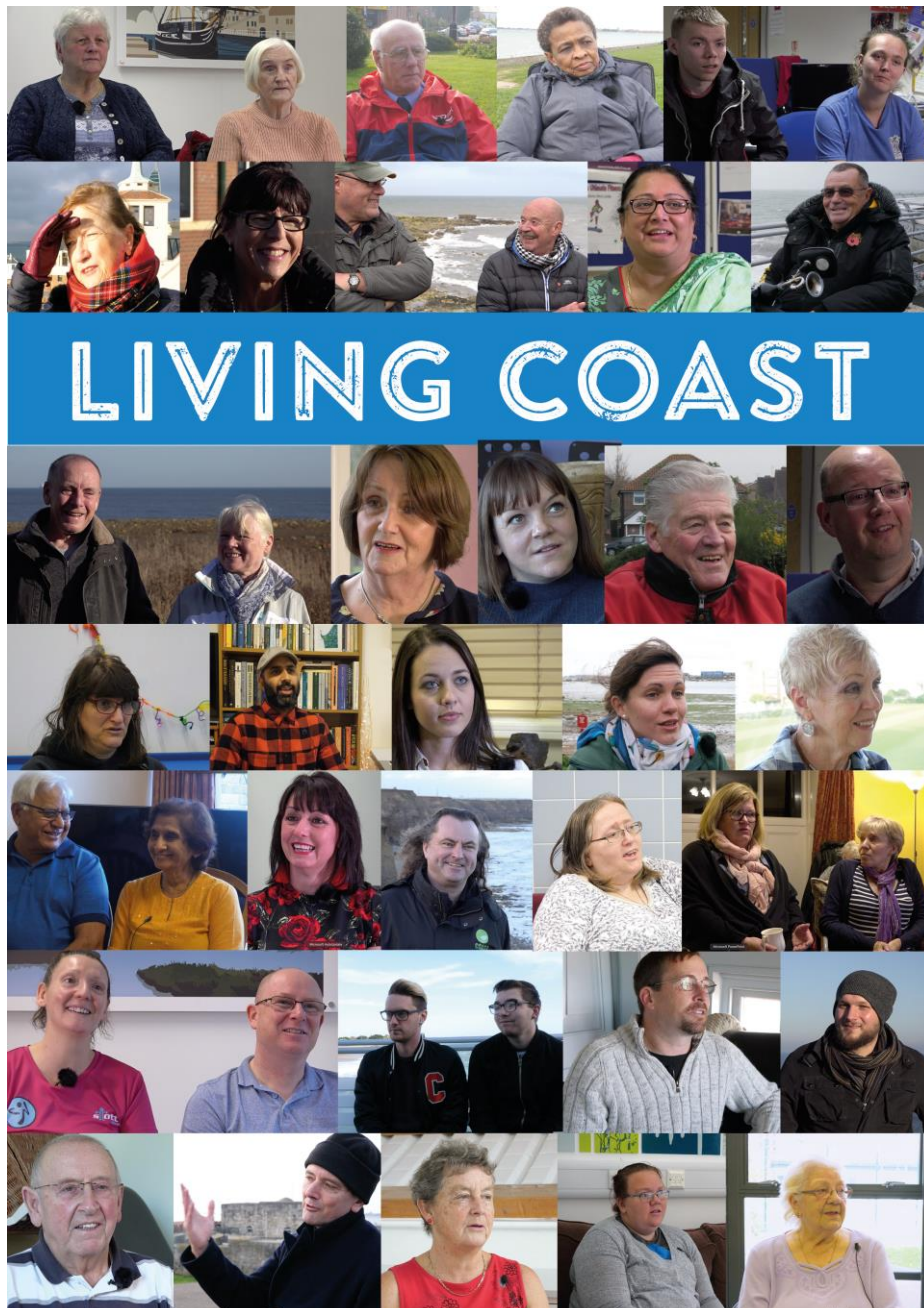
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Acott, T.G., Cumming, G., Ford, A., Ranger, S. and Richardson, P.

A report for Natural England by

Marine Conservation Society
University of Greenwich
Community Voice Consulting



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EXECUTIVE SUMMARY

This project was commissioned by Natural England with the aim of using the Community Voice Method to explore the values and perceptions of people in Portsmouth and along the Durham Heritage Coast in relation to their local coastal environments and the England Coast Path. The study focused on less affluent areas because wider evidence, including Natural England's Monitor of Engagement with the Natural Environment, suggests this is where people are less likely to experience and, therefore benefit from, the natural environment. Through understanding what people think and feel about the coast, it is hoped the benefits of the England Coast Path and a healthy environment can be harnessed for a diverse range of users. The work was undertaken by the Marine Conservation Society, the University of Greenwich and Community Voice Consulting.

The approach involved conducting filmed interviews with sample populations in both areas. Forty-one people were interviewed in 33 interviews across the two areas (19 in Portsmouth and 22 along the Durham Coast). The aim was to have a diverse sample of interviewees that included both regular coastal users and those who visited less often, or not at all. The sample populations were fairly evenly divided between active and limited users with a range of ages represented, although the greatest number of responses was in the 60-69 age range. Two films (each approximately 20 mins long) were produced based on the analysis of the interview transcripts.

- The Portsmouth CVM film can be viewed at: <https://youtu.be/jB94V2g7LY>
- The Durham Heritage Coast CVM film can be viewed at: <https://www.youtube.com/watch?v=CmCdqdLoVww>
- A short documentary film explaining the background and method used in this research is available at: https://www.youtube.com/watch?v=Rxj_GQyCX2s



The CVM films were shown in 5 locations along the Durham coast and 3 in Portsmouth in a variety of community settings. The screenings and workshops provided opportunities to involve some additional people from the local communities, add content that people thought was missing in the films, or expand topics that had already been raised. For analysis, the

interviews were divided into themes related to wellbeing, place values, features of coastal places and responses to the England Coast Path.

Key conclusions from the interviews and subsequent workshops included:

- The depth of positive feeling respondents felt with their coastline. People cared about the coast and sea in many different ways. Some preferring a solitary experience of wild nature while for others the attraction is a social experience with entertainments and lots to do with the family.
- The care and love people expressed for the coast was universal, with all respondents demonstrating strong positive feelings towards the coast. This is notable given that participants included both active coastal users and those who rarely use the coast and those without obvious association with it.
- The way the coast is meaningful to people reinforces the importance of thinking about the coast as a mix of nature and man-made, and the importance of the coast as human and social spaces as well as spaces for wildlife. The research showed that all these elements combine to create valuable coastal experiences.
- In both Portsmouth and the Durham coast interviewees valued places that were beautiful, accessible, fun and social. The safety of the coastal environment was more of a concern amongst interviewees along the Durham coast.
- In terms of features of coastal places Portsmouth interviewees were more likely to mention historic sites, green spaces, and maritime traffic than their counterparts on the Durham coast. The tension between an appreciation of the “wild,” natural coastline and a desire for amenities while visiting the coast was evident in both sites but was more pronounced on the Durham coast.
- Overall, all interviewees supported the development of the England Coast Path, many unreservedly, although some had reservations about its implementation and impact.

Concerns about access predominated in both locations. In Portsmouth access was the only disliked feature that came up in a majority of interviews. There were two different types of access problems: 1) getting to the coast and 2) accessing the coast and sea once you are at the coast. The former type of problem includes challenges with reaching the coast from home via public transport, car, or walking, as well as issues related to parking. The latter includes problems that coastal pedestrians encounter in comfortably reaching and using some parts of the environment, e.g. trails and beaches. Both types of access problems were raised in both project locations. Understanding coastal access is more than just providing access at the coast via the England Coast Path.

The importance of the coast is not synonymous with the natural environment. This study revealed a diversity of meanings and values and demonstrates coastal experiences are multifaceted and include but go beyond nature and wildlife. When asked about the qualities that make the coast special people referred to a dynamic, ever changing environment. It was the particular qualities of the coastal environment, sounds, smells, textures, colours, history that makes it special and engaging. The coast was revealed as a particular place that is not the same as other outdoor spaces such as parks or woodlands. The coast is imbued with a set of diverse qualities that make it special.

Values of the coast are built from current experiences and also from memories. Deep heartfelt association with the coast in some cases extended back in time to recollection of childhood. There is a dynamic relationship between people and the coast that changes over time. People might be limited users of the coast today but have deep coastal connections because of past activities.

People in both Portsmouth and the Durham coast felt that the final films reflected well on their region. Community Voice Method offers a way to hear the voices of people engaging with the coast and, through continued community engagement, can be a way to engender pride in places. Numerous people commented that it is easy to take the coast for granted when it is on the doorstep. The films offered a way to help broader audiences reflect on the special qualities of the coast alongside both positive and negative engagement issues and could be used as a vehicle for follow-up community work. The films can be used into the future in a range of settings, from small informal screenings to large formal workshops, to build a foundation of community engagement and local gatekeepers. The research shows there is real potential and appetite for community engagement with the ECP in the longer term – it just need to be unlocked. And if it can be unlocked then it could deliver a durable sense of community ownership and stewardship of this incredible socio-ecological asset.

Most people interviewed in this study felt deeply and passionately about the coast. Although there were some negative aspects, the interviewees overridingly tell a story of positive engagement. In many cases this perspective is coming from people without a strong active present association with the coast. This study has helped to tell the stories of people who live on or near the coast. For people with accessibility problems, even being a short distance from the coast can be a significant barrier. However, memory plays an important part of people's positive associations with the coast, and people talked about how important the coast is to them now, even though life changing situations has meant they can no longer access the coast as they once used to. Alongside these coastal narratives it is important to be able to tell new and emerging stories of people's engagement with the coast.

Recommendations arising from this research include:

1. Understanding the importance of the sea and coast to people involves recognising a diversity of values, meanings and experiences. While wildlife and nature are vital aspects, realising the coast for wellbeing is broader, with different people valuing the coast in diverse ways. Natural England should aim to reflect this diversity in their work, for instance in photos and promotional material of the England Coast Path. Understanding places that the path passes through, and the people that live near it, is an important part of this.
2. Access was an important issue discussed in the interviews. Understanding access is more than just providing the England Coast Path. It's also about thinking how communities and individuals can get to and utilise the path. How people might get from their homes to the path is important as impact of distance is relative to people's mobility. With mobility issues even short distance to the coast can be barriers that need to be overcome.
3. The health and wellbeing benefits of living near the coast were reported widely in the interviews. There are clear opportunities to promote emphasis on how experiences at the coast can be part of the regeneration and health agenda in seaside towns, particularly in lower income areas.

1.0 INTRODUCTION

The Living Coast project was a national framework for developing and delivering local projects around the coast. The goal was that more people, from more sectors of society will use and benefit from an interesting, healthy and accessible coastal environment and an England Coast Path (ECP) which is better valued and supported as a foundation for building stronger, healthier, more environmentally connected and economically stable coastal communities. As part of the broader Living Coast Project, Natural England commissioned the Marine Conservation Society (MCS), the University of Greenwich (UoG) and Community Voice Consulting (CVC) to carry out a Community Voice Method (CVM) study to explore local perspectives about the coast, the natural environment and the new England Coast Path. Case study locations were the Durham Coast and Portsmouth.

The aim of the research was to understand perceptions of the coast from a diverse group of people, particularly those from low income areas and communities. The general research questions identified were:

- What do people in coastal environments think of the natural environment?
- How do they use the natural environment (including the coast)
- What benefits do they get from using the natural environment?
- What are the barriers to engaging with the natural environment?
- Do people consider their coast to be a valued space?

Previous research, including Natural England's Monitor of Engagement with the Natural Environment (MENE), has shown that the benefits from accessing the natural environment are not equally distributed across society. MENE shows that people living in economically deprived areas, people from certain socio-economic groups (unemployed and low-paid) and people from ethnic minority groups are less likely to visit and benefit from nature. The CVM was chosen as a novel and proven video interviewing approach to help explore the multiple views of diverse individuals and as a tool to stimulate discussions in communities on the importance of the coast and potential barriers to use. Given that the coastline and the route of the ECP connects many different coastal environments, the research project was interested in exploring how people identify with different coastal places.

Around the country the coast comprises a myriad of natural and artificial elements that create the coastline people experience and use. From the outset this research project was therefore interested in thinking about the coast as a socio-ecological assemblage comprised of diverse elements including beaches, buildings, cliffs, walkways, wetlands, transport routes, wildlife, sea and others. The aim was to ask people about their total experience of the coast and include encounters ranging from busy urban funfairs to open coastal areas with a strong sense of wildness.

The coastline is a heterogeneous environment and coastal communities are similarly diverse ranging from large urban centres such as Bristol, Plymouth and Hull to small villages and isolated hamlets. Although coastal communities represent about 17% of the UK population there is no consistent and widely used definition of what a coastal community is (Depledge et al., 2017). This diversity in both the social composition and natural environment of coastal communities can be accommodated by adopting a localised place based perspective. This provides opportunity for different localities to express the values and perceptions that matter to them. In this study a place based approach for exploring local values was implemented by using CVM. As well as providing a method to allow diverse local voices to be heard, CVM also has the capacity to reveal commonality and shared values, this is particularly important in helping to unify communities that might feel isolated or marginalised.

CVM is an approach to foster deliberative engagement amongst stakeholders and has its origins in the work of Cumming and Norwood (2012) in the US. It is an approach grounded in qualitative social science and uses filmed interviews to create an original documentary film. Unlike traditional film making, the documentary produced is based on an analysis of interview transcripts. The intention is that all participants' voices and views are reflected in the final cut of the film. The documentary is then used as a starting point for further community discussion. At the heart of the approach is the idea that engaging people in community participation and discussion can result in participants developing and revising their opinions. In other words, values are not necessarily set in stone prior to the deliberation exercise; new values can potentially emerge in light of discussion and exchanges in a public forum. In this context CVM can facilitate reflection on deeply held values that connect people to places and be a process to help articulate shared values (Ranger et al., 2016).

CVM has been used in situations where natural resource management planning and policymaking is frequently hindered by distrust and poor communication among the people involved in the process, primarily the stakeholders who use and benefit from the resources and the officials charged with governing use of those resources. In this context CVM has proven effective in helping natural resource stakeholders and managers talk effectively with each other and achieve broadly supported management outcomes (Cumming and Norwood, 2012, Cumming and Holland, 2013, Ranger et al., 2016). CVM has also proven useful in settings that are not necessarily conflictual, but where some of the population may have felt previously alienated or excluded from resource management processes (Cumming and Holland, 2013). Living Coast most resembles the latter situation. Although there is still potential for conflict resolution in some places (for instance around conservation of wildlife and increasing public access). The approach here is using CVM as a deliberative engagement approach to explore coastal values in two contrasting pilot study areas with diverse groups, some of whom might feel under-represented. Of particular importance is allowing communities to see their voice represented in a broader stakeholder dialogue.

2.0 METHODS AND CASE STUDY LOCATIONS

CVM is an iterative approach to participatory research. The overall approach is described as a three step process involving, participatory discourse analysis, public deliberation and reintegration into civic discourses (<http://communityvoicemethod.org/the-method/>). However, CVM is also an evolving approach where the method is modified according to the needs of the particular project or community involvement. In this study the following approach was used.

The case study areas (Fig 1) and the overall focus of the interviews were governed by the project brief from Natural England (NE). At the outset two case study locations were defined by NE, the Durham Coast, and the Solent. Scoping visits were undertaken to both locations by members of the team (UoG and MCS) and Natural England to become familiar with the locations and begin the process of community engagement. In the Solent, as a result of the diversity of natural and urban environments around Portsmouth and the complex mixture of socio-demographic situations, a decision was made to restrict the study to Portsmouth and not include the Isle of Wight. This was to ensure there was opportunity within the timeframe of the study to capture a geographic spread of respondents from different parts of the city with diverse socio-economic situations. The geographic range of the Durham Coast case study was agreed with NE and local project partners at the Seascapes project (www.exploreseascapes.co.uk/), and included Hartlepool and the smaller towns of Horden, Seaton Carew and Easington Colliery in East Durham.



Fig 1. Case Study Locations

Since the 1970s the Durham Coast has witnessed a period of major economic restructuring with the decline of coal mining. Easington's last colliery closed in 1993 but also textiles, manufacturing and heavy engineering have all experienced a decline. According to the 1981 Census 53% of all males' jobs in East Durham were in coal mining. These pit closures devastated the local community in terms of unemployment and the loss of the social fabric that had held the community together for over one hundred years. Horden Colliery was one of the biggest mines in the country. Since closure of the mine in 1987, Horden's population has fallen and is now around 8,500 people and suffers high unemployment, higher than average adverse health issues and problems with poor housing stock. In addition, Horden has gradually lost most of its services and amenities including Police and Fire Stations, secondary school, many local shops, cinemas, and its railway station. The North East of England is one of the least ethnically diverse parts of the UK with over 93% of the population being white British.

Portsmouth is a port city in Hampshire, England. It is mainly built on Portsea Island although part of the city extends to the North beyond the line of the M27 motorway. Portsmouth has been an important Naval port for centuries and was a strategic location at the height of the British Empire. Portsmouth was extensively bombed during the 2nd World War. Today Portsmouth is still a major port for the Royal Navy and its seafaring heritage is celebrated through many landmarks including the Historic Dockyard and famous ships like the HMS Victory and the Mary Rose. More recently the construction of the Spinnaker Tower forms a new iconic structure on the Portsmouth skyline. Portsmouth has a lower percentage of residents from Black and BAME groups compared to in England but it is a diverse multi-ethnic community with 32,800 people identifying other than White English / Welsh / Scottish / Northern Irish / British¹.

The socio-demographic situation of Portsmouth and the Durham Coast are described in Box 1. The methodological design and sample approach was strongly influenced by the desire to engage with those voices that are harder to reach, particularly in built up urban locations. However, to ensure balance we also wanted the voice of traditional coastal stakeholders to be included (e.g. birdwatchers, sailors etc). The study was designed to be completed within a 9-month period between August 2018 and May 2019.

Portsmouth¹

- Estimated population 208,900 in 15.5 square miles
- Population growth estimated at 4.5% between 2013 and 2021
- Portsmouth has a lower percentage of residents from Black and minority ethnic (BME) communities (including White Irish and other White non-British communities) compared to in England (16% compared to 20%). However, Portsmouth is a diverse multi-ethnic community with some 32,800 people identifying with an ethnicity other than White English/Welsh/Scottish/Northern Irish/British.
- Portsmouth is ranked 84th of 324 local authorities (excluding counties and where 1 is the most deprived). Deprivation is not just about lack of money.
- Most deprivation is experienced by people in Charles Dickens, Paulsgrove, Cosham and St Thomas wards. Of all Portsmouth wards, Charles Dickens has the highest number of deprived smaller areas for income, employment, health, crime and education, skills and training.

Durham Coast

Interviews along the Durham Coast were conducted across Hartlepool and the smaller towns of Horden, Seaton Carew and Easington Colliery in East Durham.

- County Durham is now the 75th most deprived area out of 326 single and lower tier local authorities in England (based on the rank of average score). This is 13 places lower (improved) than in the previous IMD released in 2010 when the county was ranked as the 62nd most deprived LA in England.
- Within the region County Durham remains the most deprived local authority in terms of both income and employment deprivation compared with the other 11 authorities in the region.
- The underlying data from the ID2015 indicates that in 2012/13 42.2% of the county's population lived in the top 30% most deprived areas. Within the sub-domains:
- 46.1% of the county's population were experiencing income deprivation, (an increase in relative income deprivation from 42.4% in the ID2010),
- 60.8% of the working age population (aged 18-59/64 – old definition) were experiencing some form of employment deprivation, (an improvement from 64.9% in the ID2010),
- 67.5% of the population were experiencing health deprivation, (an improvement from 70.8% in the ID2010),
- 37.7% of the population were experiencing education deprivation, (an improvement from 46.8% in the ID2010); all higher than the 30% average across England²
- The population of Hartlepool is around 93,000² The number of 16-64 year olds is projected to continue to decrease, while the numbers of 65-74 year olds is projected to increase. By 2034, projections suggest that over 1 in 4 of the population of Hartlepool is projected to be aged 65+
- Hartlepool, like the wider region, is among the least ethnically diverse places in England with over 96% of the population identifying as White English/Welsh/Scottish/Northern Irish.
- Hartlepool is 10th on the list of the 20 local authority districts with the highest proportion of their neighbourhoods in the most deprived 10 per cent of neighbourhoods nationally and 2nd on the list of those with the highest levels of employment deprivation.

Box 1: Socio-demographic Information for Portsmouth, Hartlepool and County Durham

1. Data from Portsmouth City Council, 2013, *The Big Picture of Health and Wellbeing: joint Strategic Needs Assessment*, Portsmouth Clinical Commissioning Group.

2. East Durham Area Action Partnership – 2017 statistical profile <http://www.countydurhampartnership.co.uk/media/22697/East-Durham-Area-Action-Partnership-Profile-2017/pdf/EastDurAAPPprofile2017.pdf>

3. <http://horden.parish.durham.gov.uk/about-horden/>

4. Hartlepool Borough Council, https://www.hartlepool.gov.uk/info/20004/council_and_democracy/427/hartlepool_statistics/1

5. Tees Valley Combined Authority - <https://teesvalley-ca.gov.uk/wp-content/uploads/2016/03/Hartlepool-2014-SNPP-report.pdf>

6. 2011 Census data - <http://localstats.co.uk/census-demographics/england/north-east/hartlepool>

7. The English Indices of Deprivation 2015 -

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/465791/English_Indices_of_Deprivation_2015_-_Statistical_Release.pdf

The five main phases of the research were as follows:

1. Sample recruitment and data collection: Stakeholders were identified through peer referral and a snowballing process to provide a diverse and illustrative sample of interviewees. An interview guide was designed and people's perceptions were explored documenting their views and values regarding the topic at hand through video-recorded interviews.
2. Analysis of the interview data to identify emergent perspectives and narratives through which stakeholders articulate their values, concerns, and visions.
3. Film production, comprised of interview footage structured by the preceding analysis.
4. Showing the film at a range of different public screening events and workshops. The film imbues the workshop with the reflective qualities of the interviews and helps facilitate a structured dialogue as stakeholders respond to the film, respectfully discussing the issues under consideration. Results were used to inform the final report and create a revised edit of the film.
5. Production of final report.

There is the potential for further community work in stage 4 to reintegrate the project findings into local civic discourses using the film and analysis as a catalyst for developing conversations around shared values and the importance of the coast.

Ethical approval was given by the University of Greenwich Research Ethics Committee (minute 18.1.6.i.iv). The nature of the study, filming interviews, means that confidentiality and anonymity could not be offered. All interviewees were made aware of the aims of the study and how their filmed interviews would be used. Interviewees were given a period both during and after the interviews where they could withdraw from the study if they wished (Appendix 1 Participant Consent Form).

2.1 Interview guide

Interviews were carried out using a semi-structured interview guide approach. Questions were asked in a conversational manner and follow up questions were used as needed. While attempts were made to standardise the order of asking questions, if topics came up out of order these were explored before returning to the guide. The guide was designed on the basis of previous experience using CVM. CVM interview guides consistently proceed from context-setting/value orientation to problems/management issues and on to reflections/recommendations. This structure reflects a narrative arc and also anticipates the narrative arc constructed in the film.

The final interview guide (appendix 1) has 6 sections:

1. Background of the interviewee: questions including age, how long have you lived in the area, reasons for moving, employment / education.
2. Sense of place (wider setting): questions on what is it like living here and is there anything you particularly like about the area?
3. Sense of place / place identity (coast and sea in general): questions on what do the words coast and sea make you think of, relationship to the coast and sea, any particular memories.
4. Preferences (characteristics of preferred place and incentives for visiting): questions on particular places both near and far.
5. Access and (perceived) benefits / dis-benefits; questions include time spent at the coast, do you visit as often as you would like, how to describe nearest accessible coastal area, do you go for coastal walks? Depending on answers more detailed follow up questions were asked about use of coastal paths or reasons for not using them. This section included a prompt about the health benefits effects of walking by

the coast, which was one of the categories of wellbeing included in the subsequent analysis.

6. The England Coast Path: A section asking for reactions to the new England Coast Path.

Within each section there were a number of follow up questions possible (appendix 1). However, a 30-minute time limit was set on the length of interviews (to ensure all the data could be analysed within the project parameters), this meant that extensive exploration of topics beyond the set questions was limited in extent.

2.2 Participant selection

Participants were selected using a snowballing process linked to geographic distribution and indices of deprivation. The snowballing involved communicating with key gatekeepers and direct communications with potential participants via phone, emails and face to face conversations. Flyers were produced (appendix 2) requesting people to get in contact with the project team in both the Portsmouth and Durham case studies, these were circulated to gatekeepers and sent directly to potential interviewees. The participant selection process was driven by the need to be able to listen to those voices in hard to reach groups e.g. low income, BAME etc. alongside groups of active coastal users.

In Portsmouth, there was limited links between Natural England and those hard to reach group that were being targeted. The relatively short duration of the study meant there was little time for extended community engagement work so recruitment was a challenge. Community Centres were approached to help facilitate contacts along with a range of other local interested individuals and stakeholders such as wildlife groups and community forums. Cash incentives were not used try and increase participation. It was felt that the study wanted to engage with motivated individuals who are more likely follow through with activities in the future and also avoid potential bias associated with offering money rewards. Despite the challenges, and thanks to the active involvement of gatekeepers, a diverse group of interviewees was recruited. A map of indices of deprivation helped identify a potential geographic spread of participants (Map 1) across the city. In addition to this the scoping visits identified both the northern section of the city beyond the M27 motorway and central urban districts as important potential recruitment areas with contrasting access and socio-demographic situations.

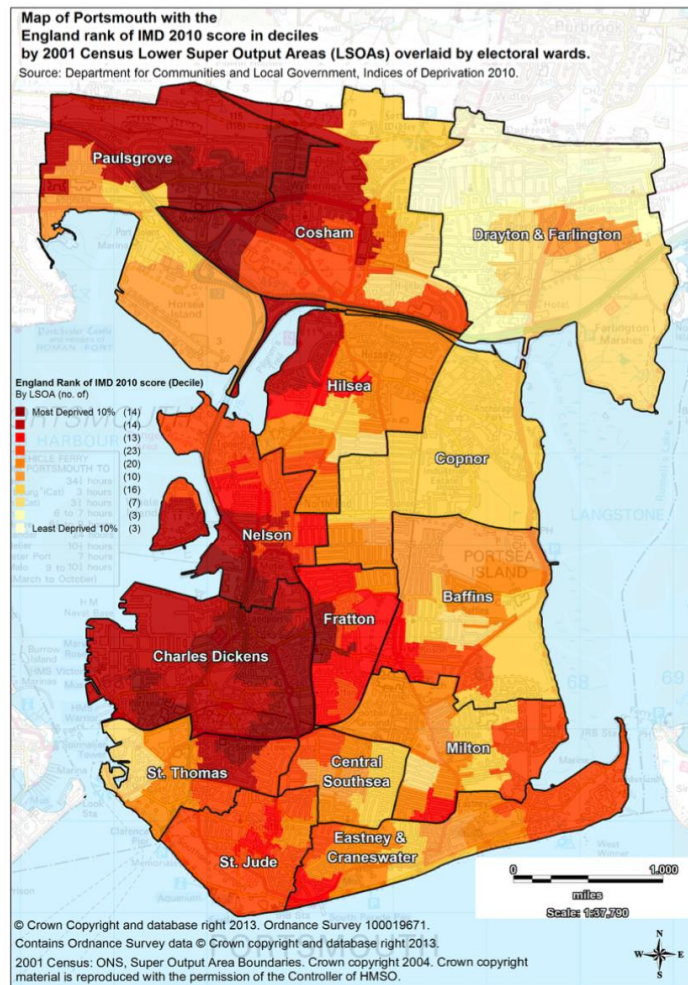
In Durham Coast, staff at the Seascapes project forwarded key gatekeeper contacts within their existing network who they thought may lead the project team to potential interviewees of the target demographics, namely local people who use the coast path, and those that don't, with a specific focus on young adults (18-21 years old), women and BAME community members. The gatekeepers were then contacted and sent the project flyers and any suggestions for interviewees arising from these conversations were contacted and the interviews were arranged. Through this process interviewees were secured from Ryehope, Easington Colliery, Horden, Hartlepool and Seaton Carew. The team was unable to secure interviews with anyone from Hendon or the South Shields area, despite extensive communication with relevant gatekeepers. Had there been more time to engage with these communities it is likely that interviews could have been secured. In some cases relationship building with gatekeepers and mobilising interviewees can take longer than in others.

The interviews were completed over a two-month period in October and November 2018. In total 41 people (fig 2) were interviewed in 33 interviews (22 in Durham and 19 in Portsmouth).



Fig 2: CVM interviewees

Map 1: Portsmouth indices of deprivation (source: Portsmouth City Council, 2013, *The Big Picture of Health and Wellbeing: joint Strategic Needs Assessment*, Portsmouth Clinical Commissioning Group).



2.3 Analysis of interviews

An important part of the CVM approach is the robust interview analysis which links the data from the interviews to the production of the final film. The analysis is based upon a detailed reading of the interview scripts and coding them into final thematic categories using NVivo (v11) qualitative analysis software. The steps for the interview analysis are as follows:

1. Interviews were transcribed.
2. Both interview recordings and accompanying transcripts were imported into NVivo, a qualitative analysis software program.
3. Interview data were coded: each statement was categorized according to the subject matter covered and perspectives represented. A combination of deductive and inductive coding was used. Deductive (pre-existing) coding frameworks employed included the topics prompted by the interview guide, as well as values typologies developed by Sue Ranger from the literature and ground-truthed through previous CVM research (see Appendix 4 Wellbeing Typology and appendix 5 Place Typology). The team felt use of these typologies was appropriate for use in the Living Coast project as they have effectively emerged from extensive qualitative research among subjects around the UK and are approaching a comprehensive framework within which the contribution of the coast and sea in the UK to human wellbeing can be examined. Living Coast presented an opportunity to further test and refine the typologies. Inductive codes were developed to characterize themes that emerged from the interviews, e.g. preference for or aversion to particular aspects of the local coastal environment.
4. The coding data were then queried to elucidate patterns and intersections. We assessed the prevalence of themes and perspectives in each project site and among diverse

stakeholder groups, with attention to the respective experiences of both active and limited coastal users.

5. This analysis was used to guide the selection of exemplar interview clips to be included in the films, as described further below.

3.0 RESULTS OF INTERVIEW ANALYSIS

The age profile of interviewees is summarized in fig 3.¹ (interview data available in “*Living Coast (NVivo 11).nvp*”) and the interviewees shown in fig 3. The number of people interviewed were fairly evenly split between Portsmouth (19) and Durham Coast (22). Slightly more men than women were interviewed (23 versus 18).

- 41 people were interviewed in 33 interviews.
- 22 interviewees were located along Durham Coast; 19 were located in Portsmouth.
- 23 women and 18 men were interviewed.
- Ethnicity (using census categories): four interviewees were Asian/Asian British; one interviewee was Black/African/Caribbean/Black British; the remainder were White.

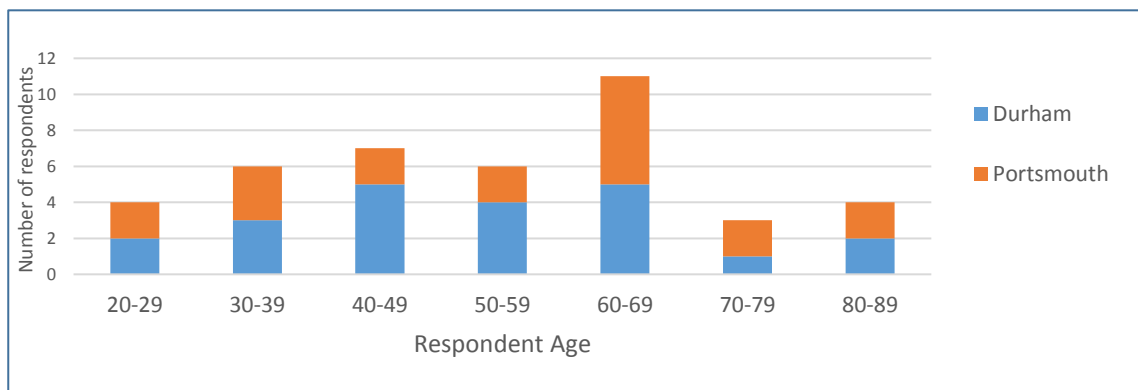


Fig. 3: Age distribution of respondents

In the analysis interviewees were characterized as either active or limited users based on their responses in general (rather than as a result of a direct questions). Active users were defined as those who access the coast at least weekly on average and limited users defined as those who access the coast less frequently. Fig 4 illustrates the distribution of user types in the interview population.

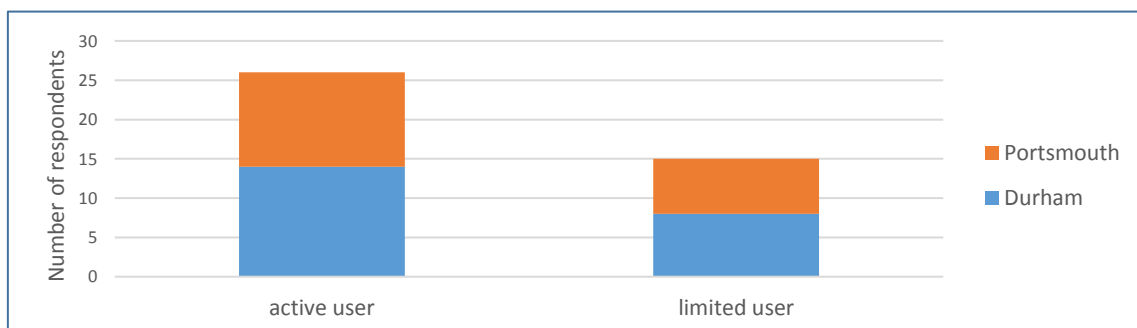


Fig. 4: Distribution of active and limited users

¹ In a small number of cases, interviewees did not provide their age. In these cases, their ages have been estimated using life history information in order to provide an approximate overall age distribution of the interviewee population.

3.1 General observations on interview analysis

The analysis of interviews from Durham Coast and Portsmouth reveals communities that care deeply about the coast and sea in a variety of ways. Moreover, they welcome the development of an England Coast Path, though with some reservations about its implementation and impacts.

One predominant impression that emerges from the interviews is that of an individual, even solitary, experience of the coast, the enjoyment of walking by the sea or staring out at it, awed and refreshed by the beauty of the expanse, the sound of the waves, and the smell of the salty spray. This is a psychologically and physically rejuvenating encounter with the coast. A second, only slightly less prevalent experience of the coast is a social one, the enjoyment of the seaside with family, friends, and everyone else. This is the coastline of bustling piers, kids splashing around, and (slightly sandy) fish and chips. Both of these coastal experiences are loved; in many cases, they are loved by the same people. Together, they characterise the coast for people in these communities.

To the extent that interviewees identified central “problems” facing the coastline, and the development of the England Coast Path, they were access and safety. Interviewees highly valued the ability to access the coast, and expressed concern whenever they felt that access was insufficient. Access issues encompassed both challenges in reaching the coastline (e.g. for those reliant of public transportation) to challenges in comfortably utilizing aspects of the coastline (e.g. physically challenging trails or areas with limited seating). In particular, access for people with limited mobility was frequently mentioned. Since interviewees tended to live less than a mile from the coast, this finding contradicts a presumption that such users would be satisfied with their level of access to the coastline. Physical safety while on the coast was also frequently raised as an issue, especially along the Durham Coast, where the rugged coastal topography presents safety risks. Given this input, it would be reasonable to expect that addressing access and safety concerns will be important in designing the England Coast Path.

3.2 Wellbeing derived from the coast

Interview data was analysed to understand the various types of personal *wellbeing* that residents of Durham Coast and Portsmouth derive from the coast and sea. *Wellbeing* encompasses the multiple ways—e.g. psychological, physical, economic, social—that the coast/sea may affect a person (Appendix 4 for definitions of wellbeing categories). Along the Durham Coast, the most prevalent kinds of wellbeing referenced, in descending order, are listed below (table 1). Each is accompanied by a representative interview excerpt.

Rank	Category	Representative excerpt
1	Physical and mental health: health benefits of time spent on the coast	The health benefits to actually living on this coastline and using the coastline... It transformed my life and health. You don't just do it and think, 'this is good for me'--it's just fantastic to do anyway, so it makes it easy. Usually when the doctor says you have to do this, you have to pack in smoking or you have to stop the drink or whatever, it's usually, 'oh, I've got to put up with that,' but to actually... go walking, you know, it's amazing the difference to your health. I've got no problems now with the doctor. <i>Frank, 60s</i>
2	Aesthetic: appreciation for the beauty of the coast and sea	White horses: my grandfather and I used to describe the waves as white horses galloping towards you, so sometimes the sea and the view can be different over twenty four hours. You can have a calm sea, you can have a choppy sea, and then you can have a fierce sea where the waves are galloping in and out and they're crashing against the wall and it's amazing to see. You take photographs, even when you've seen it 20 times before, you think, 'oh, I have to capture this moment.' <i>Jane, 50s</i>
3	Connection to others: the social experience of enjoying the coast with family, friends, and community	It's one of those things you can enjoy with the family pretty much all year round. Summertime on the beach, building sandcastles or plodging [padding] along the coast. <i>Trevor, 40s</i>
4	Access to resources: the ability to readily access the coast	If I have something right on the doorstep that takes five minutes to get to, I would be out a lot more with the kids.... Access is a big thing for people—the closer the better. <i>Haneka, 20s</i>
5	Restorative: the calming, relaxing, revitalizing effect of time by the coast	I love the sea and I think that's why I do come, that's why I do... a lot my running and walking the sea, because there's something about the sea and the waves and it just makes you feel, I don't know, if you're feeling a little bit down maybe—you know, you hadn't had such a good day—I like nothing better than getting my running or walking shoes on and running along the coast. <i>Allison, 40s</i>

Table 1: Wellbeing derived from the coast, Durham Coast

The most prevalent types of wellbeing in Portsmouth are listed in table 2 (categories with the same rank were equally prevalent).

Rank	Category	Representative excerpt
1	Restorative: the calming, relaxing, revitalizing effect of time by the coast	When you sit there and you're watching the sea and you're calming down, and you're looking at this... bit of water, and these stones, and they've been here for thousands of years, it helps put you back in your place... It's not that things don't matter—you've still got to pay the rent, you've still got to pay your bills, you've still got to put food on your table, you've still got to do your family arguments—but in the grand scale of the world you're just a small tiny piece of it. And that's humbling and very... calming for me. <i>Emma, 30s</i>
1	Connection to others: the social experience of enjoying the coast with family, friends, and community	I'm at home and I'm not feeling very good and I get on... the scooter and get down the front and within half an hour down here, meeting people and talking to people, I can go home and I can feel a hundred percent better. <i>Michael, 60s</i>
2	Connection to nature: the direct, often sensory, experience of the natural environment	It's just that sense of fulfilment afterwards and... not knowing what you're going to see. Everyone thinks, 'oh, you just see a bit of water,' but because you're along the coast... you'll see seals, or sometimes around Farlington Marshes in Langstone Harbour, you might see ospreys on their migration route, for example, various birds of prey... jelly fish in the springtime, for example, and things like that. <i>Anthony, 40s</i>
3	Physical and mental health: health benefits of time spent on the coast	I'm an asthmatic ... [I]n the city I found it quite difficult to breath there and you can tell it's from either the pollution or the pollen, it's concentrated over the spring months. Whereas here where it's a lot more open, it's fresh air... from the sea and I find myself using my inhalers a lot less than I have done in the past. So, I'd like to think that that is the reason that I'm no longer hugely dependent on my inhalers or medication. <i>Ejaaz, 30s</i>
3	Access to resources: the ability to readily access the coast	Able-bodied people, I think, take it for granted that you can walk down a little path, you can go along the coastline, and I know I did it myself, before I worked with young people with disabilities. <i>Dawn, 50s</i>

Table 2: Wellbeing derived from the coast, Portsmouth

All respondents in both places valued the restorative, social, and health benefits of time spent by the coast (it is worth noting that interviewees were prompted to assess health benefits, so the prevalence of this category is unsurprising; the other categories were unprompted). Similarly, the ability to simply access the coast was valued by interviewees across locations. Indeed, access—or lack thereof—was a prominent concern across interviews.

In all categories, the prevalence of wellbeing types varied between active and limited users.

- In Durham Coast, *aesthetic* wellbeing (wellbeing derived from observing the coast's beauty) was the most prevalent unprompted wellbeing type among active users, whereas *connection to others* and *access to resources* were the most important to limited users (both user categories also equally valued *physical and mental health*, but discussion of this wellbeing type was prompted by the interviewers).
- In Portsmouth, *restorative* wellbeing (the calming/relaxing effect of time by the coast) was most important to active users, while *access to resources* and *connection to nature* were most important to limited users.

In some cases, the discrepancies between the two user groups were particularly pronounced. On the Durham Coast, a sense of accomplishment or challenge associated with the coast was much more prevalent among active users than limited users, while in Portsmouth, the restorative value of time by the coast was much more likely to be mentioned among active users. In Durham Coast, limited users were more likely than active users to associate physical risk (essentially the opposite of physical wellbeing) with the coast (see Excerpt 1). In Portsmouth, limited users were more likely than active users to derive wellbeing from the ability to access coastal resources.

Excerpt 1. I go so far along the coastal paths, but then there comes a point where, really, I wouldn't want to go on my own up the coastal path because it's quite remote, and I would be a little bit worried, vulnerable on my own.

--Jane Johnson, Durham

Wellbeing in memories: For interviewees in both Durham Coast and Portsmouth, two types of wellbeing were particularly associated with memories of the coast and sea: 1) connection to others and 2) leisure/enjoyment/fun. These reflect a broadly shared experience: fond recollections of family outings to the seaside. Such memories were common among both active and limited users.

3.3 Place values

Interview data was also categorized in terms of the types of value that interviewees ascribed to coastal places. Definitions of the place categories used are found in Appendix 5. For Durham Coast, the most prevalent types of value are listed in table 3, in descending order (categories with the same rank were equally prevalent).

Rank	Category	Representative excerpt
1	Aesthetic	I think if I moved away, I would really miss it. I don't know if I could live anywhere that's not close to the coast now... if I come out in the morning you've got a gorgeous sunrise coming up over the sea... it kind of starts the day off with a bit of tranquillity. <i>Scott, 30s</i>
2	Access	It's access and just different little things that able-bodied people wouldn't notice. It's not so bad for me, they can maybe lift my chair over and I can maybe scramble over. But when you're in these electric wheelchairs, you can't always... <i>Pamela, 60s</i>
3	Recreation, Social bonding	I fish three, four times a week off the cliffs here, or off the bottom down there, which is part of my psyche, really. I've been brought up with it, all our lives, haven't we? Part of life. Spent half your life down here, you know. Bring the kids down here. Now it's grandkids. And in my case, it'll probably be a great-grandchild. <i>Joe, 60s</i>
3	Safety	For Seaham, I think more safety, when I think about it... On a night if I want to go for a run, and now the dark nights are coming, I'll park my car there and I feel very safe as a woman on my own, if I'm running on my own, because you can go right along from, sort of, like, Tonia's Cafe, where Seaham Hall is, right along to the Nose's Point car park and back and there's always lots of people and dog walkers... So, I would say that's what probably draws me more to Seaham. <i>Allison, 40s</i>

Table 3: Place values, Durham Coast

In Portsmouth, the most prevalent value types are listed in table 4, in descending order (categories with the same rank were equally prevalent).

Rank	Category	Representative excerpt
1	Access	If something is marked clearly that it's permissible and there is an actual route and you have some kind of map to show you where you end up and where you go, I think a lot more people will explore it, you know, of all ages. <i>Ejaaz, 30s</i>
2	Aesthetic	Portsmouth, I think, is very picturesque because of the lights from the Isle of Wight and Gosport and the other side of Solent; you can see from miles around Portsmouth. Also just anywhere on the beach you can see the whole cityscape—so Spinnaker Tower, all of the skyscrapers in the town centre. I just think the whole scenery in general is just really nice. <i>Jamie, 20s</i>
3	Recreation	Since the pier is open... you've got more people obviously coming from different parts of the country coming down. And someone said to me, 'in summer you would talk to anyone.' You would, wouldn't you? It just opens up, where when it was shut people sort of kept themselves to themselves. It's got something about it, the piers.... It's like when there's a hot summer holiday... people seem to be more relaxed and they communicate with people. <i>Michael, 60s</i>
4	Escape/freedom space	Being near the sea is to hear the sea and... the smell as well.... It's sort of, tranquil, really. Just takes you away from the modern life into something that's natural. <i>Mary, 40s</i>
5	Place identity ²	I get to some point on the train [approaching Portsmouth] and I just relax. I think it's [when] you get that first glimpse of the sea, coming in, it's that first glimpse of home. <i>Emma, 30s</i>
5	Cultural heritage	I think the community in Portsmouth, they've got a really strong cultural identity and a really rich history. And I think lots of people that live in Portsmouth are really proud to live in Portsmouth, which is wonderful. <i>Jess, 30s</i>
5	Social bonding	We practically live on the seafront.... a few friends live near the seaside, so when we meet up we say, 'oh let's meet on the seaside.' So, it is quite a big part of our life at the moment, especially since we have retired. <i>Baku, 60s</i>

Table 4: Place values, Portsmouth³

Again, some of the same categories top both lists: interviewees across locations valued places that were beautiful, accessible, fun, and social. The safety of the coastal environment (including safety from both natural and human threats) was more of a concern along the Durham Coast.

3.4 Features of coastal places

Interviewees expressed preferences for coastal places with particular features. The most mentioned desirable features on the Durham Coast are listed in table 5, in descending order (categories with the same rank were equally prevalent).

² There are many valued aspects of place that could be associated with place identity. However, for clarity this category was limited to instances where people explicitly explained why a place feels like something they identify with, i.e. like home.

³ There is a separate category of 'coastal features' for items such as natural scenery and wildlife, hence they don't appear in this list of place values.

Rank	Category	Representative excerpt
1	Beaches	Some of the best memories I have are with my kids on the local beach, just collecting seashells and, like, talking about the birds, going through the little cliff caves and yes, so it makes me feel happy. <i>Joanne, 30s</i>
2	Good access	I get annoyed when nobody does anything about the access.... At Seaham, it's quite good, but they've had a lot of money spent on it. <i>Arthur, 80s</i>
3	Natural scenery	I prefer the more natural look, so the coastline the way it is. The wildness of it, if you like, not so built up and, I suppose, less amenities.... I love to see the beach banks. I like to see the pathways, the dene area with the trees. <i>Beverley, 50s</i>
3	Seaside businesses, e.g. restaurants	You can go and get ice cream and go and have fish and chips—I mean, is there anything better in this country than getting fish and chips and walking down the seafront? There isn't, it's almost like that's what it is to be English. <i>Sacha, 40s</i>
4	Visitor facilities	You want it to be secluded.... But then, you want amenities as well.... You always want your fish and chips, so you want some sort of local amenities nearby. Facilities for washing and cleaning, as well, and bathroom facilities that's accessible for all would be an ideal world. <i>Trevor, 40s</i>
4	Wildlife	I'm quite passionate about the wildlife.... I love looking out to sea and seeing if there's any cetaceans in the sea, watching the birds fly along the coastline. <i>Ian, 50s</i>

Table 5: Features of Coastal Places, Durham Coast

The most mentioned desirable features in Portsmouth are listed in table 6 (categories with the same rank were equally prevalent).

Rank	Category	Representative excerpt
1, 2, 3	Seaside businesses, e.g. restaurants; historic sites, infrastructure; green spaces, gardens, etc.	Old Portsmouth is quite nice... you can sit in the pubs round there and have a drink and relax and watch the world go by. That's a good area. Around here, where there's the D-Day museum and the ground is flat, having children... they can run around and not hurt themselves and enjoy, tumble around, that is nice... I like the green space and the castle and the museums and the play area for everybody. <i>Marie, 80s</i>
3	Beaches	We do have a lot of pebble beaches, which are beautiful in their own way. <i>Ejaaz, 30s</i>
3	Busy maritime traffic, setting	There is shipping movement all the time.... Whether it's commercial, whether it's military, there's always something to look at.... Brittany ferry is coming in from France. That container ship has probably come from China and is going past. It's all those sights and things that are very, very interesting. <i>David, 70s</i>

Table 6: Features of Coastal Places, Portsmouth

The differences between the two locations is more evident in these lists than in the prevalence of wellbeing types or place values: Portsmouth interviewees were more likely to mention historic sites, green spaces, and maritime traffic than their counterparts on the Durham Coast. The tension between an appreciation of the “wild,” natural coastline and a

desire for amenities while visiting the coast was evident in both sites but was more pronounced on Durham Coast.

Interviewees also mentioned features that they disliked about coastal places. On Durham Coast, the most commonly mentioned of these are listed in table 7.

Rank	Category	Representative excerpt
1	Access problems	The stairs down there is really dangerous. The path is completely overgrown... you can't go down to the beach, come back and have a picnic, because you can't get to the beach... I'd love to take my kids down there, but you just can't get down there, it's too dangerous. <i>Haneka, 20s</i>
2	Pollution	You've got a lot of people around here who do look after things like picking up litter in general and just taking care generally of the area, and unfortunately, we do have people who do the opposite. We have problems around here with the sort of things like dog muck not being picked up. But then we had to get rid of the bins because people were destroying them or setting them on fire and stuff like that.... If you want to reap the benefits of something, you should at the very least take care of it or just respect it for what it is. Like I said, it's not leaving litter about it; it's picking up after your dog and things like that. <i>Scott, 30s</i>
3	Not enough amenities	We could do with more facilities along the coastal paths. It would be nice to have the odd break where you can sit down and have a rest. <i>Trevor, 40s</i>
4	Too commercialized	I always think this part of the coastline's for ramblers, and people who like to walk and get away from it. I feel as if Seaham's commercialised now, which it is. It's a lovely place. They've spent millions on it. They've really done a good job. But, it's not what you call a coastal walk really, because it's just pubs and restaurants. <i>Bobby, 60s</i>
4	Environmental change	Erosion.... It's lost 40 yards. 40 yards, and it's lost it at about 5 yards a year now in certain parts of... the cliffs. <i>Joe, 60s</i>

Table 7: Features disliked about Coastal Places, Durham Coast

In Portsmouth, only three disliked features recurred across multiple interviews. They are listed in table 8, in descending order of prevalence.

Rank	Category	Representative excerpt
1	Access problems	In the bus company's wisdom they've decided to change all the bus routes, especially in our area. If I wanted to go down to the seafront I would have to catch three busses.... the older generation here is so used to going out on the bus, maybe go down to Southsea. They can't no more because there's no bus. <i>Terry, 60s</i>
2	Pollution	The only thing that I can get quite cross about is the litter that's left on the beach sometimes. And I would like to really do something about that. <i>Helen, 70s</i>
3	Not enough amenities	I don't visit the beach as often as I used to, because one of the main reasons is because there are not enough places to stop and use toilets. <i>Dawn, 50s</i>

Table 8: Features disliked about Coastal Places, Portsmouth

Concerns about access predominated in both locations. Indeed, in Portsmouth access was the only disliked feature that came up in a majority of interviews. The excerpts from each site also represent two different types of access problems: 1) getting to the coast and 2) accessing resources once at the coast. The former type of problem includes challenges with reaching the coast via transit, car, or walking, as well as issues related to parking. The latter includes problems that coastal pedestrians encounter in comfortably reaching and using some parts of the environment, e.g. trails and beaches. Both types of access problems were raised in both project locations.

3.5 Response to the England coast path proposal

Interviewees' response to the England Coast Path proposal was overwhelmingly positive. Indeed, all interviewees supported the proposal—many unreservedly so. Below (table 9) are the types of response the proposal received listed in descending order of prevalence:

Rank	Category	Representative excerpt
1	Unreservedly positive	I think we've got so many beautiful places in this country and with the help of this coastal route, people will tend to explore probably more and then feel healthy and be grateful and proud to be in this country. <i>Praful, 60s, Portsmouth</i>
2	Positive with access/safety concerns	It sounds that it's good in principle, but it's not good if it's not accessible to all. If you can jog, if you can walk, if you can hike, you can use the path, but if you're disabled, that doesn't seem very fair that that path isn't for you, so you can enjoy the coastline as much as everybody else. <i>Jane, 50s, Durham Coast</i>
3	Positive with questions about implementation	It would be fantastic. I wish them all the best of luck. I don't know how they're going to get on with privately owned spaces.... I'm sure that they will come up against those problems of private landowners to say, we want to cut through your land with a footpath. <i>David, 70s, Portsmouth</i>
4	Positive with conservation concerns.	There are lots of coastal wildlife.... The impact on that wildlife we need to be mindful of. And I know that my colleagues are working with Natural England to ensure that things like wading birds and things are properly considered. But, yes, if that's all considered, then we're in favour. <i>Jess, 30s, Portsmouth</i>

Table 9: Responses to the ECP proposal

4.0 FILM PRODUCTION

Storyboards for the Durham and Solent films were prepared by CVC drawing upon the analysis. Queries were created in NVivo to identify interview clips to represent the prevalent themes that emerged from the analysis. In addition to thematic content it was also necessary to ensure that each participant was represented in the final film. Once an interview clip had been identified it was recorded on a spreadsheet next to a theme (see excel files 'Proposed outline Durham / Solent'). The queries and resulting nodes/matrices were recorded in the NVivo project, so the film editor could trace back and select alternate clips that fall into the same categories should clips turn out to be visually or aurally unsuitable.

The proposed clips were assembled in video format by the project team from the Marine Conservation Society using Premier Pro CC 2019 film editing software. In most cases the suggested clips worked well. In only a few instances alternates had to be found or additional clips sought to ensure the film narrative ran smoothly. All of these alternate or additional

clips aligned with the analysis and did not add or result in the loss of key themes or views. Fine editing was carried out to even out colour and sound and eliminate, for example, unhelpful background noise, pauses or repetition and present only the salient parts of each clip. Finally, supporting imagery was added to the films to improve their watchability and some key statements were represented on the screen in print.

The final films can be viewed at:

- Portsmouth CVM film: <https://youtu.be/jB94V2g7LY>
- The Durham Heritage Coast CVM: <https://www.youtube.com/watch?v=CmCdqdLoVww>

5. 0 FINAL SCREENINGS AND WORKSHOPS

5.1 Portsmouth Screenings

In Portsmouth two screenings took place during the project period and one further workshop took place at the end of May 2019 (See appendix 6 for results).

Portsmouth Screening 1: Charles Dickens Activity Centre (CDAC), 13th March 2019. A group of 12 community members (including two film participants) watched the film along with members of the project team.

Portsmouth Screening 2: Chaucer House, Unite Students, PO1 2GP, 28th March 2019. A workshop for local writers was held in Portsmouth. Sixteen people attended including one film participant. Following the screening of the film, a series of creative writing activities took place, stimulated by both the film and by coastal objects bought in by people.

Portsmouth screening 3: Aspex Gallery, Portsmouth, PO1 3BF, 30th May 2019. A screening and discussion event for the film participants, their families and a number of other local partners and stakeholders. The discussion following the screening provided the opportunity for participants to raise additional points they thought were not sufficiently represented in the voices captured in the film and to reflect upon the themes presented. The event was attended by 21 participants, 4 representatives from the local council and 3 from stakeholder groups.

5.1.2 Workshop reflections

- Key themes from screening 1 and 2

In both screenings there was a very positive response to showing the film. In the CDAC one person said that it made her proud to have been in the film. In the second screening a person said that the content of the film inspired them to want to write a poem. The group at the CDAC commented that it is very easy to take things for granted when you live close to them, there was a feeling that the film helped them to see a familiar environment through new eyes.

Although there was no explicit mention of dog walkers in the film both groups picked up on the tensions that exist between different users of the coast. The discussion in the CDAC recognised the potential tensions between more access and wildlife and drew out the importance of understanding different expectations of people using the coast. For instance, between those who want a more children orientated experience with lots of entertainment provided, to those seeking a quieter more 'natural' experience. Some suggested there was

plenty to do and you don't need all that other stuff (arcades etc.). There was clearly a debate around should more entertainments be provided or should people do more things themselves. The ability to provide different areas for different groups was illustrated with reference to the nudist beach that is segregated for users.

The importance of people getting involved in looking after the coast was raised at the CDAC, particularly in the context of litter picking, how people can get involved and the role of volunteers.

As depicted in the film an important issue for the CDAC group was one of accessibility to the coast. The CDAC group mainly lived in close proximity to the Centre in the urban centre of the city. For many of them the issue of improving public transport was raised. However, there was also issues of access for people with mobility issues such as wheelchair users. In a slightly different context accessibility of information was also discussed, it was suggested people needed to have a way of finding out what was going on at the coast.

In the writers group there was comment and discussion around issues of wellness and mental health. This topic stimulated a lot of comments with people reaffirming the therapeutic aspects of the coast. The group were interested that the film depicted this aspect of the importance of the coast, and not the usual perspective that emphasised wildlife. The group agreed with the idea that the coast is a social space where people can go to meet others.

The writers were able to explore the value of the coast as a source of inspiration. Comments included; 'the sea is a mystery we don't know what is underneath; 'creepy it (underwater) freaks me out'; 'if I had a character that was angry they would be by the sea, shouting at it'. Here the coast is a direct source of thoughtful reflection and inspiration (this was also explored in the workshop with people writing about the coast through objects they found along the coast). Although, for the participants of the workshop, their creative writing might remain personal and reflective, for some their work will receive a wider audience. As this coastal inspiration / imagination engages with a wider audience it can contribute to cultural perceptions of the coast.

The writers group also reflected on the aesthetic qualities of less noticed coastal places. For instance, mucky environments, rust patterns, the grimy underside of south parade pier, the hidden freshwater springs that appear at low tide. Many of these aspects might be seen as negative but for some of the writers they show how inspiration can be found in less obvious places.

- Organisation

Overall, in Portsmouth it was a challenge to organise and run workshop events during the project period. There is less well developed access to local gatekeepers compared to the Durham Coast study which meant that extra time was needed to engage communities. However, the situation does illustrate the flexibility that the CVM approach has in helping to gain access to diverse communities. The two screenings arranged were both precipitated by one or more film participants and had significantly different aims.

In the first screening, the film was used in an informal way to enable a group of people to have an in depth conversation about the topics raised in the film. The conversation was facilitated by one person (Tim Acott) with another taking notes (Rose O'Neill). This informal light touch approach worked well as an engagement approach and could be replicated as a deliberative tool in other situations.

In the second screening, the emphasis was on the extent the film could be incorporated into a writer's workshop with local people to help explore both the importance of the coast but also the coast as source of creativity and inspiration. The film was very well received with lively and engaging writing exercises following a discussion on the key themes in the film. There is great potential to develop this creative workshop as a way of engaging diverse audiences to explore, imagine and reflect on coastal places.

5.2 Durham Coast screening and workshops

On Durham Coast the following workshops and screenings took place:

- Horden Youth and Community Centre workshop, 26.02.2019 – approximately 20 members of the public, including five interviewees. Sixteen people remained for the workshop.
- Salaam Centre screening - Hartlepool, 27.02.2019 – approximately 15 BAME women and one man, including one of the interviewees, but only one woman and one man remained for the discussion after the screening.
- Wharton Trust workshop– Harlepool, 27.02.2019 – approximately 25 members of the public, including three interviewees. 23 remained for the workshop.
- Easington Colliery Primary School screening, 28.02.2019 – three members of staff including one interviewee. Two people remained for the discussion.
- Horden Youth and Community Centre Youth Group screening, 28.02.2019 – approximately 15 children aged between 8 and 12. The first 5 minutes of the film were screened and then the project team led an informal discussion around views of the local coastline.

A synthesis / narrative account of the information shared by participants in the two workshops and three informal screenings of the 'Living Coast' film in the Durham Coast pilot area is presented in appendix 7 together with a list of local stakeholder groups which may be useful for future engagement.

In the reflection sessions at the end of the workshops people appeared to have had a very positive experience during the process. One person said they felt it was a *'wonderful opportunity to promote the ECP and keep promoting it'*. Another person said they felt *'proud to be part of this community'* another that they were *'dead excited and want[ed] to see old and young using the ECP together. A mix of age groups, learning from each other.'* They felt *'there was a balance between good things about the local coast, and some of the problems'* in the film. They also felt it was *'representative and show[ed] the uniqueness of the coast.'* Two people suggested they were likely to walk on the coast more now that they had seen the film and participated in the enthusiastic conversations about the future of the path. One participant expressed their appreciation for the event and said, *'I feel positive that these events will make a difference.'*

5.2.1 Workshop reflections: Key issues and themes

As the workshops were process light and fairly informal, outputs from the workshops and the more informal screenings have been grouped together. This section reflects key issues and themes that were prompted by viewing the film and / or emerged from discussion and deliberation.

- Celebrating the character of people in the region

Participants responded well to aspects of the film which positively captured and celebrated the character of people in the region. They appreciated hearing local accents and described people as being friendly, resilient, engaged and active. One person said they felt *'proud of the film'*. A recent television series which had portrayed the Hartlepool area as deprived and with little to recommend it had really affected people locally and they appreciated seeing a positive portrayal of a place to which many people clearly feel deeply connected. A connection that has been there for generations for some people. *'People who have been in the area for generations do the same jobs or recreational activities as their parents and grandparents before them - some people still go down to collect sea coal to sell or burn'*. People suggested they felt proud of the community they live in.

- Change

Participants discussed the extent of change that has happened in the region in relatively recent times. There was a sense of nostalgia for the past when *'as kids they could go to the coast independently'* whereas, *'now kids don't go unless accompanied by adults.'* The nostalgia was accompanied by some negative observations on change *'There has been no investment since the pits shut - Crimdon has had some money spent on it, but Easington, Blackhall, Horden, Ryehope - nothing!'*, *'bus routes used to be better'*, *'Nothing in the rockpools these days'*, *'can't see the fish coming in on the fishing boats anymore'*. There were however also references to positive changes *'Beaches are much cleaner now and therefore safer (no sharps to walk on)'* and potential for the future – e.g. *'There is an upsurge in walking groups, people will come.'*

- Local tensions

While responding well to the film reflecting the region, it seemed that people were keen to get involved in very focussed local discussion. People noticed that not all the key local landmarks appeared in the film and expressed a view that *'People usually stick to their own patch of coast - don't wander further afield'*. They saw the film as a 'jumping off point' for discussion about specific parts of the path as everywhere is different. Even within the geography of this pilot there are significant local differences with regard to infrastructure, amenities, investment and facilities which people are acutely aware of. *'Recently Seaham got another 1.6m for widening the paths - so investment leads to investment - and has advantage over Easington and Horden in that Seaham is right by the coast - others set back a little.'* *'Seaham and Crimdon have caravan parks - money makers - but tourism in Horden wouldn't work because there is nothing here to keep people.'* There were some concerns that existing inequalities might impact on the extent to which different communities in the region might benefit from the ECP. *'Seaham gets private investment, they have a different local authority to Horden and Ryehope, and ECP will bring more money to Seaham, but not to Horden'* and *'There is tourism at Seaham and Seaton Carew - but it doesn't benefit Ryehope'*.

- Local stewardship and pride

Participants at the screenings responded very positively to the idea of the coast and the ECP as a shared asset that could be looked after through community stewardship. People felt authorities should *'Involve local people in the path planning and upkeep from the outset'* to really make the most of promoting local ownership and maintenance. Participants shared joy and pride in people's response to the pilot project, one participant said *'[It's] good to see how engaged people are...'* and that they were *'surprised that so many [people] have been so engaged...'* and were *'not just listening'* at the screening events. People were pleased to

see the *'enthusiasm for the sea and pride in the area'* and felt *'everyone is of the same mind – supportive'*. They suggested there was *'friendship and enthusiasm in the community' which meant it was a 'good idea to take ownership.'* While some participants were very familiar with the local coastline, others said they had *'gained knowledge about local coastline - learned lots from other people'* and there was a sense that *'Not many people here realise what they have here'* and that they have *'a unique coastline'* and *'should promote it.'*

- Diverse experiences of the coast and sea

One of the screenings was held at the Salaam Centre in Hartlepool where all participants were British Asian. In the post screening discussion they pointed out that *'The film discusses good communities and community spirit – but this particular point of view comes from White British interviewees.'* The generational connection with the coast and sea in the north east is still developing *'BAME communities have a much shorter relationship with the area and maybe with the sea.'* Even though many of the members of this community had been in the region for some time *'Incomers, who have been in the area for years or even decades, are still new and don't feel the same community spirit.'* One person talked about challenges for BAME community members and a feeling of being siloed *'There is in some scenarios a sense of racial profiling or 'otherness' for immigrants in the area. Ethnic groups often keep to themselves. Especially with recent / recurring media coverage over burkhas and burkinis.'* Participants pointed out that they felt that this region is less integrated than, for example, the south east of England.

There was also a recognition of the need to recognise the different relationship that young people have with the coast and that efforts should be made to engage them as they don't access the environment, particularly not on their own.

- Access doesn't mean the same thing to everyone

There was a strong sense that, while access to the resource is absolutely key, different types of people have different preferences. *'Access doesn't mean the same thing to all people - aim should not be to make the ECP homogenous paved path.'* *'Some walkers want naturalness and wildness - enjoy the nostalgia of wilderness.'*

That said, people were very positive about increasing access to the coast in general and the ECP and that that would require collaboration across communities along the coast. *'Different authorities involved across borders, but most people want the same thing, good access to the coast path.'* This includes both access to the clifftops and beaches as well as access to reach the path. *'The coast on bus routes is used (e.g. Seaton), but places like Blackhall have a small car park and you have to drive there.'* and *'[we] need better bus links so those who don't drive, including young people, can access the beach and path.'* One person also pointed to the fact that the path is not continuous at the moment and just stops and access to certain areas is not currently allowed.

One comment touched on the need to be aware of sensitive areas when increasing access: *'Bird disturbance and need to ensure that people are aware of their potential impact and presence of birds.'*

- Need for improved communication about the ECP

One participant who had seen the ECP signs on the coast said that they *'didn't know what the ECP signs meant until now...'* and there was *'not enough promotion and advertising.'* Another said they didn't really see the ECP on the film. In fact, sections of the path featured very heavily in the film pointing to a lack of awareness of what the path actually is. A need

was expressed for more information about the path to be made available including about who looks after it.

6.0 REFLECTIONS AND CONCLUSION

This Community Voice Study has produced a rich engagement with people living in Portsmouth and on the Durham Coast about the importance of the coast and the new ECP. The interviews were coded into six wellbeing and eight place value themes (section 3). These identified multiple ways people attach importance to the coast including for physical and mental health wellbeing, an aesthetic appreciation for the beauty of the coast and sea, and the restorative and calming qualities of the coast. The coast was also identified as a place where there is a myriad of connections made including to others and to nature.

Underpinning many of the interview responses was a deep heartfelt association with the coast that in some cases extended back in time to childhood memories. At times responses were emotional and passionate. In both Portsmouth and the Durham Coast people felt that the final films reflected well on their region, some interviewees talked about their pride of being in the film and their sense of pride in their area. The CVM films provided a means for the voice of people in low income areas to be heard and begins to build a picture of communities that care deeply about their local coastal environment. Understanding this importance of the coast to people is not limited to the present, there is a dynamic relationship between people and the coast that changes over time. Wellbeing benefits might be as much to do with past experiences as the present. One Portsmouth interviewee broke down crying when recounting early memories of living near the coast. One Durham Coast interviewee described some of her best memories as those with her children on the local beach. There was a sense of nostalgia as people described themselves as children being able to visit the coast independently. This contrasted with their views of young people today who were described as not tending to visit the coast alone. This observation is supported in the MENE report that shows a decline in the time children spend outside without adults (Natural England 2019).

The coast can have multiple ways of being important to a wide diversity of people and not just those active present users. The coast is not synonymous with the natural environment, there are a diversity of meanings and values that reflect the importance of the coast to people. The deep connection that many interviewees expressed towards the coast is particularly interesting given the study targeted diverse harder to reach groups including low income, BAME and those who would not normally be identified as interested in nature or wildlife. While it is impossible to discount any form of self-selection the study overwhelmingly demonstrated that people care deeply for the coast even in situations where they have limited access.

On the Durham Coast, in particular, there appears to be an appetite for very focused, local discussion and action. It may be important to ensure that community approaches and initiatives are pitched at the right scale. Local stewardship and 'ownership' of the path may require highly local engagement alongside regional structures. The existing networks for engaging with coastal conversations seems less well developed in Portsmouth, than on the Durham Coast. Thought might be given to the role of identifying coastal champions as facilitators for future actions that link to communities, in particular those hard to reach groups. On the Durham Coast there was a clear sense of community cohesion and a shared enthusiasm for the project and for making the most of the coast as a local asset. Many of the people engaged through this project are motivated to be involved. This included enthusiasm to help shape a strategy for community engagement – it would be very positive to harness and enable this local enthusiasm. It is hard to precisely account for the differences between Portsmouth and the Durham Coast, however, it is likely that the well-developed Heritage

Coast Partnership and emerging Seascapes project were a factor, with its experiences of local coastal networking. There was also a sense that communities on the Durham Coast felt somewhat forgotten and isolated, possibly linked to the social and economic impact of the local collapse of industry, and that catalysed a sense that communities need to pull together and get things done themselves. People clearly expressed their deep connection to place in Durham and were motivated to do things that would make people from outside the area recognise its beauty and break away from preconceptions and stereotypes.

While the importance of the coast for some people and groups that make regular use of the sea and its immediate environs (for instance dog walkers, anglers, surfers, swimmers, sailors etc.) is easily visible, for some, the connection between wellbeing benefit and place is less easily discerned. For instance, in Portsmouth one interviewee with impaired mobility and poor health talked about the importance of the coast for his mental and physical health. For him, being able to drive down to the pier on his mobility scooter was a source of vitality and social engagement. One interviewee on the Durham Coast described his life and health as being transformed by living on and using the coastline. When asked about the qualities that make the coast special people referred to a dynamic, ever changing environment. It was the particular qualities of the coastal environment, sounds, smells, textures, colours, history that makes it special and engaging. The coast was revealed as a particular place that is not the same as other outdoor spaces such as parks or woodlands. The coast is imbued with a set of diverse qualities that make it special. The coast in both Portsmouth and Durham examples did provide different experiences for the people interviewed. On the Durham Coast the highest ranked wellbeing category was physical and mental health but for Portsmouth it was restorative qualities, including the calming, relaxing and revitalizing effect of time spent by the coast. Although it is important to note there are overlaps in these categories, for instance the link between calming qualities and mental health.

The coast, as discussed by many of the interviewees, refers to a heterogeneous environment with different meanings for different people. One reason for enjoying the coast was for nature and wildlife, a quiet experience away from the hustle and bustle of everyday life. A contrasting perspective was enjoying the coast for the entertainments, funfairs, cafes etc., particularly as a source of fun for children. These contrasting requirements created some tension between people that came out in both the interviews and the Portsmouth workshops. Dog walkers and the potential conflicts with wildlife were highlighted, the issue of dog fouling was particularly prevalent on the Durham Coast. This tension reflects the coast as a socio-natural assemblage rather than social or nature in their purified forms. The values that people associate with any particular coastal location reflects their engagement preferences. While some people were very clear about the types of coastal experience they preferred, for others they might enjoy different experiences dependent on their circumstances. In Portsmouth (but not on the Durham Coast) there was extensive reference made to the importance of shipping as part of the coastal experience. The continual movement of the ships created an exciting spectacle that could be enjoyed by both adults and children. Also in Portsmouth, the historic nature of the coast was cited as an important element of the coastal experience and on the Durham coast the importance of coal mining and impacts of the sea was mentioned.

Although there was an overriding positive feeling towards the coast both case studies showed aspects that people disliked or were worried about. Accessibility to the coast was raised by many of the interviewees in both places. For instance, in Portsmouth changes to the bus service was repeatedly mentioned. Although Portsmouth is a coastal city, for people with limited mobility, even living a short distance from the seafront can be a significant barrier to access. Many interviewees talked about how they used a car to visit the coast. In addition to transport, accessibility was also raised in the interviews in terms of accessibility to information and knowing what was going on at the seafront. The CDAC workshop in Portsmouth raised this issue in the context of how some people can be lonely and cut off

even though they live in a dense urban locality. Features that people disliked included pollution, not enough amenities and too commercialized (but see previous comments on tensions that exist between different users). Concerns were raised about the aesthetically undesirable aspects of the coast, including litter graffiti and general pollution.

The most difficult to engage group in both locations were young adults living in the inner city area. Tim Acott informally met a small group of young people in the CDAC but none of them wanted to be filmed. In the conversation there was a lot of negativity about the outdoors in general (not specific to the coast) and there were comments about not being enough to do. The people that were interviewed for the CVM film expressed concern about the interest levels of young people, although there was a mixed reaction. Some saw the coastal environment which includes the pier and funfairs as a source of good (cheap) entertainment for children, in positive terms. Others suggested young people were not interested in the coast.

Overall, most people interviewed in this study felt deeply and passionately about the coast. Although there were some negative aspects the interviewees overridingly tell a story of positive engagement. In many cases this perspective is coming from people without a strong active present association with the coast. This study has helped to tell the stories of people who live on or near the coast. For people with accessibility problems, even being a short distance from the coast can be a significant barrier. However, memory plays an important part of people's positive associations with the coast, and people talked about how important the coast is to them now, even though life changing situations has meant they can no longer access the coast as they once used to. Alongside these coastal narratives it is important to be able to tell new and emerging stories of people's engagement with the coast. We hope that the CVM approach is one way to help these stories to unfold.

6.3 FURTHER RESEARCH AND RECOMMENDATIONS

The CVM approach used in this study was compressed to fit the time line of available funding. Although this truncated process did result in some challenges the richness of the final outputs clearly demonstrate that it is possible to shorten the process and achieve useful results. While an extended timeframe for CVM allows deep engagement with interviewees this can result in higher costs and a longer period needed. Sometimes extended timeframes and deep engagement simply aren't possible. In this study the main changes that were made in the methods to ensure work was completed included:

- Limiting interviews to 30 minutes. Although the lengths of interviews were limited, they still produced a rich and deep set of reflective thoughts about the importance of the coast that was sufficient to complete the aim of the study and we would advocate repeating this approach in the future.
- Short study time resulted in limited time for community engagement to recruit for interviews, particular amongst the harder to reach groups. On the Durham Coast considerable help was provided by an existing network of local stakeholders. In Portsmouth although Natural England had good local networks within environmental and conservation communities it was more difficult to engage harder to reach groups in some of the more deprived inner city environments. Although these difficulties were largely overcome, the importance of local networks of gatekeepers representing a range of different communities is of the utmost importance. Thought should be given to facilitating network development perhaps through the identification and use of local coastal champions.
- The CVM films could be used as a vehicle for follow-up deliberative community work to allow the richness and passion of local voices to be heard. The films can be used in a range of settings, from small informal screenings to large formal workshops, to build a foundation of community engagement and local gatekeepers. Different

audiences could be targeted, for instance in Portsmouth one possibility is to examine the practicalities of running events for community workers / community center stakeholders / leaders of local groups to build a network of informed gatekeepers.

- Many people interviewed had views about young adults but the voice of this group was not specifically targeted in this research and was not well represented. This group should be targeted more extensively in follow-up screenings and workshops to hear more of their views first hand.
- It is important that the production of the CVM film is seen in the context of the analysis of interviews and subsequent follow-up community engagement work. Further work would help reintegrate the findings of the project into local discourse, engage more stakeholders, and/or inform the ongoing planning for the ECP. CVM can be used to engage communities in low income areas to give voice and engender pride in local place with respect to a wide range of social and environmental issues. CVM gives people the opportunity to tell their own story about where they live.

Final recommendations include:

1. Understanding the importance of the sea and coast to people involves recognising a diversity of values, meanings and experiences. While wildlife and nature are vital aspects, realising the coast for wellbeing is broader with different people valuing the coast in diverse ways. NE could aim to reflect this diversity in their work, for instance in photos and promotional material of the ECP. Understanding people and places that the path passes through is an important part of this.
2. Access was an important issue discussed in the interviews. Understanding access is more than just providing the ECP. It's about thinking how communities and individuals can engage with the path. How people might get from their homes to the path is important as impact of distance is relative to people's mobility. With mobility issues even short distance to the coast can be barriers that need to be overcome.
3. The health and wellbeing benefits of living near the coast were reported widely in the interviews. There are clear opportunities to promote emphasis on how experiences at the coast can be part of the regeneration and health agenda in seaside towns, particularly in lower income areas.
4. There are clear differences between the two places studied and other places all around the coast will also have their own unique characteristics. To successfully engage these diverse communities with the ECP will take a local place based approach. NE could replicate the CVM approach in other places around the coast building networks of local engagement alongside a collection of coastal films showing the values of different coastal environments.
5. A key challenge will be to translate the findings from this CVM study into on-going real world action on the ground. The research shows there is real potential and appetite for community engagement with the ECP in the longer term – it just needs to be unlocked. And if it can be unlocked then it could deliver a durable sense of community ownership and stewardship of this incredible socio-ecological asset.

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Easington Colliery Primary School
Salaam Centre, Hartlepool

Appendix 1: Participant Consent Form



LIVING COAST – HOW CAN WE MAKE THE ENGLAND COAST PATH FOR EVERYONE?

The England Coast Path: When complete the England Coast Path will provide public access to about 2,700 miles of beautiful English coastline – some sections of the path are already open and being enjoyed by hundreds of walkers. A key aim of the Government’s 25 Year Plan for the environment is to ensure an equal distribution of environmental benefits, resources and opportunities.

Living Coast aims to understand more about how we might achieve that with the new England Coast Path. We will be looking into how some people are currently using and enjoying the path, why others may not be and what can be done to ensure that as many people as possible, from all walks of life, can benefit from the spectacular views, sea air and exercise the path will offer. Natural England has teamed up with the Marine Conservation Society, the University of Greenwich and local partners at pilot research sites in Durham in the North East, and the Solent in the South where the England Coast Path is already in use. They will explore the question ‘*HOW CAN WE MAKE THE ENGLAND COAST PATH FOR EVERYONE?*’

Listening to your values, views and opinions: We are using the Community Voice Method, a way of listening to people involving film and workshops to generate a wider and shared understanding of the issues. Hopefully the project will come up with some community-based solutions to help us overcome any obstacles to enjoying the England Coast Path.

The team will interview on camera about 30 community members from within the Durham and Solent areas, using the same short questionnaire. We will ask questions about how people use and think about their local environment. These filmed interviews will be analysed to inform the production of a short and entertaining documentary film that gives a snapshot of views and opinions across the communities.

The film will then be played at community events open to anyone with an interest. People who come along will watch the film, consider the views interviewees put across, and be invited to take part in sharing their own views. All views and ideas shared at these community events will be recorded and used to inform the ongoing work of Natural England in engaging communities around the country with the England Coast Path.

Your voice is important: Your contribution to this project is important. Although it is important to manage expectations at this early stage, if all goes well, learning from this project may help secure future funding to support actions and activities that make sense to local people and respond to local needs and the local environment.

If you want to find out more about the Community Voice Method, please watch this short film (15 mins) - <https://vimeo.com/150885111> .

CONSENT: To participate in the study, you will be asked to read and sign a consent form to confirm that you have understood and agree to your involvement in the project. In agreeing to participate in the study you are agreeing that the responses provided in the interview will be used as part of the Living Coast project, and that the footage of you may be used in the film. You will only be identified by first name in the film, and your personal details will not be revealed. However, by signing the consent form, you acknowledge that anonymity cannot be protected. Even if you have signed the consent form, if you change your mind about your involvement, we can stop the interview at any point and erase any recording that has been made. If you change your mind about participating in the study after the interview has ended you can contact us via email / telephone (below). The deadline for withdrawing your footage, or a section of your footage, will be 1st December 2018. You are encouraged to ask any questions that you may have about participating in the project.

If you want to find out more about Living Coast contact Dr Tim Acott at the University of Greenwich on tel: 0208 331 9119 & email: t.g.acott@gre.ac.uk

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Partnership: Marine Conservation Society, University of Greenwich

To be completed by the participant.

<ul style="list-style-type: none"> • I have read the information sheet about this study • I have had an opportunity to ask questions and discuss this study • I have received satisfactory answers to all my questions • I have received enough information about this study • I understand that I am free to withdraw from this study: <ul style="list-style-type: none"> ○ At any time until such date as this will no longer be possible, which I have been told ○ Without giving a reason for withdrawing ○ If I am or intend to become a student at the University of Greenwich without affecting my future with the University • Information, recordings, and images resulting from this interview may be used for research, educational reports, presentations, publications and publicity for MCS • Films and photographs from the project may be posted online • I agree to take part in this study 	
Signed (participant)	Date
Name in block letters	
Signed (researcher)	Date
Name in block letters	
Researcher's contact details (including telephone number and e-mail address): Dr Tim Acott 0208 331 9119 & email: t.g.acott@gre.ac.uk	

Appendix 2: LIVING COAST INTERVIEW GUIDE

Checklist for Interviewer:

- Briefly **introduce yourself** and the project.
- **Consent:** Go over the consent form with the interviewee and obtain consent. Give the interviewee a copy of the consent form to keep. Retain the signed part of the consent form.
- Ensure interviewee is comfortable and go through interview protocol (i.e. no swearing; pre-record so not dependent on first take; clearly state if they do not want us to use one of their answers; interview can be stopped at any time; frame the answer with the content of the question).
- Questions in **BOLD** are anchor questions. Prioritise these if you don't have time to ask all the questions.

Ensure camera is switched on, shot is set up and camera is recording.

Check sound levels by asking interviewee to say their name and what they had for breakfast.

START INTERVIEW

Interviewer says their own name, the date and location of the interview.

1. Background

1 a) Please could you say and spell your name (if possible) - if not deal with this using consent form

1 b) How old are you and how long have you lived in the Durham/Solent area? Depending on answer might want to prompt here e.g. if recent, why did you move here?

1 c) Are you in employment/education at the moment?

(if employed) **What do you do for a living?**

(if a student) Where do you go to school? (If relevant) what are you studying?

(if retired) What did you do for a living?

2. Sense of place (wider setting)

2 a) What is it like living here? How would you describe the community here?

2 b) Is there anything you particularly value about the Durham/ Solent Area? What do you like/dislike about living/being here? What are interesting or special things about this place?

Do you spend much time outside here? If so, where and doing what?

3. Sense of place/place identity (Coast & sea - general)

3 a) What do the words 'coast' and 'sea' make you think of?

3 b) How would you describe your relationship with the coast and sea around here? Do you feel connected or attached to it in any way? Is the coast or sea important / unimportant to you?

3 c) Are there any particular memories that come to mind when you think about the coast and sea around here?

4. Preference – characteristics of preferred place (what features would incentivise visits)

4 a) Are there any particular places that come to mind when you think about the coast and sea around here? If so, what is it about those places that brings them to mind?

If you had your pick, are there particular types of places by the coast and sea near here that you like to visit? Are there other places by the coast and sea that you prefer to visit? What makes them different from places around here?

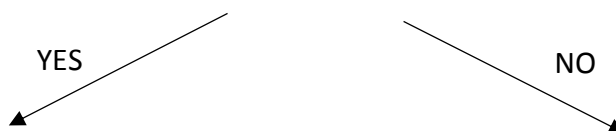
5. Access and (perceived) benefits /disbenefits (coast path specific)

5 a) How much time do you spend by the coast and sea near here? What do you usually do when you are by the coast and sea here?

5 b) Do you visit the coast around here as often as you would like? Ask for explanation of positive or negative responses. What would make you want to visit more?

5 c) How would you describe your nearest or most accessible bit of coast or sea? What's there? What does it look like? Is there any wildlife there? Do you visit there?

5 d) If not specified: Do you ever go for walks by the coast / access coastal paths? If so, where/which ones?



5 e i) How do you feel when you are using a coastal path (walking / other types of access)?	5 f i) Is there any reason why you don't access coastal paths (more often)?
5 e ii) How do you feel after you have spent time there?	5 f ii) What do you think the coast path around here to be like?
5 e iii) Does spending time on coastal path have any impact, either positive or negative on your frame of mind or mental wellbeing ? How/why?	5 f iii) Do you think you could benefit from accessing the coast path more? How (or why not?)
5 e iv) Does spending time on the coastal paths impact upon your physical health in any way?	5 f iv) Do you think other people benefit from the coast path more than you do? Or in different ways?
5 e v) Is there anything you dislike about coastal paths around here?	
5 e vi) Would you like to access coastal paths more often than you do? If yes, why is that?	

6. The England Coast Path

6 a) Before we contacted you about this interview, did you know anything about the England Coast Path? Do you know if any of the bits of coast you access are part of the ECP?

“Read short para describing vision for the ECP once complete”

A new England Coast Path is being created around the entire coast of England. When it is complete it will be the longest waymarked coastal

path in the world at over 2,700 miles, giving hikers, walkers and joggers new public access rights to foreshore, beaches, dunes and cliffs. The new path will provide a great opportunity for people to experience and enjoy all of our wonderful coastal landscapes and to get closer to nature.

6 b) What do you think about this proposal? Will you access the resource? Will the community access the resource? Will it bring benefits? What sort of benefits? Do you think that the local community will have a role in looking after the path and the coastline along it?

6 c) Imagine 10 years from now and the ECP has been open for some time. In an ideal world, what would you like the path and the local coastline to be like? What changes would you like for the local community?

6 d) What do you imagine it will actually be like?

Thank you. Was there anything else you wanted to say or ask about your local coastline and the project?

Stop recording and switch off camera.

APPENDIX 3: Flyer used for recruiting (Example from Portsmouth)



Living Coast Project: Understanding people's views about their local coastal environment and the England Coast Path using filmed interviews

BACKGROUND: The Living Coast project explores local people's views of their local coastal environment, particularly the England Coast Path using filmed interviews. The Project seeks to hear from as many people as possible about their views on accessing and using the coast close to where they live. Natural England has teamed up with the Marine Conservation Society, the University of Greenwich and local partners at pilot research sites in Durham in the North East, and the Solent in the South. We are exploring the question *'HOW CAN WE MAKE THE ENGLAND COAST PATH FOR EVERYONE?'*

WE NEED INTERVIEWEES: We are recruiting participants for a research method called Community Voice Method (CVM), led by the Marine Conservation Society and University of Greenwich. CVM aims, through filmed interviews and other approaches, to encourage local people to share knowledge, values and experiences. We want to explore and record local views and values associated with the natural environment, and the [England Coast Path](#) in particular, in Portsmouth and the Isle of Wight.

CVM involves conducting in-depth interviews with a range of different local people. These interviews will be filmed, so that we can create a documentary which will allow local voices to be expressed and heard. Everyone who participates will be included in the film, which will be about 20-30min long. The film will be locally screened in a workshop and will be made available to Natural England for further use as required. The interviews will last for a maximum of about 30 minutes, or however long people have time for. Once the film is produced, participants, and the wider local community, will be invited for a screening of the film and involvement in a workshop to further explore values and attitudes surrounding the England Coast Path.

To find out more about the Community Voice Method see <https://vimeo.com/150885111>

For further information or to volunteer to take part please contact:

Dr Tim Acott

Email: t.g.acott@gre.ac.uk

Tel: 07445 201786



APPENDIX 4: WELLBEING TYPOLOGY

(Derived from Sue Ranger <https://www.mcsuk.org/who-we-are/our-people/sue-ranger> PhD dissertation research in progress)

Subjective wellbeing	
Subjective intrinsic value	Plants and animals have an importance that is independent of how they might benefit me or others
Accomplishment or challenge	I feel a sense of adventure / pushing my boundaries. A sense of accomplishment or challenge and mastery contributing to my sense of worth and of living a good life.
Aesthetic	I have felt touched by the beauty of the coast and sea.
Autonomy or freedom	Spending time by the coast and sea gives me a sense of freedom. I feel free from the rules and restrictions of everyday life when I am by the coast and sea.
Creativity or inspiration	I feel inspired when i am by the coast and sea
Harmony or restorative - calm relax restore	I feel calm (relaxed) when I am by the coast and sea. I feel revitalised, restored, refreshed, better when I have spent time by the coast and sea.
Leisure - enjoyment fun	I feel able to do things that I enjoy when I'm by the coast and sea. Spending time by the coast and sea is fun. Finding the inner child.
Connection to nature - incl. sensory	I feel at one with or connected to nature. Less distraction from modern life or tech - being able to concentrate on the sensory, visual, aural, tactile inputs of the environment. 'It's in my blood' the environment feels almost like a part of me and I of it.
Learning knowledge education	I enjoy learning about new things when i am by the coast and sea; I enjoy learning more about the coast and sea when i am not there.
Discovery curiosity possibility	I feel able to satisfy my curiosity and discover new things when I am by the coast and sea
Spirituality	Spending time by the coast and sea helps me to experience my life more deeply; provides meaning to my life; helps me to feel like I am part of something greater than myself.
Option value	I would feel better if I knew that the coast and sea and all the plants and animals there were thriving in case I am able to benefit from them in future.
Existence value	I feel the benefit of time spent by the coast and sea even when I am not there. I would feel better if I knew that the coast and sea and all the plants and animals there were thriving even if they are of no interest to me or to other people in any way.
Connecting with self	Ocean enables us to connect with deeply held thoughts, feelings, fears - the unconscious - connecting with 'dream', metaphor,

Material wellbeing	
Economic wellbeing	I earn a good living from the coast and sea.
Economic & environmental security	The living I earn from the coast and sea is secure and stable.
Physical safety	I feel safe when I am by the coast and sea.
Physical & mental health	Overall I feel physically and mentally healthier when I am by the coast and sea.
Happiness positive mood	I feel happier, lifted mood, positive mental health.

Relational wellbeing	
Connection to culture	I feel part of something that was here before me and will continue long after I am gone when I spend time by the coast and sea. Britishness.
Connection to others	I feel close to my family and friends when i am by the coast and sea.
Social wellbeing care for others & environment	When spending time by the coast and sea I am able to help and support others. I feel I can contribute to taking care of the coast and sea. I support organisations and or events related to protection of the coast and sea
Bequest value benefit	I feel responsible for ensuring that the coast and sea and all the plants and animals there are thriving for the benefit of future generations
Access to or sharing knowledge - education	I enjoy sharing my knowledge about the environment with others when I am by the coast and sea. I have been able to learn more about the environment while spending time by the coast and sea.
Sense of Place - Place identity	I feel a sense of belonging in the places I visit by the coast and sea. The coast and sea is part of what makes me who I am.
Access to resources	I am able to access and benefit from the coast and sea as much as I want to.
Ecological wellbeing - benefit from diversity	Benefit from diversity in the environment. I feel better because the natural environment at the coast and sea is thriving and there is a variety of life.

APPENDIX 5: PLACE TYPOLOGY

(Derived from Sue Ranger PhD dissertation research in progress)

Place typology	
Material	Places where people work or earn a living
Spiritual or religious	Places used for spiritual or religious practice; places that make people experience spiritual or religious feelings or enable people to express or experience their faith
Recreation	Places where people pursue leisure activities, relaxation, fun, time away from paid work, following pursuits that are of interest to them.
Challenge or accomplishment	Places that feel exciting, challenging or adventurous; Places where people feel they can challenge themselves or improve skills
Safety access	Places where people feel safe; places that are easily accessible
Aesthetic	Places that people find beautiful
Inspirational - creative	Places that inspire people
Place identity	Places that have a particular personal meaning for people; places where people feel they belong
Cultural heritage	Places with a sense of history; Places with a sense of 'Britishness'
Knowledge - education - learning	Places where people feel they will be able to learn from others or share their knowledge with others.
Discovery	Places that will satisfy curiosity or a desire to see and experience new things
Social bonding - good social relations	Places where people feel part of a community; where they can spend time with friends and family; places where there are lots of people and where there is a lot of noise and activity
Therapeutic - restorative	Places that enable people to clear their head, relax and feel restored and refreshed
Health	Places where people can be more physically active and where they feel more healthy.
Escape - freedom - space	Places where there is a lot of space, where people can be away from others and feel free of rules and restrictions
Diversity	Places with a lot of natural diversity - landscape, species; constant environmental change - no two days the same.
Natural	Natural spaces - less people more nature

APPENDIX 6: Portsmouth Workshop / Screening Results

Portsmouth Screening 1: Charles Dickens Activity Centre (CDAC), 13th March 2019, A group of 12 community members watched the film along with Tim Acott (UoG), Victoria Leslie, Rose O’Neil (NE) and Sandra Unterhollenburg (NE). Tim Acott introduced the film and then led a subsequent discussion (about one hour) with Rose O’Neil taking notes. The following text is based on the notes taken by O’Neil (see full notes in Word file ‘charles_dickens_screening’).

1. Very positive reaction to the film comment that it made one participant feel proud.
2. Easy to take things for granted that you live close to. Good to see it through fresh eyes, it looks so good, makes you want to get down there.
3. No mention of dog walkers in the film. Discussion around litter picking, how people can get involved, and the role of volunteers. No mention in the film of the nudist beach.
4. How people had memories of what it used to be like in Portsmouth, e.g. kids jumping off the Hotwalls, difficulty of describing that to children today.
5. How expectations are different. Some people like the funfair, for me Blackpool and arcades is a nightmare. The importance of the natural environment for me.
6. There is plenty to do on the coast (with nature), you don’t need all that other stuff (arcades etc.).
7. Access for people and importance of public transport.
8. Accessibility of information about what there is to do on the coast. Various suggestions such as guided walks, tour busses.
9. Wheelchairs and access for people with mobility issues (NB: the issues discussed here need to be sent against the context of the mobility scooter user in the film who had a very positive experience).
10. Discussion recognising potential tensions between more access and wildlife as illustrated in the film.
11. Discussion about different expectations, the importance of ‘natural’ as opposed to built environment, hard to get children interested, do we need more things available or should we provide things ourselves?

Portsmouth Screening 2: Chaucer House, Unite Students, PO1 2GP, 28th March 2019.

A workshop for local writers was held in Portsmouth. Sixteen people attended including Tim Acott (UoG), Rose O’Neil (NE) and Victoria Leslie (workshop designer and organiser). The workshop started with introductions by Victoria and Tim described the Living Coast film. The film was shown to the audience. Tim facilitated a short (10 mins) discussion before Victoria to the lead with a series of creative writing activities stimulated by coastal objects bought in and the screening of the film.

The following notes were written by Rose O’Neil as a record of the topics discussed.

- Interesting dynamic in the film – Commenting on the content of the film people in the audience say “this guy says there’s not enough cafes on the coast path and that lady is worried about it being built upon. This person wants to get out on the beach and that lady is worried about impact on wildlife”. “Interesting dynamic, tensions, different people want different things. Let em fight it out, is Pompey after all”.
- I’m involved in a project about drugs / alcohol rehab, people recovering from depression. I know a guy that just spends most of his time at the sea front. It’s therapeutic. It was said in the film and that’s right, it is [general agreement]. Even the walking, I would walk for hours past the pier up to the hard, 5 hours, walking along the coast, that’s therapeutic.
- I’ve lived down here two years and I would never get bored of the Hovercraft. I’m like a little kid!
- Wellness and mental health – it came up so much in the film. More than I would have thought. I would have thought it would have been about natural. Surprising how important it is for people’s mental health.
- There’s a lot of lonely people. Live alone. So people go down there, get out. Talk to each other. The social. That’s important.
- [How many of you have written about the coast – most of them]
- It’s about getting out anger. If I had a character that was angry they would be by the sea. Shouting at the sea. It’s so noisy. The waves. Powerful.

- Belonging – if I stand on the beach and look out – well, like they said, it's so vast. Well, I guess you have the Isle of Wight, but that's comforting, like a blanket, protecting you from the ocean. When you look out on the vast ocean, well, you feel like you belong, you belong to this piece of land.
- The sea is mystery. Don't know what's underneath. Creepy. Freaked me out – thought of being under the ocean.
- Power of the sea.
- Grief – the sea can wash it away. It can work it away, it can shift it.
- It's funny, until you asked, I hadn't realised how much I had written about the sea. But it's always there.
- History. But in the film modern dockyard, navy, didn't get a mention. Container vessels, ferries to France. Thirty years ago if you'd made that film it would have all been about the dockyard, matlows, navy. Not like that now.
- Mucky environment. Rust patterns down by the fairground, dissolved my camper! If you go down to south parade pier when the tide is low it's grimy.
- Hidden places, like when the tide is low, load of freshwater springs appear below the tideline. Most people don't know that they are there.
- Island mentality – does Portsmouth end at the hill? Is there a world beyond? Cut off by the motorway.
- Once Portsmouth was mostly marshland, farmland.
- Dockyard – that was the gateway to the world. To the people left behind that represented people taking away, coming back.
- Convict ships.
- If you went down to the round tower, before, the naval ships and the families on the shore waving as they went, kids waving at daddy. When the ships came back from the Falklands, broken, that was so emotional.
- Don't realise how busy the shipping is, you take it for granted. When I was a girl, watched the Queen Mary, those big steam liners going by.
- For so many, the coast, it's livelihoods. Or it was. Dockyard big part of my life. My dad he was in the Navy, my husband worked at the dockyard. Then at 4pm down by the Dockyard gates you couldn't move for the men on bikes. Not now.

Portsmouth screening 3: Aspex Gallery, Portsmouth, PO1 3BF, 30th May 2019.

A screening and discussion event for the film participants, their families and a number of other local partners and stakeholders. The discussion following the screening provided the opportunity for participants to raise additional points they thought were not sufficiently represented in the voices captured in the film and to reflect upon the themes presented. The event was attended by 21 participants, 4 representatives from the local council and 3 from stakeholder groups.

Themes arising during discussion

1. Coast as a place which enhances health and well-being

This was a major theme of discussion which focussed on both physical and mental health benefits of being at the coast. One participant had moved from London to Portsmouth which had alleviated symptoms of asthma and also helped to relieve stress associated with living in 'such a closed in space' (male participant). Other similar comments included that as Portsmouth gets ever more crowded, getting to and spending time at the coast become even more important.

Another female participant commented that the vastness of the coast was good for 'putting you in your place' and that it helped to go there when suffering from anxiety and depression. Interestingly, the 'sea as a companion' was also articulated (female participant) and the importance of the coast especially for people who live alone and who regard the sea 'as a friend which talks to everyone, there is no hierarchy'. Another noted that they valued the local coast because of the "open space, the clean air and serenity of the water". It was felt the coast "rejuvenates the spirit" of local and visitors alike. The ability of the sea and waves to "heal" was also discussed.

2. Coast as a place to come together

This was perhaps the theme which resonated most with participants, with discussions around how getting to the coast helps people who may otherwise be socially isolated and how the coast provides a space where people can go and meet other people, where people are happier to speak to one another.

Getting children more engaged with the coast also was discussed and the importance of doing so, providing Green Routes which are safe and free of traffic or activities such as play trails could help in this regard. One participant took a group of eight year olds to the coast and this was the first time they had seen the sea. This highlights the importance of connecting children to the coast so that they can benefit from it and this could also be built into the school curriculum. 'Walk every child to the coast' was a powerful idea that came from one group.

3. Issues around access to the coast

Participants appeared to lament both the continued development of the area which has resulted in a loss of access to coastal areas and also the loss of public transport links which means less opportunity for some to access the coast. Bus issues were partly about costs and partly about service provision and information how to use the buses and access the services which are required. Bus routes connecting inland parts of Southsea to the coast and bus routes encircling the island are missing, reducing the options for residents to connect with the coast.

Access is particularly an issue for people with mobility issues, as highlighted by one participant; "It's not until you sit in a wheelchair that you notice it". This theme arose in the film and sparked conversation around how steps and high sea defences are particularly an issue for some. Also requiring consideration are those with mental health issues, who are the people who may potentially benefit the most, they may be less able to access transport services even where they do exist. Concerns about traffic and safety were also raised during discussions.

4. Facilities at the coast

People commented on the lack of facilities at the coast which would both encourage them to visit and enable them to stay there longer. Toilet facilities and adequate seating for example, were highlighted as particularly lacking. Participants also commented that often people think of activities at the coast as expensive, but how walking, playing and viewing the sea are free. Coastal 'Hubs' were put forward as an idea, where transport routes from inland Southsea connected with the coast. Bike hire and pop up shops/cafes/restaurants could be planned here.

5. Barriers to engaging more with the coast

An issue raised was around the care of the coast, with litter being the biggest point of contention for most. The issue of sufficient seating was also raised as this would help people to feel more confident in using the coast and being to sit and enjoy it. Some discussion around anti-social behaviour with particularly young people 'loitering' at the coast.

6. Thoughts about the film and the Community Voice Method (CVM)

Comments around the film included that it flowed well and that the community voice method was effective in accessing different views, as one participant commented; "It's lovely to see it through other people's eyes". How representative the views in the film were was discussed and although CVM does not aim to be representative, it was felt that generally, it did include a diverse range of voices and that future research could perhaps do more to engage additional youth voices.

Using the community voice method resulted in the film being really powerful and considered more 'honest' and 'realistic', including challenges and issues too rather than a glossy 'nice' overview. This helps in understanding diverse experiences rather being focussed on your own. The power of the community voice method is not only in accessing harder to reach groups but also in inspiring discussion between residents (in this case) and other partners. In Portsmouth, both the Wildlife Trust and a local sea defence project discussed how they would encourage their teams to watch the film and take forward some of the messages from it. In addition, conversations were generated with the Eastern Coast Partnership who are interested in collaborating in some way.

Key messages and recommendations

1. Better access via public transport provision was a key theme. More and better bus routes would connect inland areas of Southsea to the coast quickly and easily.
2. Better provision of safe walking routes and cycle hire schemes possibly at coastal 'Hubs' including information about the length of different routes. Guided walks would also be a useful addition to provision in the area to help with access.
3. Easier access to the information to plan a trip by bus, cycling or walking. For buses, this would include a joint time table and journey planner, for cycling and walking this would include better publicising the

existing routes and give an overview of the network. Publicising can take the form of having paper maps of routes, including suggestions of circular routes of various lengths and catering to different access requirements. Additionally having better signage on the ground through advertising of walking routes to a green space or the coast with indication of distance/time by means of way markers or information on the “you are here” signs would help to embark on spontaneous adventures.

4. More support to access the coast for those less able-bodied and also those suffering with mental health issues who may potentially benefit the most
5. Better parking facilities are required close to the coast, especially for those with reduced mobility
6. More tourist information, about what to do and how to get there would be useful.
7. Better facilities and activities (particularly free events) at the coast, possibly at ‘Hubs’ to encourage more people to visit and to enable them to stay longer
8. Whilst participants stated they enjoyed the film and that it both flowed well and was generally representative of views, it was felt that more could be done to engage the ‘youth voice’ to understand how they use and value the coast and what might encourage them to use it more and to help foster a sense of appropriate environmental behaviour. The business community also could be more engaged.
9. Innovative ways of caring for the coast were shared including a local café who provide free ice cream to anyone who fills a bucket with litter from the beach. Simply having more litter bins along the beach might also help this situation.
10. ‘Coastal Champions’ was raised by one group. Local people/volunteers who were responsible for championing different themes in schools or at community centres e.g. nature, history, green travel, local produce, children etc. to educate and enthuse local people about their coast, as well as sign posting service to existing opportunities
11. Using technology could be an effective way to engage people with the coast, particularly young people. Gaming for example, could encourage people to bring technology with them (e.g. Pokemon Go, GQ codes on waymarkers to bring the coast to life).
12. It was generally agreed that the England Coast Path will provide a good opportunity to (re)connect people with the coast. The route should however, be accessible, way-marked and joined up with cycle routes. Also efforts to foster community ownership of it should be made and community/environmental ambassadors could help.

Next steps and further work

1. The coast is such ‘common ground’ for everyone in Portsmouth. The film reiterated a passion for the sea and pride in our place by and relationship with the sea. Using that shared connection is a fantastic starting point for further and new conversations.
2. Participants felt that it could be clearer how the film could or should be used and what the next steps are. Although some did recognise that such a screening with participants of the film and community members presented the opportunity to guide coastal management strategies and for partners to see the implications of their decisions and work strategies; “It gives partners a REAL LIFE approach to coastal management”. Future work to understand how this process has influenced decisions would be interesting.
3. Some issues such as the inevitable tensions between residents and tourists were not addressed in the film and these issues do require consideration too.
4. Participants commented that the medium of film is important in how messages are received as it brought issues to life and made them relatable to diverse audiences. Further consideration of integrating different forms of evidence and “using the art form of film to represent scientific data” (participant) could be explored further.
5. The huge amount of pride that people have in their city was evidence through the film and future work could explore this further, including the deep connections that people have with their maritime heritage and also local wildlife which did not fully emerge from the film.
6. Whilst the film showed a largely positive view of the coast and how people value it, there will be others who never connect with the coast in the same way. These groups may be those who could benefit most from it. Future work will be challenged to reach those.

APPENDIX 7: Durham Coast Workshop / screening results

1. Incentives and disincentives to accessing the ECP

• Incentives

People felt that improved information about the path would contribute to more people accessing and benefitting from the resource. Comments from participants suggest that having access to more information enables people to connect better with place. *'Better information - reminds you that you are 'home' - comfortable in a familiar place'* There was a suggestion that providing information about specific places would enhance visitors' experience of the ECP – *'Local history and local interests - will be specific to specific places they like to visit.'*

Participants felt people would be more likely to access the ECP when natural conditions were good – e.g. good weather & favourable tides. Some described the benefits they derive from spending time on the beach or by the sea as an incentive to visit *'Freedom of the beach - good for mental health'* and *' [the] sound of the sea helps you relax - is a spiritual benefit'*. Some people described access to particular resources as *a draw to the coast – 'The presence of sea glass on beach'* and *'Fish species and their habitats (e.g. more dogfish now as the water is warmer)'* while others felt man made attractions, like local architecture, and more things to do, events or festivals, like *'carnival, funfair, wintertide festival'*, would all attract people to the coast.

One child suggested that they would go to the coast more if adults took them more – *'Nan and grandad wanting to take me more (they walk the dog and like to drink coffee in seaside cafes)'*. And then there were practical considerations like the number of steps down to the beach and access to better parking.

• Disincentives

Participants identified potential barriers to particular groups accessing the ECP. They suggested children would love to visit the beach but can't because of bad access, dog walkers are excluded from some areas, poor path maintenance means that disabled people are unable to access some parts of the path and finally that the cost of getting to the coast could be a barrier for some people.

The weather and the nature of the coast was also perceived as a potential barrier to some who talk about bad weather at certain times of year and high tides. *"The sea around here is 'angry' - strong undercurrents - this darker aspect, as a contrast to the beauty.'* One comment suggested that better access and safety were needed as they *'sometimes feel too vulnerable'*. In contrast, a number of participants shared that they never felt unsafe by the coast and sea. One woman said she *'walks alone, with the dog, and has never felt uncomfortable or seen anything dangerous'*. The coast was described as a *'Safe environment'* and people *'need to keep it safe for the kids'*.

People felt that you needed local knowledge in order to access the coast - *'If you're not local it's difficult to know where to go as there's no signage.'* But suggested that even they, as local residents felt uncertain because of the lack of information about where to go. The *'Lack of information - about path, about what is to be seen, history, culture'* was described as a barrier to access.

Finally people talked about the run down and neglected condition of the environment in some areas being off-putting *'Having to pass the closed up shops to get to the sea is horrible.'* Others felt that flytipping and dog mess were also a factor - *'People avoid areas with lots of dog poo, e.g. they choose to take their grandchildren where they know it will be free of it.'*

2. Suggested actions

Ideas for actions that participants felt were important or might raise awareness about the ECP and increase engagement with it that came up during the post screening discussions are listed below. These have been grouped where possible but all suggestions are presented.

Investment and maintenance

- Investment in the ECP - spend money to bring more money in
- We need more investment in maintaining our coast
- Better maintenance of steps

- Recruit Coastal Rangers to help maintain the path
- Installation of better drainage from path down to beach where flooding is a problem
- We need more Coastal Rangers to maintain the path and access and organise volunteers
- Grass cutting

Engage local communities in maintaining and promoting the path

- We need more Coastal Rangers to maintain the path and access and organise volunteers
- Rangers – similar to Mosaic (Prince's Trust initiative) which works/worked on the North York Moors, Peak District and Lake District. One of the projects involved collecting things from nature and making a mosaic from them. <http://www.yorkshiredales.org.uk/living-and-working/other-services/press-office/news/archive/mosaic-is-a-pattern-for-the-future>
- Community is too busy to help maintain the path.
- Could be a competition like 'Britain in Bloom'
- Britain in bloom guardianship - but need clarity about what is owned by who - where path and boundaries actually lie - path needs to be identifiable to local town/area "e.g. Welcome to Hartlepool sign on the path"
- Use volunteer guides - such a role could help people into employment
- People could help people onto the beach, as part of the community spirit of helping others
- Guardianship: competition - bringing communities together - could have events to bring the community more together, e.g. raft race
- There could be 'membership' for different sections to promote the sections, each with their own identity

Engage new audiences

- Do outreach in schools - opportunities for schools to take children onto path
- Take children out on the ECP and show them what is on the doorstep - could go into primary schools to talk to them about the project and get them excited about the coast path
- The film didn't talk to or about children very much - didn't account for what they want
- Use technology to get young people engaged
- Paths aren't interesting enough - needs to be more activities - like outdoor gyms, information, decorations and sculptural installments relating to the marine life - needs to be more interesting for young people
- Need to take advantage of off-road cycle tourism - but some thought this might be dangerous to mix with walkers - need to manage carefully
- At events you have a captive audience to promote the project to, especially on carnival day
- More facilities for camper vans - could add to local economy - new ways to invite campervans in a controlled way
- Advertise what is out there - but also advertise the therapeutic nature of the coast and beach
- Need to ask visitors what they want - don't assume they all want the same thing.

Deal with anti social/undesirable behavior

- Restrict motorbikes from getting on the cliffs
- Better policing and enforcement to stop young people gathering there at night and smashing bottles/fly tipping/ petty crime
- Install rocks to restrict car access on beach
- Need to do something about dog waste – more signs, more bins, provide bags, ensure bins are emptied regularly.

Avoiding disturbance

- Make people aware of wildlife and improve information & signage.

Access

- Have some kind of 'difficulty / ruggedness scale' in promotion and information so that it is clear which parts of the path is accessible to whom
- People need to know where they're getting access to, e.g. if you can get to the beach from the section you're on and if so, is it nearby, is it accessible
- You can't do everything for everyone – do the best you can. E.g. if you can't provide access to the beach, make sure there are good signs, information boards, and make the most of the views - for people who can get to coast but can't walk the path - better amenities at views

- Establish and advertise circular routes that integrate ECP – that start and end at a car park, and go inland as well as along the ECP.
- Need access from new train station (Horden) directly to coast path for locals and visitors.
- Remove barriers to access - e.g. removal of the shipping port fence in Hartlepool

Improved information and communication

- Better information - reminds you that you are 'home' - comfortable in a familiar place
- Advertise the fact that it is free - and enables freedom - making your own fun.
- Promote the path
- Signs on the path to inform people about the nature, history, culture
- Could link to phone apps with more info online
- Voice interviews on website linked to path interpretation signs – perhaps as part of an interactive exhibit on the path?
- It would be good to have local people to tell their stories and history of the path and coast.
- Photography of the path, by local people, to tell their own story.
- Suggest using technology to encourage use of the path, e.g. an app, QR codes, augmented reality (e.g. animated shells, crabs)
- Scan and collect sections of the path (similar to iSpy or Pokemon Go), Videos, e.g. of Elephant Rock, Nun Rock - similar to what they do for the folk festival
- Great opportunity for tourism – for people to ‘collect walks’ like the three peaks.
- Could walk the whole path in a day – lots of people on lots of different sections simultaneously. People can sign up for sections.
- Vlogs, Downloads and maps
- Talk about what the ships are bringing in now to the port – videos
- More history of the area, e.g. there were German shells on the beach during WW1
- Rangers to guide people on path if wanted
- Advertising of ECP in magazines, clubs, radio
- New Horden train station presents a good opportunity, rail company could provide some funding to promote ECP on rail network
- School talks & volunteer management
- Need to make sure local councillors see the film.
- Promote the local history, specific to areas that the path passes through, e.g. mining, shipbuilding, iron ore discovery.
- Promote / direct people to local museums.
- Connect people to nature and wildlife, e.g. explaining saltmarshes.
- The school has offered to screen the film before events, e.g. school shows when the parents are arriving, as well as on the TVs in reception that show.
- Could get the school involved – take the children for an hour long walk along the coast with the parents.
- We need to educate public about the ECP and that it needs looking after - dos and don'ts
- If the path was everywhere, it would be easier for people to use it as they could assume that it will be near their stretch of coast – i.e. people won't have to go looking for it or have to guess where it is.
- Deal with pollution
- More litter bins = less litter
- Dog poo bins and funds to ensure they are emptied
- They should charge fines for dog poo.
- need to sort out dog poo situation - need more bins, bags and enforcement
- Stop fly tipping

APPENDIX 8: Stakeholders identified by participants during discussions at screening events

Youth: School children, older youth

BAME: Afro-Caribbean; Yemeni community in South Shields

Faith groups

Different social classes - incl. low income or those on universal credit

Disabled

Disconnected - people who are less interested in the coast and don't look after it

People who make a living from the sea

Volunteers

Local groups

Dog walkers

Visiting walkers

Local walkers

Anglers (shore & boat)

Ramblers

Bird watchers

Running groups

Office workers who might visit the coast during a lunch break

Visitors

Families

Fossil hunters

Sunbathers visiting the Costa del Hartlepool

Naturalists

Conservationists

Cyclists

Swimmers

Rockpoolers

Plodgers

Boating