



Headlines Report

SMILE (Solway Marine Information Learning and Environment) Project



Produced August 2021

Funded by:



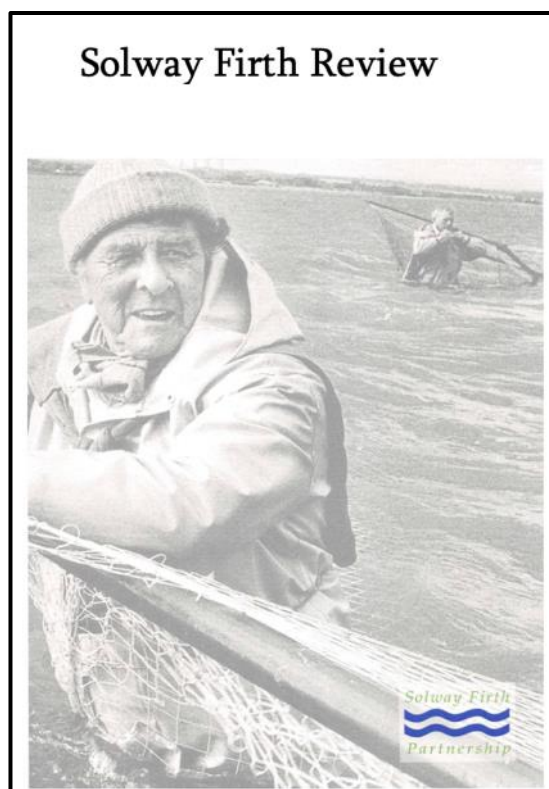
EUROPEAN UNION
EUROPEAN MARITIME
AND FISHERIES FUND



Scottish Government
Riaghaltas na h-Alba
gov.scot

SMILE Project Background

The aim of the Solway Marine Information, Learning and Environment (SMILE) Project was to update the 1996 'State of the Solway Review', using innovative communication methods to gather pan-estuary information, learn from stakeholders and promote a better understanding of the Solway Firth ecosystem. The update was required in the light of new demands made on the estuary's resources and in the context of marine planning. The Review will provide some of the evidence by which a sustainable approach to planning and management may be achieved; thereby helping to deliver the ecosystem based marine planning frameworks developed for the Solway. The SMILE Project offered a significant opportunity to develop the foundations for a cross-boundary ecosystem approach to support the future management of the Solway Firth through data and local information. A short video introducing the SMILE Project has been produced for YouTube, available [here](#).



Original Solway Review

The SMILE Project ran from February 2018 to July 2021 and was funded through the European Maritime Fisheries Fund administered by Marine Scotland, and the Scottish Government. Solway Firth Partnership would like to extend thanks to the funders for this support.

SMILE Funding and Final Spend

Total funding; £111,502.34

Summary of SMILE Project Outputs and Headlines

- Solway Review online has been completed and is publicly accessible at <https://www.solwayfirthpartnership.co.uk/solway-review/> or [here](#).
- 967 sessions on the Solway Review website (to 2 August 2021) by Google Analytics
- 91 meetings and sessions with stakeholders
- 60 events attended over the course of the project
- 744 votes in the 'sector vote' stakeholder engagement question and 582 words/phrases from over 190 stakeholders sharing their future Solway 'vision'
- 193 photos submitted to the Solway Photo Series
- Featured in at least 6 local newspapers/magazines and on the BBC Radio Dumfries
- Featured in 7 issues of Tidelines, the SFP magazine
- 230 social media followers over on all platforms (Twitter, Instagram and Facebook)
- 20 YouTube videos produced
- SMILE Project and Project Officer credited in recently published paper; Schere, C., Schreckenber, K., Dawson, T., & Jones, N. (Accepted/In press). 'It's just conservation: To what extent are marine protected areas in the Irish Sea equitably governed and managed?' *Frontiers in Marine Science*, available [here](#).
- Engagement with Severn Estuary Partnership, Local Coastal Forums, North West Marine Planning Officer, Marine Scotland and more
- Completion of SEASS and SEAES Reports providing socio-economic analyses for the Scottish and English sides of the Solway Firth, available at <https://www.solwayfirthpartnership.co.uk/planning/seass-and-seaes/> or [here](#)
- SMILE Project Officer assisted with additional SFP work (Beach cleans, E-newsletters, Tidelines articles, Awareness and engagement, Cross-border work, Learning for Sustainability Conference)
- Made contacts out with the organisation, including local communities and groups such as Settlement on the Hill in Maryport, MAC-CAN (Machars), local artists and poets (Maryport, Carsethorn), St Andrews University and Kings College London students, NERC funded C-Side Carbon storage research work.



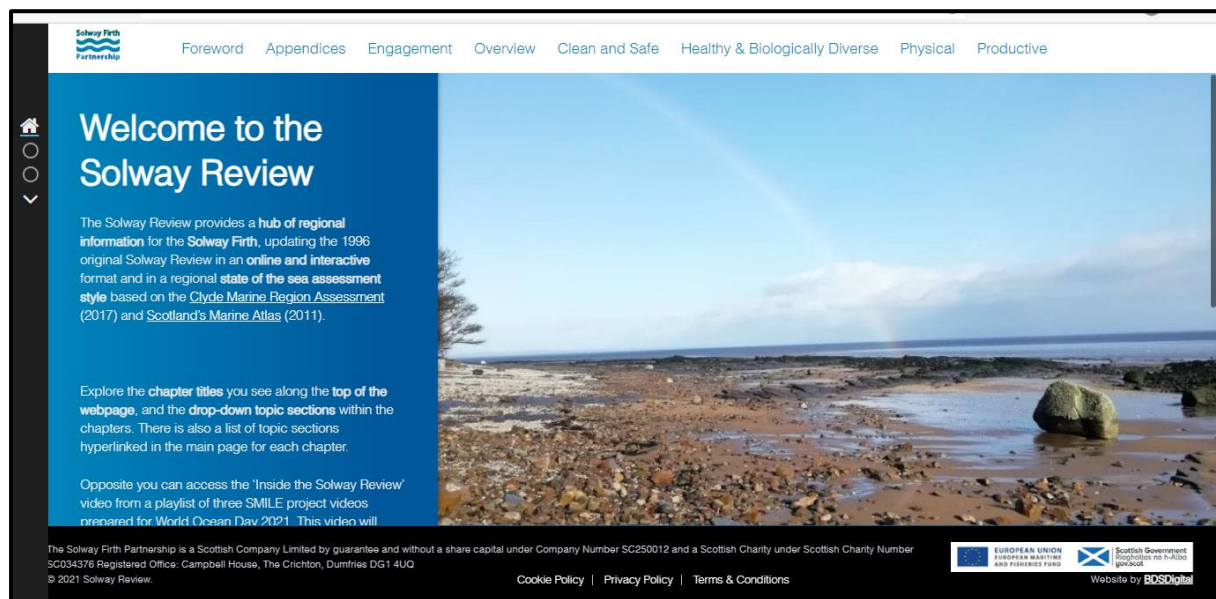
Powillimount

Solway Review

The Solway Review is an engaging and informative story-map style website where visitors are provided with up-to date data and information about the management and resources of both sides of the Solway Firth. The Review has 60 sections, split into 8 chapters: -

- Foreword
- Appendices
- Engagement
- Overview
- Clean and Safe
- Healthy and Biologically Diverse
- Physical
- Productive

These chapters cover living and non-living topics in a local, cross-border context. The Solway Firth is unique but is often overlooked in terms of the UK marine area due to its rural local communities, and relatively quiet marine space. It is hoped that the Solway Review can help spread awareness, knowledge and interest in the Solway.

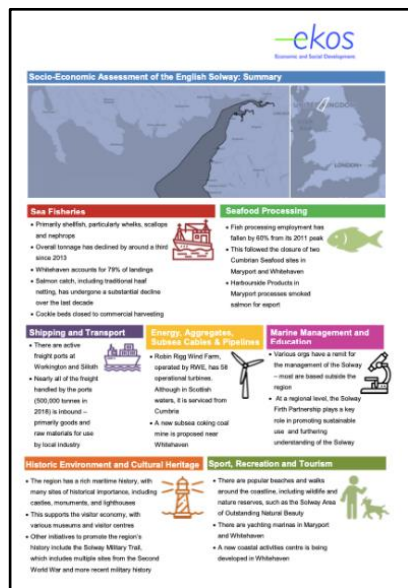


SEASS and SEASS

Throughout 2019 and early 2020, independent consultants EKOS undertook two projects known as SEAES and SEASS. These projects sought to inform a Socio-Economic Analysis of the Scottish Solway (SEASS) and a Socio-Economic Analysis of the English Solway (SEAES).

The two reports were separately funded by EMFF through Marine Scotland (SEASS) and the Marine Management Organisation (SEAES). These reports were closely associated with the SMILE Project and overseen by Solway Firth Partnership and the SMILE Project. The final reports were each over 100 pages long so to ensure maximum accessibility and quick identification of the report contents, two additional outputs were also published. The second output is a two-page chapter summary for each report highlighting the key information in one/two paragraph summaries for each chapter. The third output is a brief one-page summary document, complete with an illustrative map of the Scottish/English side of the Firth, coloured sections, and small drawings to represent each chapter/sector for a

quick reference summary of the reports. The main SEASS and SEAES reports have been used to populate the 'Productive' chapter of the Solway Review, available [here](#). The SEASS and SEAES outputs have been well received, with statistics already being used in project development by local authority and other people.



SEAES one-page report summary



SEASS one-page report summary

Funded by:



Engagement

Wordle and Pie Chart

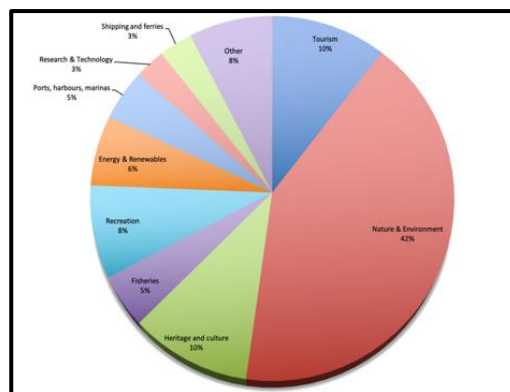
Two engagement questions were consistently asked throughout the project, at events, presentations, meetings and at other available opportunities. During the SMILE Project an iPad was acquired. This made asking the engagement questions easier during presentations such as at Allerdale Libraries. All results were then stored in one online location. The engagement questions were designed to stimulate conversations about marine management and use of the Solway Firth, and opinions and information about usage and values regarding the Firth.

The outputs from these two methods of engagement and more information and background can be found [here](#).

Many discussions were held, with a total of:

- 744 sector votes for 'What sector is most important to you in the Solway Firth?'
- 582 words or phrase responses from over 190 people for 'What's your vision for the future of the Solway?'

These engagement questions were also asked on social media through engaging posts, stories, and sharing the Typeform survey which was created to help store responses gathered in one place while out at events.



Pie Chart output



Wordle Output

Solway Firth Review

The aim of the Solway Marine Information, Learning and Environment (SMILE) Project is to update the 1996 'State of the Solway Review', using innovative communication methods to gather pan-estuary information, learn from stakeholders and promote a better understanding of the Solway Firth ecosystem.

The survey is two questions and takes moments to answer.

Answer SMILE Survey

Typeform online questionnaire

Events and Meetings

During the SMILE Project the Project Officer (PO) attended or held 27 events where the project was the focus and engagement questions were asked and discussed with attendees. The PO also attended many other events over the course of the project where the Solway Review was discussed, and attendees directed to relevant information. They were directed to resources such as: -

- the Solway Review site
- stakeholder engagement online survey
- YouTube videos

Solway Firth Partnership website project page

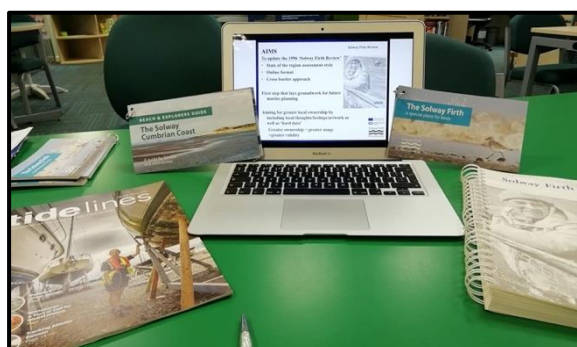
The 27 meetings where presentations or extensive engagement was conducted are listed here. Appendix 1 highlights two event case studies in more detail.

Meetings and workings with stakeholders & events attended by the SMILE Project Officer

Year	Number of meetings	Number of Events
2018	26	20
2019	25	17
2020	24	12
2021	16	11
Total	91	60



Engagement work at Annan Harbour Festival (2019)



Allerdale Libraries Presentations (Maryport pictured) 2020

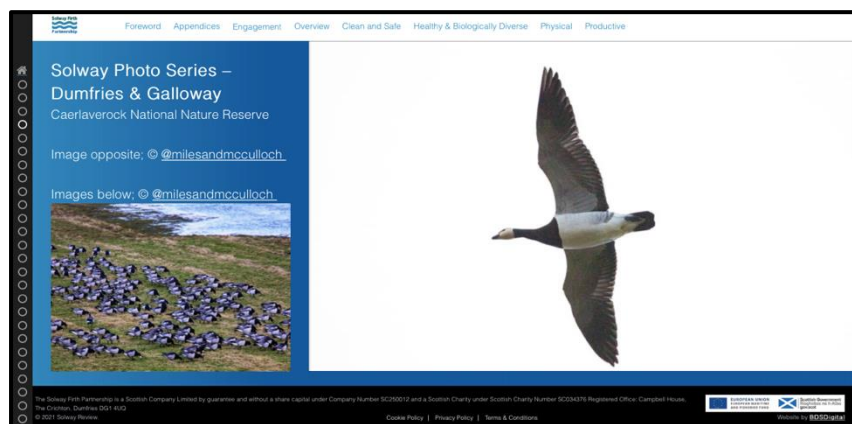


Big Red Bus Engagement Event 2019

Solway Photo Series

The SMILE Project called for visitors and locals around the Solway to submit their images of the Solway for inclusion in a special section of the new Solway Review. There are many talented amateur photographers around the Solway Firth who share their special view of the Solway Firth on social media and help connect others to the beauty, special places, and unique features of the Solway. The photo submission element of the SMILE Project allowed the Review to showcase stakeholders' perceptions of the Solway through their images. This method of engagement was extremely popular and has provided images for two new sections of the Solway Review, one series dedicated to the Scottish side and the other to the English side.

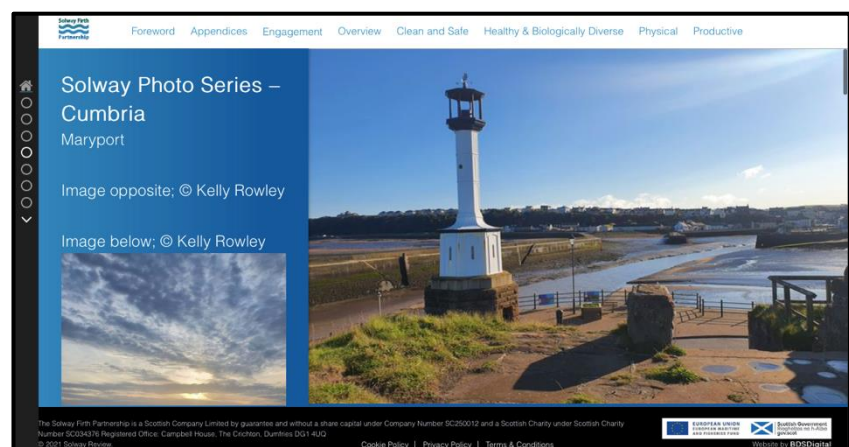
Photo Series Engagement	Photographers who submitted one or more images	Total number of photo submissions
Dumfries and Galloway available here	16	163
Cumbria available here .	6	30
Total	22	193



Screenshots from the Solway Review

Solway Photo Series - Dumfries and Galloway (above)

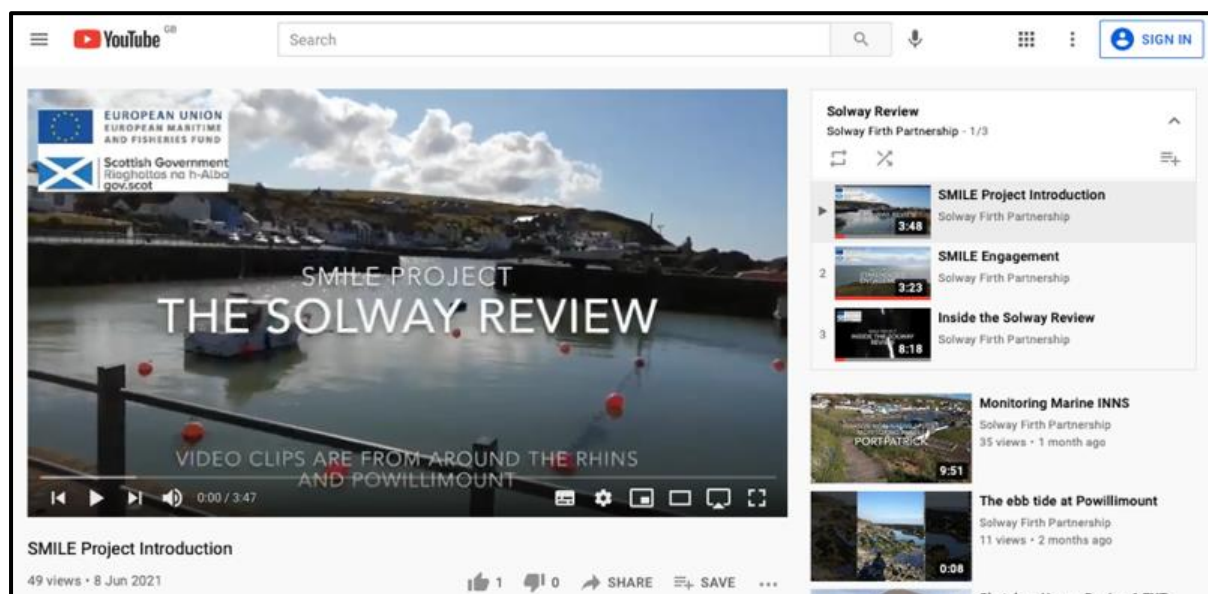
Solway Photo Series - Cumbria (right)



YouTube Videos

YouTube videos became a helpful way to engage with the public around the Solway, especially in light of the COVID-19 pandemic halting in-person meetings and events. Several YouTube videos were produced during the project to help spread awareness and progress of the project. More recently for World Ocean Day 2021 the SMILE Project produced 13 videos to create a YouTube Playlist event for the day. The main featured videos of this playlist were three SMILE Project videos explaining the background of the project, the results of the stakeholder engagement, and a Solway Review website tour, providing guidance on how to access all the features of the Review and navigate the site. The Review tour was a useful addition for those unfamiliar with the website layout. It has been integrated into the Solway Review site [here](#).

- 13 Videos produced for World Ocean Day by SMILE Project (additional videos were supplied from outside of SFP)
- 484 Total views of World Ocean Day videos
- 641 Total views of videos on SFP YouTube channel, including those provided from outside the organisation
- 7 Videos produced for the SFP Annual General Meeting
- 389 Total views of the AGM videos



SMILE Project video produced for World Ocean Day 2021

Social Media

Facebook

191 page likes

231 followers

3,640 - Most people reached in one post

Twitter

247 followers

7,575 - Maximum impressions over a single month

Instagram

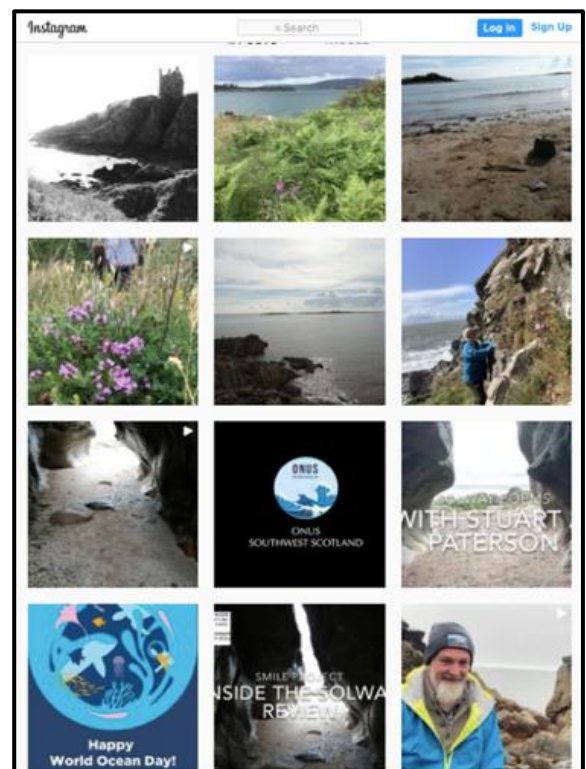
380 Followers

184 posts (over the course of the project)

Instagram stories used for engagement questions (wordle and sector votes).



Social Media pages;
Facebook post (above, right) Instagram posts (right, below) Twitter Analytics July 2021 (below)



SMILE in the News



Dumfries and Galloway Life - Annan Harbour Festival 2019



Dumfries and Galloway Standard - March 2021



Annandale Observer and Dumfries Courier – Annan Harbour Festival 2019.

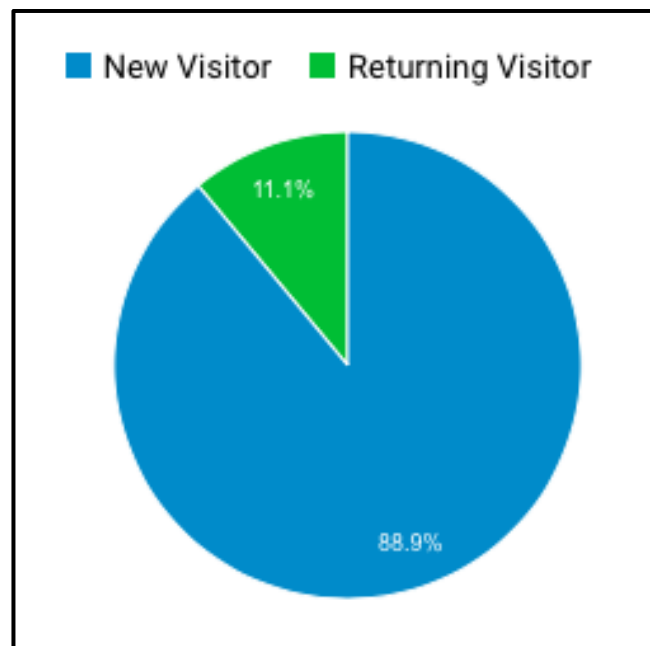


Dumfries Courier- March 2021

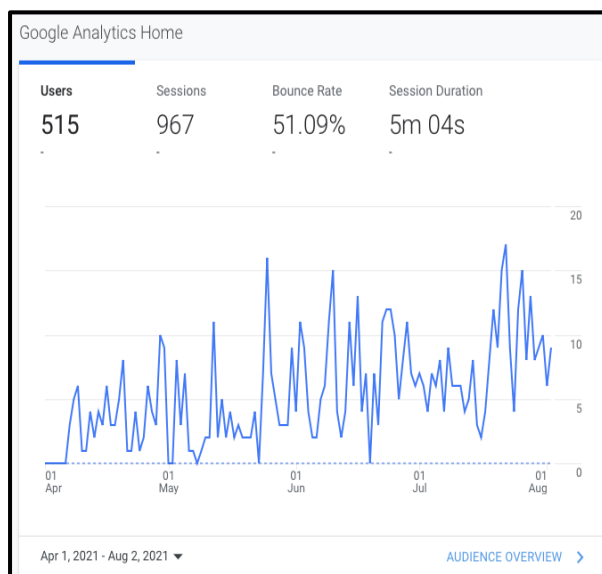
Solway Review Google Analytics

Google analytics provided data and information about the number of people accessing the Solway Review website, how it is being used and the demographics of visitors. In July 2021 the Solway Review website had 4,510 web impressions, a significant increase on the 2,390 web impressions in June 2021.

Google Analytics for the Solway Review show that there have been 967 sessions on the Review website (to 2 August 2021)



Percentage of the total visitors to the Solway Review which are new or returning to the site (1st April – 2nd August 2021)



Google Analytics (1st April – 2nd August 2021)

A table titled 'What pages do your users visit?' showing the top 10 most visited pages. The columns are 'Page', 'Pageviews', and 'Page Value'. The data is for the period from April 1, 2021, to August 2, 2021. The most visited page is the homepage, followed by the engagement page and the health and biodiversity page.

Page	Pageviews	Page Value
/solway-review/	807	£0.00
/solway-review/enga...ay-photo-series-dg/	143	£0.00
/solway-review/health...nts-and-biodiversity/	141	£0.00
/solway-review/physi...ology-and-sediments/	77	£0.00
/solway-review/engagement/	75	£0.00
/solway-review/overvi...ical-characteristics/	75	£0.00
/solway-review/health...nature-conservation/	72	£0.00
/solway-review/?page...=16854&preview=true	71	£0.00
/solway-review/clean...safe/bathing-waters/	70	£0.00
/solway-review/physic...and-coastal-flooding/	70	£0.00

Pages in the Solway Review most visited (1st April – 2nd August 2021)

COVID-19

During 2020/21 COVID-19 had an impact on the work of Solway Firth Partnership (SFP). Staff had to work from home in line with Government guidance and rules and were unable to carry out public facing work such as guided walks, talks and outdoor events. COVID-19 restrictions also limited any travel between the Scottish and English side of the Solway unless essential. As a result of this unprecedented situation the SMILE Project had to adapt with the project moving online. Despite the restrictions the Project Officer was able to engage with the public through webinars, videos, social media posts, website updates and e-newsletters. As highlighted above the project continued to maintain a high profile and the final outputs were enhanced rather than reduced because of the restrictions.

Appendix 1- SMILE Event Case Studies

SMILE Event Case Study – Annan Harbour Festival

Annan Harbour Festival 2019 was an event where SMILE Project was able to utilise an organised free event to engage with stakeholders from a variety of locations and different sectors from around the Solway. Solway Firth Partnership had a stand at Annan Harbour Festival where the SMILE Project was able to ask the stakeholder engagement questions and discuss the Solway with stakeholders. This was one of the first events where the SMILE 'Selfie frames' were used to help engage with younger stakeholders and families. The Selfie frames were made by the Project Officer to provide photo-opportunities for attendees at events, getting their photo taken in a frame and engaging with the project on social media through project-specific hashtags. The Selfie frames were popular with young attendees at the event which meant the Project Officer had the opportunity to start SMILE discussions with their accompanying guardians. The event helped gather 51 sector votes for the pie chart output (Tourism (5) Nature and Environment (24) Heritage and Culture (5) Fisheries (3) Recreation (3) Energy and Renewables (3) Ports Harbours and Marinas (2) Research and technology (1) Shipping and Ferries (2) Other (3)), and 23 words/phrases for the 'wordle' output.



SMILE Selfie Frame (child identity obscured)



Engagement at Annan Harbour Festival

SMILE Event Case Study – Big Red Bus Tour

In 2019, in collaboration with the MMO Enhanced Stakeholder Engagement Project which was aimed at engaging ‘hard-to-reach’ stakeholders in the marine planning process in England, the SMILE Project embarked on a Big Red Bus ‘tour’ of the English Solway Coast. This event took place on Friday 30 August. This date, within the English school summer holiday, was chosen to maximise attendance by tourists who would be visiting the coast. The Big Red Bus event began in Silloth,



Big Red Bus Event

before travelling to Allonby and Maryport. The purpose of the Big Red Bus was to catch the attention of local people and tourists to discuss marine planning and the SMILE Project with them. The bus also provided a dry place to host these discussions given the unpredictable nature of British weather.

Despite poor weather conditions and limited people out on the coast good engagement took place. Throughout this event 37 words/phrases were gathered to feed into the ‘Wordle’ vision for the future of the Solway engagement output, and 24 sector votes (Tourism (3) Nature and Environment (11) Heritage and Culture (3) Recreation (2) Energy and Renewables (2) Ports, Harbours and Marinas (2) Other (Education, 1)) were collected for the sector ranking pie chart. Hosting this event collaboratively was beneficial to both projects due to the close connections between marine planning and the SMILE Project, the increased discussion topics to engage with visitors, and the increased staff presence on the bus. At Maryport an announcement was given at the Lake District Coast Aquarium to announce the bus presence, which led to an influx of visitors who could all be engaged with due to the multiple project presence.



SMILE Selfie frame (child identity obscured)



Big Red Bus attendees discussing SMILE