

SOUTHAMPTON LIVING WATERS 'Much more than an Aquarium'

*Storylines of Science, Technology
and Life: 'Voyages of Discovery'*

We would like to invite individual donors and corporate organisations to support a feasibility study into a new maritime attraction with international reach. Southampton Living Waters is an ambitious and internationally important visitor attraction planned for the UK, with its natural home being at the centre of the nation's largest marine cluster in Southampton. It will have broad appeal to all ages and interests, combining aquarium displays and spectacular, state-of-the-art exhibits that tell the story of our dependence on the global oceans. Plans have reached the stage where we are looking for donors and those who would like to become partners to help fund and support a feasibility study and we would like to extend that opportunity to you. The study will consider various sites in the City and draw on architectural and business expertise to review the associated macro-economic opportunities. For businesses who share our vision, the project offers the chance to demonstrate your organisation's commitment to a prestigious attraction at an early stage of its development that can support the local and regional economy. It will also provide an opportunity to enhance your company's reputation, raise your profile and meet your corporate social responsibility objectives.

TV presenter and naturalist Chris Packham

"For many the ocean remains an inaccessible resource, indeed unfathomable, but using new technologies we can engage and educate all to recognise its importance."



**National
Oceanography Centre**
NATURAL ENVIRONMENT RESEARCH COUNCIL



Southampton
SOLENT
University

UNIVERSITY OF
Southampton



SOUTHAMPTON
CITY COUNCIL

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What is Southampton Living Waters?

Water and our oceans are inextricably linked to human life – to our past, our present and our future. Nowhere can tell this story better than Southampton, with its historical and international significance as a marine and maritime hub.

Aiming to rival the best that Europe has to offer, Southampton Living Waters will be an attraction of national stature and international reputation.

Much more than an aquarium, the project will blend maritime education with exceptional entertainment, earning its 'wow' factor through an innovative combination of fascinating narratives, technology and aquatic environments. For example, a large scale model of the Mayflower, and an 'on board experience' will re-create the embarkation of the Pilgrim Fathers from Southampton's quayside. This will be part of the historical narrative that shows how innovations originating from the city have had an international impact within a global network.

Professor Ian Wright, Director,

Science and Technology, National Oceanography Centre

"This proposal has the support of the National Oceanography Centre. The ocean is a frontier environment and this initiative to enthuse visitors to Southampton with the wonders of the ocean is an important step in understanding its impact on our daily lives".

MOVEMENT and VOYAGES

NATURAL

Water movement:
tides and currents
Weather, jet stream
Biological: migration,
plankton, salmon,
invasive species

HUMAN

Ship building
Trade and trade winds
Migration in and out
Cruise industry
Challenges - racing,
ocean exploration

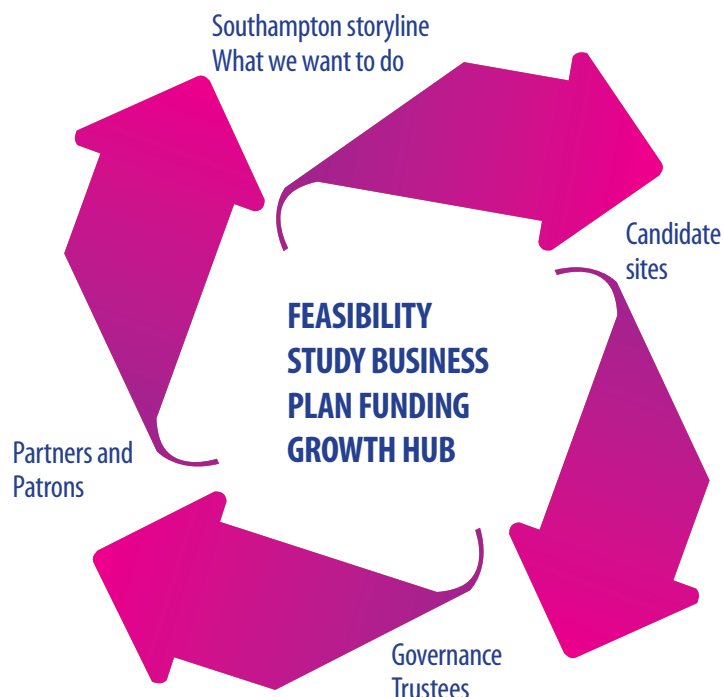
SUSTAINABLE DEVELOPMENT

Offering broad appeal to those of all ages and interests who are fascinated by the sea and all it brings, *Southampton Living Waters Aquarium* will achieve its objectives by:

1. *Providing imaginative and immersive re-creations of aquatic and ocean environments, where animals will serve to enrich the storyline.*
2. *Offering a dynamic and fascinating narrative timeline of the region, showing international connectivity and influences that emanated from Southampton's ancient past to today and on into our future.*
3. *Presenting state-of-the-art science from the University of Southampton and the National Oceanography Centre in exploring ocean - climate interaction and deep sea exploration; as well as maritime simulations from the Warsash Maritime Academy of Southampton Solent University. Being an exciting conference space for conservation, innovation and growth, and a venue for a spectrum of visiting exhibitions from organisations such as Lloyd's Register, a new arrival in Southampton and the Linnaean Society of London.*

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The project steering group

Coordinated by Dr. Clive Bennett FLS FRSTMH

Our steering group currently comprises representatives from:

- Southampton City Council and its 'SeaCity' Museum
- The National Oceanography Centre
- University of Southampton
- Southampton Solent University
- Hampshire County Council
- Ocean Projects
- The Wessex Chalk Stream and Rivers Trust
- The Southampton Marine and Maritime Institute
- The New Forest National Parks Authority
- The Maritime Archaeology Trust
- 'SeeSouthampton' Tour Group

We also have a range of individual members, including international yachtsmen, with pro bono professional support from marine biologists and designers of aquaria/climate centres/visitor attractions, graphic and web designers.centres/visitor attractions.

Catherine Bearder MEP (South East England)
"The Living Waters Aquarium project is a fantastic opportunity for Southampton to chart the history and look to the future of the oceans surrounding it."



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Next steps – the feasibility study:

Ultimately, Southampton Living Waters will improve ocean literacy, include educational outreach, benefit the local and regional economies and showcase the maritime innovation in our already thriving city. The project has support from local MPs and MEPs, as well as Southampton City Council. The feasibility study will help bring Southampton Living Waters to life. It will refine the concept, identify and assess potential sites, address issues of governance and organisational structure to recommend a way forward. We envisage the feasibility study to be comprised of two stages, with a decision point in between: (1) An initial stage that refines the concept and aligns it to a particular site or sites, and develops an initial outline business plan. (2) A more detailed, site-specific feasibility study that provides the basis for a full-funding application to be submitted. We are now seeking donors for the feasibility study, as well as partner relationships with a wide range of locally-based national and international organisations and we hope you can be one of them.

Anneliese Dodds MEP (South East England)

"I support this project as it could bring new economic development for Southampton City Centre, and provide a substantial and sustainable boost to the millions of visitors the city already receives each year."

Interested in joining us?

If you'd like to play a part in bringing Southampton Living Waters to life, either by funding the feasibility study or coming on board as a partner, then thank you. As part of a gathering of the Southampton region's elite organisations, you will be able to help create something that is both uniquely about Southampton and reaches far beyond it, helping strengthen both the local economy and Southampton's reputation on the international stage.

George Hollingbery MP (Meon Valley)

"Through partnership working we will create a world-class 'destination' aquarium. This should create an international focus of technology development, building on the existing presence of the University of Southampton and Lloyd's Register."

Patron: Iain Percy OBE

To get involved or find out more, contact our coordinator:

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www.southamptonlivingwaters.co.uk

Finance management by the Maritime Archaeology Trust

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DESIGN – PAUL NELSON
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with 'Southampton Solent University' Design

