

# Plymouth Sound National Marine Park

**Interim Chief Executive Officer**  
Candidate information



## What is Plymouth Sound National Marine Park?

The Plymouth Sound National Marine Park (PSNMP) is a major initiative for partners across the city and surrounding areas. History was made in Plymouth in September 2019 when key local, regional and national partners signed the Declaration of Intent for Plymouth Sound National Marine Park and came together to create the UK's first ever National Marine Park.

They agreed a vision for the PSNMP:

**The National Marine Park will celebrate our past and our future. It will encourage greater prosperity and enhanced engagement with our marine and maritime environment. Building on our current work and existing structures, it will support how we value and work in harmony with the natural environment to deliver the greatest benefit for all.**

**Our vision is for a National Marine Park that supports thriving businesses, connected communities and inspired visitors.**

## Why Plymouth Sound is a National Marine Park

Plymouth Sound is one of the world's most important and visually stunning natural harbours. It has multiple designations for protected habitats and supports over 1000 species of fish and other marine animal life. It is home to HMNB Devonport (the largest naval base in Western Europe), commercial ports, a substantial national fishing fleet, an international fish market, commercial diver training, a global hub for marine leisure industries and an internationally important marine research cluster.

The Sound is a historic tourist destination, as Plymouth and its people have shaped the development of Europe and the Americas. So many pioneering voyages have set sail from here that it is natural for Plymouth to be considered the UK's first National Marine Park. Nowhere could be more deserving of special recognition at a local or national level.

At the same time this unique environment is under threat from climate change and the long term connection between residents and the natural environment is in many cases broken. The time to act is now.

## Ambitions

The ambitions for Plymouth Sound National Marine Park are bold. Our aim is that the 'Park in the Sea' will:

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



## Heritage Fund Horizon Award

Plymouth has just been [awarded £10m as part of the National Lottery Heritage Fund Horizons Award](#) to support the development of a series of physical and thematic hubs across the National Marine Park.

Whilst this project has its own leadership and governance there is an expectation that the Interim CEO will help shape the programme, support the community & stakeholder engagement and curate its content within in the wider National Marine Park.



## Development

As the PSNMP enters its next phase of development, we are looking for an interim chief executive to establish the park's operating model, set up appropriate governance, further develop our partnership, develop the core programme of activity and secure funding for ongoing development and delivery.

Based in Plymouth, you will be comfortable operating at the most senior national and international level, you will be an accomplished brand ambassador, leading an ambitious programme to deliver a cultural, economic, environmental and community legacy.

You will need to have exceptional leadership skills and consistently deliver against a plan, embracing challenge and building cohesive teams across multiple organisations, partnerships and sectors. Possessing high levels of energy, resilience and focus, you will have a successful track record of securing funding across different sources.

## Role Summary

You will be the Interim Chief Executive, accountable for all aspects of the Plymouth Sound National Marine Park development including strategy, vision, partnership development, communications and pulling together an overall programme of activity for the park across multiple partners.

You will be a principal ambassador for PSNMP and the key point of contact for all local, regional and national stakeholders and partners. This will involve development of a brand strategy and communication plan. The key measure of success however will be the engagement of the local community in the aims and ambitions for the park.

You will work in close partnership with Plymouth City Council. This will include working together on the five Council-led NMP projects already in progress, which have recently been funded by the Heritage Fund's Horizon Fund and will eventually form part of the Plymouth Sound National Marine Park offering. You'll be working with a strong public, private partnership with cross party political support. You will create partnerships across all relevant sectors and key stakeholders, including harbour authorities, marine science, conservation, visitor, sport, culture, marine technology and business.

This is a long term strategy which, as the PSNMP moves into its next phase, will require increased core staffing capacity and capability. This will need to be achieved progressively by the acquisition of new external funding sources.

A key part of the role will be to work with other key city appointments through Destination Plymouth to develop the Britain's Ocean City brand proposition.

## Governance

The PSNMP has been developed with the consent and support of well over 100 partner organisations and it is essential that this buy in and engagement continues. The strategic development of the park is overseen by the shadow National Marine Park Board which is currently chaired by Council Leader Nick Kelly and brings together the key founding institutions including: Plymouth City Council, University of Plymouth, Devon & Plymouth Chamber of Commerce, City College Plymouth, HMNB Devonport and Blue Marine Foundation.

Within the first six months you will be required to undertake a governance review of the current national Marine Park Board and support it to move from its current shadow format to a formalised basis with an independent chair.



## Working in Plymouth

We are Britain's Ocean City, located at the heart of the South West, we're a confident and growing city undergoing a cultural revolution. From our exceptional creative industry to our international marine sector. There is quite simply nowhere better to live, work and play than Plymouth.

We are a growing city with a £1bn development pipeline, and are at the forefront of many government regeneration initiatives including the UK's first Marine City Deal and Enterprise Zone. We have also just secured Freeport status.

## Commuting and transport

The city has good transport connections with an international airport under an hour away and the central train station running 16 daily services to London, three of which are high speed services offering journey times of just over three hours to England's capital.

## Workforce

Plymouth is the largest city south of Bristol with a population of 263,000 and a further 100,000 in its travel-to-work area. We have a large and highly skilled workforce, and have developed a broad based industrial and business community providing the perfect environment for success.

## Education

With two universities, as well as Plymouth College of Art, the University of Plymouth Faculty of Medicine and Dentistry and Plymouth Radiology Academy, the city has over 50,000 students. We're also home to University Technical College and Marine Academy, both of which are run in close collaboration with local employers and higher education providers to educate and train students to create highly-skilled, work-ready employees.

## Culture and Leisure

There's everything you'd expect to find in a cool, cultural city here, with great food and drink, shopping, arts and entertainment. In 2020 we opened The Box, Plymouth's museum, arts and heritage attraction. Plymouth has hosted a range of internationally recognised events, such as Mayflower 400, SailGP, the British Firework Championships, and holds annual events such as Plymouth Half Marathon, Flavour Fest, Armed Forces Day, Seafood Festival, and Bonfire Night, to name just a few.

Find out more information on [living and working in Plymouth](#) here.



## Personal Experience/Specification

You will be:

- Passionate about the marine environment
- Strategic, ambitious and delivery focused
- Highly motivated to positively impact widely across communities and increase engagement with the marine environment
- A proven highly effective team builder and line manager who demands high standards and accountability
- A visionary, self-starter who can both spot and create opportunities, but with a pragmatic approach to their effective delivery
- A proven fundraiser
- Highly articulate, able to command attention and present complex ideas with clarity
- A natural ambassador with the ability to form relationships at the highest levels
- A shrewd political operator able to interact comfortably and effectively with stakeholders often with different and sometimes competing agendas
- Committed to working with a high level of personal accountability and best practise governance procedures

## Employment & Salary

Salary: £80,000 to £90,000 depending on experience

This is an initial 2 year fixed term position, full-time and based in Plymouth.

The Chief Executive role is embedded within the Economic Development Service, based in Plymouth City Council's offices at Ballard House, reporting to the Service Director of Economic Development.

The work programme for the Chief Executive will be agreed and overseen by the National Marine Park Board. It is envisaged the line management will transfer, in time, to the Chair of the Board post governance review.

The interim employer for this post will be Destination Plymouth, given the NMP board is not yet a legal structure.

## Useful websites

[National Marine Park](#)  
[Plymouth City Council](#)  
[Invest Plymouth](#)  
[Visit Plymouth](#)

[Blue Marine Foundation](#)  
[University of Plymouth](#)  
[City College Plymouth](#)  
[Devon and Plymouth Chamber of Commerce](#)

## Closing date and Application process

To apply for this role please email your CV and covering letter to Di Byrne [diana.byrne@plymouth.gov.uk](mailto:diana.byrne@plymouth.gov.uk) by Friday 15 October 2021.

Interviews will be held w/c 1 November 2021

We anticipate that interviews will be held in Plymouth subject to Covid-19 regulations in place at the time.



## Plymouth Sound National Marine Park Partners



DEVON  
& PLYMOUTH  
CHAMBER