

Final Report

10 February 2024





















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Executive Summary







Executive Summary

'Tern the Tide' project was a creative climate action project in celebration of the BirdWatch Ireland (BWI) conservation work at the National Parks and Wildlife Service (NPSW) Little Tern colony on Kilcoole beach, County Wicklow. The project was led by two artists, Mild (Marie Gordon) and Laura McMahon working with project partners BWI, with funding from Creative Ireland and Irish Rail Iarnród Eireann (IR).

over 50

Local Workshop participants

*some took part in 2 or more session

15

mix of printed and digital billboard

over 460

Website Views since Nov 2024 245

on train & in station A2/A1 Project Posters across the IR network

Over the Summer of 2025, the artists delivered 5 creative workshops in Kilcoole, engaging over 50 local residents (circa 20 at each session, with many recurring attendees) in a range of creative activities centered around the local seasonal Little Tern colony. This series included creative practice, expert talks, a site visit to the beach colony and a creative Citizen Science project where participants created decoys to be used by BWI to aid their bird tagging process. The creative engagements were designed to embed key project goals of sustainability, broadening awareness of global biodiversity loss and climate change, where possible making them locally relevant. The project team further promoted 'Tern the Tide' at IMMA Earth Rising Festival 2024 with bespoke Bird Zine workshops and a project Field Notes talk.

This project culminated in a large-scale sculpture of; 23 Birds in flight, made using upcycled IR signs and a Little Tern recycled polyester flag, that will be raised when the birds are home in Kilcoole between April-September. It is positioned adjacent to the local beach walkway, by the Kilcoole train station. The final design is informed by the local creative workshops process, seasonal rituals and extensive materials research by the artists, aiming to celebrate the world reknowned work of BWI and NPWS in Little Tern conservation at Kilcoole beach, which has been taking place locally for over 30 years. It is hoped this project created using participatory techniques reflects local pride, and will continue to raise awareness of the ongoing conservation work at the Little Tern colony, encouraging the public to protect our shared biodiversity more broadly and take science-led climate action.

Two information boards accompany the artwork at Kilcoole station, providing detailed information on project, the Little Terns, acknowledging community and partner collaboration, with funders details, and noting when the flag will be flown, including a clear message for passers-by to ensure their dogs are on leads on the beach when ground nesting birds are visiting. 245 on train and in station project posters, and 15 billboards feature across the IR network, directing to the project website (ternthetide.com, with over 460 views by February 2025) which includes projects insights, little tern facts and key steps for individuals to take in climate action..

A celebratory event marked the unveiling of the artwork and the launch of the website on 19th November 2024. This occasion included talks from BWI, IR and the lead artists, along with a screening of a short film documenting the project process, with over 50 attendees receiving a recycled newspaper on the projects participative process in branded cotton tote bags to mark the occasion. It was attended by a mix of locals including some workshop participants and the wider Wicklow community and local politicians. A press release of photos was issued to local and national media.



Introduction









Participant Feedback "Seeing the little terns in flight for the first time. Magical."



Introduction

'Tern the Tide' is a creative project led by artists Mild (Marie Gordon) and Laura McMahon to celebrate and raise awareness of the National Parks & Wildlife Service Little Tern conservation managed by BWI in Kilcoole, along the Dublin-Rosslare Railway line.

This Wicklow-based project was created using participative practices to highlight climate and biodiversity issues at both local and global scales. It took place across 2023 - 2024 including extensive research, creative workshops in the Kilcoole community, a creative excursion to the Little Tern colony, expert talks from BWI, Bird Zine workshops and artist talk at IMMA Earth Rising Festival 2024 and an Artist Studio Field Trip in Dublin. See a more comprehensive Project Timeline including key milestones on next page.

The participative artwork concluded with the launch of a project website at ternthetide.com, on train / in station larnród Éireann IR ad space promoting the project and a culminating sculpture installed at Kilcoole train station inspired by the collaborative process which includes colorful Little Terns in flight created using upcycled (IR) old signage, and a Little Tern flag made from recycled polyester which will be flown by the community and IR team to mark the birds migratory return to the local area.

'Tern the Tide' is a recipient of the Creative Ireland Programme, which is funded by the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media in collaboration with the Department of the Environment, Climate and Communications, and also funded by Iarnród Éireann IR as part of the CIÉ Sustainability fund.

Engaging with over 50 local adults, local Councilors, Tidy towns, Men's Shed and Biodiversity groups

Key project aims were to make our shared global climate and biodiversity crisis locally relevant, increase membership of BirdWatch Ireland, promote active travel like taking the train as a climate action and encourage dogs on leads at this beach to protect ground nesting birds

Timeline of Events



October 2023

Beginning of the research into Irish lore on birds, and any archival items on little terns in National Folklore Archive

February 2024

Artist visit to Irish Rail Portlaoise Transport Hub to review metals available for potential upcycling

March 2024

Blacksmith training in Moneypenny Forge, Armagh to test and rework Irish Rail metals (with technical advice from Blacksmith, Jonny Kerr)

June 2024

Adult creative workshops in the Kilcoole community, including a creative excursion to the Little Tern colony at the beach and expert talks from BirdWatch Ireland

April 2024

Local engagement with community groups to familiarise with project concept and aims: Local Men's Shed, Local Councillors and members of Tidy Towns and Biodiversity Group

April 2024

Little Terns started to arrive earlier than expected to Kilcoole beach

July 2024

CNC machine training to cut the old Irish rail signage into our sculpture design at Creative Spark FabLab, Dundalk with technical manager, Carl McAteer

September 2024

Workshop and Project Talk at IMMA Earth Rising Festival

September 2024

A culminating sculpture installed at Kilcoole train station inspired by the collaborative process, created using upcycled larnród Éireann Irish Rail old signage

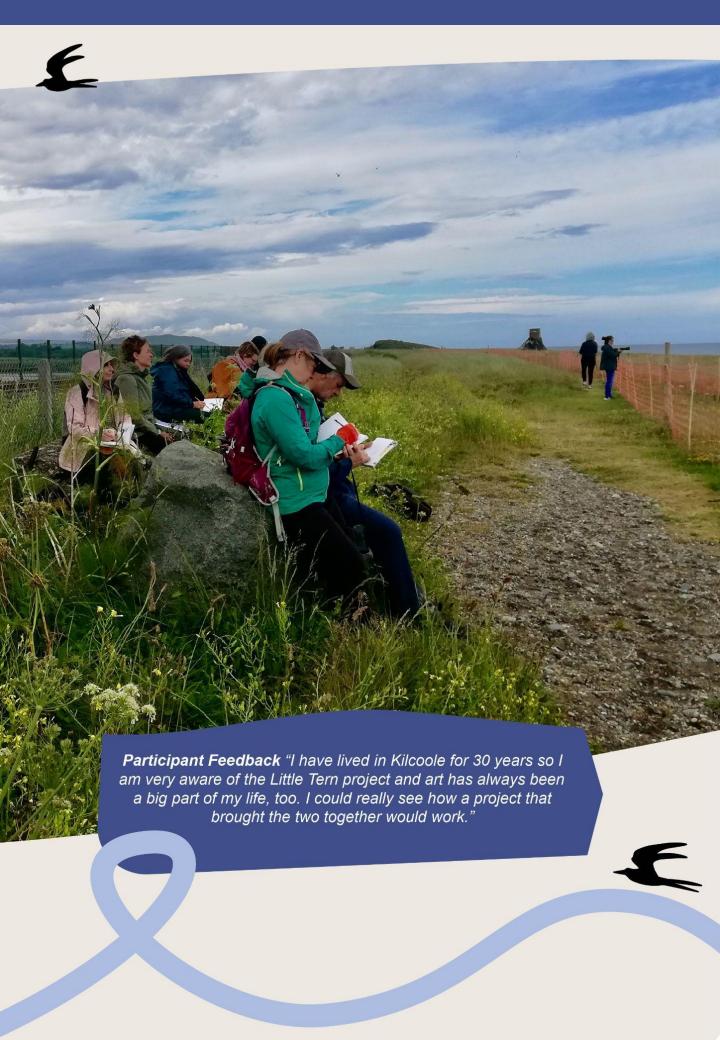
July 2024

A field trip to artists' sculpture studio at Fire Station Artists' Studios, Dublin with a project progress update from the artists, a 'reframing your view' creative exercise and talks from Irish Rail and Creative Ireland

> November 2024 Launch Party

Key Participants and Collaborators







Project Team

The Artists



Project Lead - Artist Mild (Marie Gordon) explores creative ways to reduce impact and reconnect with our shared environment by facilitating citizen engagement and involves experimentation with sustainable materials, from recycled papers, upcycling materials, collage and recycled paints. She is experienced in coordinating participative art projects supporting communities to engage with climate action in empowering and creative ways. She has a BA in Illustration from UCA, Kent UK and an MSc in Climate Change Media, Policy and Society from DCU and has successfully delivered several funded creative projects. Visit www.mild.ie to find out more.



Artist & Workshop Co-Ordinator - Laura McMahon is an artist & outdoor educator. She has a degree in Sculpture from Edinburgh College of Art & has worked for over 10 years connecting people with nature through workshops & community art projects. Laura has experience in leading co-creative art projects across the UK & Ireland, with adult & children groups, creatively exploring nature in a novel way. Through her many years managing the Community Learning Programme for The Royal Parks in London, Laura has designed, developed & delivered a wide range of community art projects in collaboration with local charities and community groups. She developed the volunteering programme for RSPB NI and now coordinates community greening initiative through Friends of the Earth Northern Ireland.

Project Partners & Co-Funder

Iarnród Éireann IR

Joanne Bissett (Arts and Social Officer) as main project contact, working with IR Environmental, Chief Civil Engineer, Safety, Arts, Communication and Commercial Teams. As a key project partner and funder, Iarnród Éireann IR worked with 'Tern the Tide' over 2023 and 2024 in providing the project location, upcycled materials, safety and installation support. Carrying out environmental assessments, the company ensured the continued support of the site's biodiversity, with the inclusion of native pollinators and planting to enhance the local habitat and adding visual interest year-round. The creative repurposing of decommissioned rail signage showcases the potential of up-cycling and highlights larnród Éireann's commitment to supporting Ireland's sustainability goals.

larnród Éireann IR provides passenger & freight rail services across the Republic of Ireland, and operates Rosslare Europort. They are set to be the backbone of a public transport network that prioritises sustainable mobility for our citizens, visitors, communities & companies. They place sustainability not only at the heart of the service & infrastructure they deliver, but also at the heart of how it's delivered.

A sustainable national transport system, with a railway network playing a pivotal role, raises the quality of life by:

- Reducing environmental impacts while improving climate resilience
- Helping to create a more sustainable economy
- Enhancing social inclusion & access to our shared economy & society for all

Their actions align with & support the United Nations Sustainable Development Goals (SDGs), Ireland's Climate Action Plan, National Development Plan 2021-2030, the European Green Deal, the CIÉ Group's Sustainability Strategy & the EU's "Fit for 55" initiative.

More information on their Sustainability Goals & Strategy 2021-2023 which includes Environmental, Social & Economic Sustainability Goals here https://www.irishrail.ie/en-ie/about-us/company-information/sustainability



Project Funder

Creative Ireland

With special thanks to project funders Creative Ireland; Tania, Dairne, Anne-Marie, Adele and all the team for their continued encouragement and support across the project. Creative Ireland is a five-year programme which connects people, creativity and wellbeing. We are an all-of-government culture and wellbeing programme that inspires and transforms people, places and communities through creativity. We are committed to the vision that every person in Ireland should have the opportunity to realise their full creative potential.

Further information on the Climate Action Fund is available on their website at www.creative ireland.gov.ie. Department of Environment, Climate and Communication's Climate Action Fund was established on a statutory basis in 2020 to provide support for projects, initiatives and research that contribute to the achievement of Ireland's climate and energy targets, and for projects and initiatives in regions of the State, and within sectors of the economy, impacted by the transition to a low carbon economy. The Fund is resourced from a number of sources, including proceeds from the levy paid to the National Oil Reserves Agency (NORA) in respect of relevant disposals of petroleum products, after the funding requirements of NORA have been met.

Key Collaborators

Local Creative Collaborators



Many thanks to all the participants who took part in the June 2024 Creative Workshops in Saint Patrick's Hall, Kilcoole – whose inspiring creations and enthusiasm throughout the process fed into the eventual sculpture design. Particular thanks to Paddy and the Kilcoole Men's Shed, who designed a plaster of paris mould for little tern decoys that the creative workshop participants painted. These were then donated to BWI to assist in their Little Tern conservation work. A special thank you to Ann from Kilcoole Biodiversity group, and Tidy Towns for supporting us in spreading the word locally far and wide.



Key Project Partner - BWI

Brian Burke, Scientific Officer, and Project Manager Of the Little Tern Conservation Project in Kilcoole, Niall, Niamh and the wider team at BWI were key project partners, providing expert advice on the Little Tern, inspiring talks for participants and collaboration across the project from beginning to end.

BWI is the largest independent conservation organisation in Ireland. Established in 1968, with over 15,000 members and supporters and a local network of over 30 branches nationwide. As part of this work they run the Kilcoole Little Tern conservation project at Kilcoole, a National Parks and Wildlife Service project.







Fire Station Artist Studios

Special thanks to Cris and Ciaran in the Fire Station Sculpture Workshop, Dublin. The artists worked with Ciaran and Cris during this design and making phase of the project to test and finalise the artwork – taking inspiration from all the creative work made with Kilcoole workshop participants. Located in Dublin's northeast city centre, Fire Station Artists' Studios was established in 1993 to support professional visual artists. It provides ten subsidised combined living and working studios for Irish and international artists as well as large scale sculpture workshop facilities for day hire. In addition, FSAS provides digital media facilities and equipment, a project/meeting room space, as well as training opportunities for artists, combining the practical with the conceptual. A key policy of Fire Station is to support socially engaged arts practice and critique through art commissions, talks and publications.

Moneypenny Forge and Lockhouse

Special thanks to Jonny Kerr Moneypenny's Blacksmith Workshop is a space for Artists who work in metal. It is set in the beautiful and historic location of Moneypenny's Lock, on the Newry Canal just outside Portadown have a team of tutors, all qualified professional artist-blacksmiths, who are happy to pass on their skills. It combines traditional forge and anvil based methods with modern techniques such as MiG welding and plasma cutting, using the best from both worlds to create unique, bespoke, handmade objects.

Creative Spark Enterprise, FabLab

Special thanks to Carl McAteer Enterprise FabLab, located at Creative Spark HQ in Dundalk, is a state-of-the-art technical prototyping and fabrication space spanning over 200 square meters. Fully equipped with advanced digital fabrication machinery and power tools, the facility caters to a wide range of digital fabrication and manufacturing needs, providing an ideal environment for designers, engineers, artists, and professionals to innovate and create.

15
number of paid
Creative Collaborators

Number of
Contributing
organisations or
groups
14

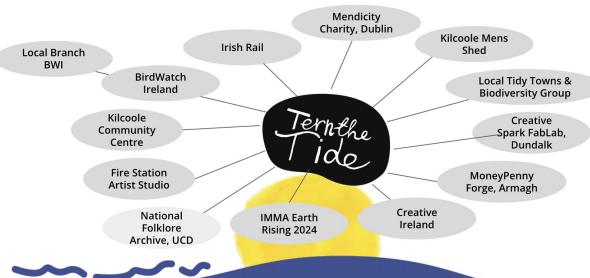
Creative Contributors

- · Claire-Louise Vickery, Graphic Design clairelouisevickery.com
- Christina Ng, Website Design christinang.co.uk
- Mallory Frye, User Experience Designer malloryfrye.com
- Fran Veale, Photography at the Kilcoole Beach Workshop
- Natalia Sidorenko, Photography and Videography at Workshops in Kilcoole and IMMA
- Eoin Kennedy and Adrian Brett, Videography team for the project
- Damien and Justin Owens and the team at Yel Engineering yel.ie
- Jeff Bibby and the team at Tallaght Powder Coating
- Aisling McNamara, Artist and Writer of 'Tern the Tide' poem in project advertisements
- Jane Clarke, Poet and Writer of 'Little Tern Colony, Kilcoole' recited in project video

Advisors & Helping Hands

- Jonny Dillon and National Folklore Collection UCD
- Mendicity Charity Dublin, and their wood workshop
- Artist Claire O'Hagan for assisting with IMMA Earth Rising 2024
- Artists for their advice Alan James Burns, Rosalind Murray and Anna McGurn
- Conall Mullen, for assisting the artists with the project delivery
- Ronan Hunt, Engineer for his fabrication advice
- Caroline, Ber and team at Signiatec, Kilkenny

Participatory Process - Connections Made





Outputs and Outcomes

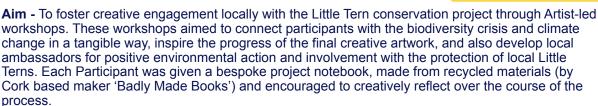




Details of the following 6 key project outputs and their outcomes are below

- 1: 6-week Creative Programme
- 2: Final Artwork
- 3. Novel Communications
- 4: Celebratory Event
- 5. Public Engagement





The "Tern the Tide" artist-led workshops successfully engaged over 50 local residents in a creative exploration of nature and raised awareness about the Little Tern conservation project. Workshops were held in Kilcoole and at the IMMA Earth Rising festival, reaching a local and wider audience.

- Week 1, Mark Making workshop including expert talk by Brian Burke of BWI Sat 8th June connecting with nature, micro-observation creative exercises and expert talk
- Week 2, Beach Walk to Colony including Artist-led mindfulness walk Sat 15th June
 - Sense of place walk, up close with the colony and 'en plein air' observational drawing
- Week 3, Decoys and 3d Exploration including participatory citizen science Sat 22nd June
 - Hands-on conservation, allowing for active contribution to BWI's work, collaborating with Kilcoole Men's shed
- Week 4, Zine Making, attendees made their own 'Tern the Tide' zine Sat 29th June
 - Culminating creative expression, reflecting and shared learnings, recognising multifaceted impact and celebrating individual growth
- Artist Field Trip, 'Reframing your View' train journey, Studio visit & lunch'n'learn, Sat 26th July
 - Facilitated sustainable travel with free fare for the train from Kilcoole to Connolly provided by IR. Self guided observation with 'Reframing the View' Zine for train ride

Outreach - Connections were made with a number of community groups in Kilcoole and the surrounding areas through local news outlets, local radio, and community Facebook groups. The local workshops attracted a diverse group of participants with varying levels of artistic experience, and varying knowledge of the local little tern when they began, all eager to learn more about Little Terns and engage with nature through art.







2. Final Artwork

Concept - The objective of the final co-created artwork installed at Kilcoole station was to create a visually impactful piece that celebrates the success the Little Tern conservation has had in protecting a patch of nature at 'The Breaches' between Newcastle and Kilcoole beach from human disturbance and predation so these ground nesting birds could flourish year on year for over 30 years, while raising awareness of this ongoing work through the piece. Highlighting the simple message behind the complex and tiring conservation work of BWI and NPWS locally in making space for nature was a key inspiration for the artwork, as well as considering the size of the Little Terns, their resilience and the fragility of their camouflaged chicks and eggs. Incorporating a genuine participatory element in the final piece which could become a symbol of the birds arrival each year, was an aim of the Artists, as well as consideration of nature throughout the making of the piece, incorporating this consideration in the design to reduce impact; in it's materials and on its surrounding existing ecosystem. IR asked that the final artwork design be in keeping with the natural landscape, if not enhance it.

Additionally, the Artists sought to respond to the train line, which runs parallel to the colony and the final artwork site at Kilcoole station, as a symbol of sustainable transportation. The Artists intention was to establish a connection between the positive impact of utilising sustainable transport as a climate

action towards our shared Irish Climate Action goals and the direct benefits for nature such as the Little Terns in lowering carbon emissions. As a result, the artwork was designed in a modular fashion, to ensure visibility from passing train users, as well as local walkers on the beach walk from across the tracks. Upcycling disused railway materials into the final piece further embedded the sustainability message, and asking for advertisements/project information to be applied in place, on train and in stations to promote the project and create additional layers of connections.

Dave from Irish Rail showed the artists materials they could upcycle to create bird shapes. Old signage was collected from Irish Rail for cutting at Creative Spark FabLab.





Location - An area was chosen of grassland which ran alongside the train line and walkway at Kilcoole train station. This area is dis-used, but well visible with a pedestrian rail crossing close by leading to the beach walkway, allowing for a lot of footfall and it was also very prominent place for train users to see as they pass by. At this stage it was agreed to add information boards to work with the artwork.

Fabrication - For the final piece, all upcycled birds created by the Artists were welded onto aluminium poles by local fabricator in Kilcoole Yel Engineers to specified measurements. Each piece was then coated in powder paint by Tallaght Powder Coating for a bold durable finish.

The next steps involved exploring the materials donated, which included blacksmithing at Moneypenny Forge with Johnny Kerr to change old rail clips into bird shapes.





At Fire Station Artists' Studios, bird shapes were cut from old Irish Rail signage using a jigsaw, and the metal was then folded and bent into a final shape. The artists worked with Ciaran and Cris during this design and making phase to test placements and finalise the artwork - taking inspiration from all the creative work made with Kilcoole workshop participants.



A Little Tern flag was designed and made from recycled polyester, and 7m flagpole installed as a continuing participatory element to the final artwork. It will fly as a reminder of when the birds return and totem allowing for the beginning of a new community ritual in connection with bird migration.

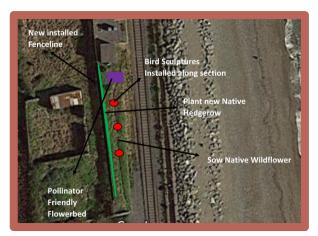


An example of research gleaned from working with project partners IR station manager



Final Artwork and it's Surrounds - The colour scheme reflects the Little Tern's plumage, with the majority of birds painted white. The shadows cast by the folded forms create a subtle grey tone beneath, mimicking the birds' natural shading. Accents of blue, yellow, and burnt orange represent the sea, the Little Tern's distinctive beak, and the rusted hues of the railway, respectively.

The flag while part of the overall design, is placed at the pedestrian rail crossing, as this is a prominent location visible at it's 7m height by visitors arriving to the train station from Kilcoole and also walking along the beach from Greystones or Newcastle. A simple and striking design of a little tern with a blue background, in complement to the upcycled bird poles, and matching the blue stands of the infoboards. The flag will serve a dual purpose of celebrating the birds arrival, and reminding people to be mindful of their nesting site.



As highlighting the extent BWI need to go to protect biodiversity and wildlife habitats was a core message to this project, it was intended that the sculpture design and installation had as positive an effect as possible on local wildlife habitat. IR's ecologist, Jayne Ryan collaborated to minimise the impact of the artwork on its surrounding landscape and she chose pollinator friendly planting to grow with and around the design through the seasons, while remain impactful. Jayne and her team also created a site assessment to check the impact the sculpture would have.

The area unfortunately had to be levelled for the artwork to be safely installed, due to rumble underneath the topsoil, discovered by IR engineers as part of their installation. The IR ecology team developed a plan to replant as a result including a range of native hedgerows and locally sourced wildflower seeds to regrow a habitat friendly to local invertebrates, birds and mammals. They also installed a bug hotel on the fence close to the sculpture.

Creeping plants were chosen to grow in front of the sculpture, creating food source for pollinators while minimizing obstruction to the view of the artwork for passers-by from the beach walkway across the train tracks.

To minimise obstruction to any seabirds installation of the artwork was delayed until after September when nesting season was over.







3. Novel communications

Novel communications was intended to lead those who engage with the artwork the opportunity through multiple touchpoints to learn more about 'Tern the Tide' and the Little Terns, and encourage them to reconsider their place from viewer to active participant and to take climate action themselves. By highlighting what we (as the public) already do such as BWI's work, IR's work and taking the train as an active travel action in reducing carbon emissions in line with our shared National Climate Action plan, and the existing work of the Kilcoole community, it is hoped the viewer will be inspired to get involved. Train users who see the artwork and/or **on train ads**, at **station ads**, passers by at Kilcoole train station who walk past the artwork sculptures/recycled flag and/or see the **information boards** will have access to project information and have access to a QR code to the **project website**.

Project Advertisements - IR secured ad space for the 'Tern the Tide' project posters and billboards on trains and in stations across the network, installed Oct/Nov 2024. The poster design (by Claire Louise Vickery Graphic Design) remained in line with the project brand but included a paid except from a poem written by local workshop participant Ashling McNamara entitled 'Tern the Tide', which she wrote having been inspired by taking part in the local creative workshops in June. The ad was intended to build upon an intention in one of the workshop creative exercises 'Reframing the View' to help the reader see out the window of the train in a new way. Reading Aisling's poem excerpt on a regular commute, may encourage a user to consider the train window view in a new way, offering a chance for delight or reconnect with nature. The ad also includes a project website QR code, and Little Tern fact with the project tagline. IR installed train platform and on train interpretation following the November 2024 project launch for a minimum of 3 months, including

- Platform ads A1, 45 posters
- In train ads A2, 200 posters uncoated sustainable paper (50 in irish, 150 in English)
- Billboards 6 sheets. 10
- Billboard digital commercial square, 5





Information boards - To increase people's knowledge of the Little Tern, our project and the NPWS Little Tern conservation at Kilcoole, two information boards were designed and installed at the Station in support of the final artwork. One by the flag and one at the optimal vantage point for viewing the sculpture. Information on the little terns journey, how to identify them is included, along with information on BWI and NPWS conservation work, a request to keep dogs on leads in the designated area and a QR code to the project website to find out more. See appendices 2 for images of these two boards

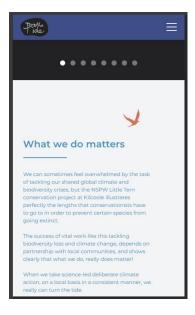
Website - Website users will learn more about Little Terns and learn how positive climate action, like using the train, can help achieve our collective Climate Action Plan Goals to reduce Ireland's emissions. The website promotes the creative project, shared Little Tern facts and encourages users to consider what they can do to help our shared climate crisis by focusing on three actions they can take 1. Support the work of BWI by becoming a member (project incentive included), 2. Walk your dog on a lead, and 3. take the train when you can. The research and insights section of the website provides more detail on the project, and project partner items such as IR's sustainability strategy for 2021-2023.



The research and insights section of the website provides more detail on the project, and project partner items such as IR's sustainability strategy for 2021-2023.

Examples of spreads from project website ternthetide.com (built by designer Christina Ng) with Webflow.







Local Engagement - A5 Flyers were handed out locally in Kilcoole, and posters put up in local stores, with a website link promoting sign up to the community workshops. Facebook postings were also made Wicklow online local community groups.

Ad space was booked in local radio on East Coast fm, the month in advance to encourage workshop sign up.









4. Celebratory Event

Aim - To unveil the finished artwork, launch the project website, and encourage broader engagement with the story and project message by hosting a locally based event that includes an expert talk by BWI and invites project participants, community representatives and media outlets.

Output - A press release was created and a photo call was sent to key media contacts through IR and PR company Q4. Invitations were sent out to all participants of the project, along with local key stakeholders in the community

In the afternoon, a celebratory event took place with over 50 attendees at Kilcoole Community Centre, showcasing creations by artists and participants produced throughout the project. Organic Cotton Project Tote Bags which included recycled newspaper's that gave an overview of the participatory project process over the past year were given to every attendee and refreshments were served. A video, created by IR media team, was screened, documenting the entire project's progress. Aisling McNamara red her poem 'Tern the Tide' to open the event, then short talk by the IR ecologist took place on how biodiversity was encouraged around the sculpture with native and pollinator friendly planting, the Artists spoke about the project's creative process, and keynote speaker was Brian Burke from BWI on the Little Tern conservation progress in 2024 and what people can do to help them.

Bird Watch Ireland had a membership stand at the event, for people to sign up to become a member and continue to help their vital conservation work. The artists donated 50 x Tern the Tide upcycled notebooks (made by Badly Made Books) to BWI to be used as an additional promotional item for people signing up for membership at the launch or through the website quoting 'Tern the Tide'. As of December 2024 BWI had 7 new members joining due to this campaign.

5. Public Engagement Outcomes

Direct participant numbers

Art in Nature workshops (some repeat each week)

- Session 1- 22 people
- Session 2- 23 people
- Session 3- 25 people
- Session 4- 19 people
- Session 5- 17 people
- IMMA- Earth Rising- 50 people

Launch event- 55 people

Click throughs to website

461 from November 2024 to 24th February 2025

Media coverage

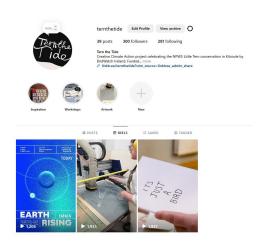
- Received various media coverage as part of the project. At the beginning of the project, artist Marie was invited onto Dublin FM "Green Room with Megan Best" to speak about the project.
- To promote the project and workshops, a local press release was released which was picked up by Greystone Guide and the Irish Independent.
- Interviewed for an article of climate action in the Irish Times
- A national press release to promote the launch of our final sculpture which resulted in coverage in Wicklow News

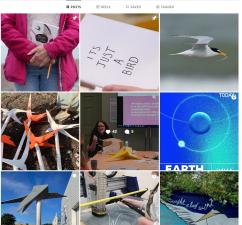
Online Socials - The project was promoted widely on social media through Instagram and Facebook project account to share the progress of the project and promote climate action on a local and national level.

• **Instagram**, being a more visual medium, was where the public could track progress of the project. Gained 300 followers and created 39 posts, including 3 reels which averaged around 1,600 views (videographer Natalia Sidorenko created the most viewed reel).

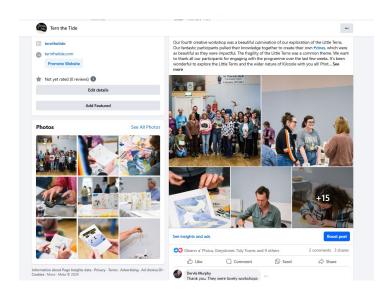








• **Facebook**, was the secondary social media page, which helped engage with local community groups in Kilcoole and promote our workshops. Over 30 posts were created, followed by 78 people with the highest performing post having a reach of 3,284





- Wider online promotion of project from local groups like Kilcoole Tidy Town, Greystones Tidy Towns and Greystones Biodiversity group took place on instagram and facebook. Workshop was alo promoted by Local councillor Steven Stokes to his followers.
- **Project Partners** Creative ireland and IR also promoted the project through facebook and instagram, With the IR large following of 100,000 and 16,000 people this significantly widened reach.

Project Evaluation Summary





Participant Feedback "I always thought you had to have "proper training" to be considered an artist. Now I see art in everything and can tap into it much easier."



Evaluation Summary

This project exceeded expectations, achieving and surpassing its initial objectives and outcomes. Despite holding creative workshops on sunny Saturday afternoons during the summer month of June – a time when attendance typically dwindles – a fantastic turnout was seen with strong engagement throughout the series. Strong connections were established within the community by project coleads, and this was strengthened when the extensive research made was illustrated to local project partners and community groups.

The positive response locally is demonstrated in the feedback received (nine key examples of this feedback is embedded in the report in page breakers) from creative workshop participants. The additional participation in Earth Rising Festival 2024 in IMMA, giving a project talk and hosting 2 x bird zine creative workshops, significantly broadened project reach and direct engagement outside of the Wicklow Area.

Furthermore, extra €9k in-kind support was secured from project partner IR (budgeted €5800, to circa €14800 by project close) over and above the original Creative Ireland Spark funding agreed to:

- Create a striking permanent sculpture circa 18 metres long at Kilcoole Station including interactive seasonal element: This impactful piece is prominently positioned for beach users, dog walkers, and train passengers to enjoy including an embedded participative element with the seasonal Little Tern flag to be flown when the birds return each April/May.With IR and the local community's commitment to raise the flag during future little tern breeding seasons, a lasting metaphor has been established for this participative project. The flag will serve as a vibrant connection for the community to when the Little Terns return, encouraging enhanced pride in the internationally renowned conservation work of BWI locally, and mindfulness of their presence to drive support in protecting their nesting sites.
- To **enhance community understanding and involvement**: Developed two informative interpretation panels: These provide valuable information about the little terns and encourage local residents to support the colony and take climate action.
- Secured valuable marketing space: IR donated advertising space on trains and in stations, and Creative Ireland generously covered the additional costs for printed ads to promote the 'Tern the Tide' project. This initiative will reach many train users across Ireland, amplifying the project's key messages and driving traffic to project website, where visitors can learn more about the Little tern, how our actions can make a difference, and what they can do to take part.
- Additional project video: IR committed to document project progress through video and published a
 final video for release at the project launch in November 2024, which was not in the original project
 brief. This video is now also on 'Tern the Tide' website.

This project successfully engaged the local community, raised awareness locally and more broadly, and promoted the power of science-led climate action for nature in an innovative creative way.

Sustainability in Practice

The Tern the Tide project was deeply committed to embedding sustainable practices throughout its development and implementation. This commitment led our practice and enhanced our delivery of the project. The team actively sought ways to minimise our environmental impact and promote environmentally conscious choices. Examples of how sustainability was applied across the project:

<u>Badly Made Books:</u> Creative Workshop participants and key project partners received custom-made notebooks from Badly Made Books, an Irish business that uses recycled paper. This choice significantly reduced our environmental footprint, saving wood, water, energy, and carbon emissions compared to using virgin or FSC-certified paper.

Recycled Materials: The use of recycled materials was prioritised in creative workshops whenever possible, and in artistic practice as an extension of artist Mild (Marie Gordon's) practice. This included sourcing materials like paper and card from Klee Paper, a family-run Irish business specialising in recycled paper and sustainable products since 1988. Their commitment to environmental responsibility aligns perfectly with the project's sustainability goals. A key product sourced from them was natural watercolours made from vegetable dyes, which were used across the adult creative workshops - their subtle pastels feed into the final project brand design for 'Tern the Tide'.



<u>Upcycled Rail Materials:</u> The final sculpture was created using upcycled rail materials sourced from IR, showcasing the potential for creative reuse and reducing reliance on new materials. This involved extensive testing of various materials at a local blacksmith forge and collaboration with Fab Lab, who were instrumental in helping the team work with the recycled aluminium signs.

Travel and Transportation:

<u>Sustainable Travel by Artists:</u> The artists minimised their carbon footprint by utilising IR for travel as much as possible on research trip to Port-Laoise, between Newry and Dublin and carpooling for journeys to Kilcoole. The train to Kilcoole from Dublin has a limited schedule of stops, and is due to increase services in future plans from IR.

<u>Promoting Sustainable Transport:</u> Creative workshop participants were actively encouraged to adopt environmentally friendly travel options. A train trip to Dublin was organised, incorporating the journey into the workshop with a "reframing the train journey" zine and a talk from IR on their sustainability delivery. Information on the option of using a car-sharing app for workshops was shared.

Environmental Considerations:

<u>Eco-friendly Catering:</u> Local and vegan/vegetarian catering options were prioritised for events, reducing the environmental impact associated with meat production and transportation.

<u>Biodiversity-enhancing Installation:</u> Collaboration with IR's ecological officers and BWI to ensure the sculpture's installation had a reduced impact on local wildlife. This included planting native shrubbery with pollinators in mind and installing bird boxes and a bug hotel.

By considering sustainability in every aspect of the project, it was aimed to demonstrate a strong commitment to environmental responsibility and inspire participants and partners to adopt this kind of embedded sustainable practices in their own lives where possible.

Selection of high-quality images





Participant Feedback "Well done Marie & Laura for this very successful merging of art, conservation, nature in a community where appreciation and protection birds is so important.

I have talked about this to so many people since starting the workshop."







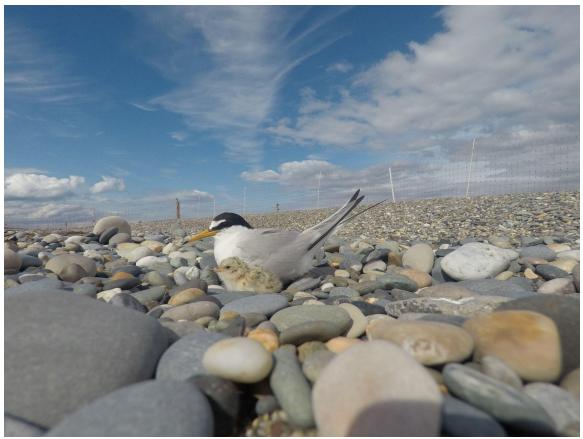


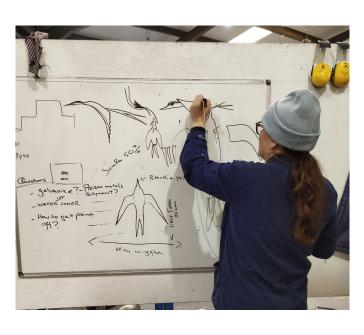
























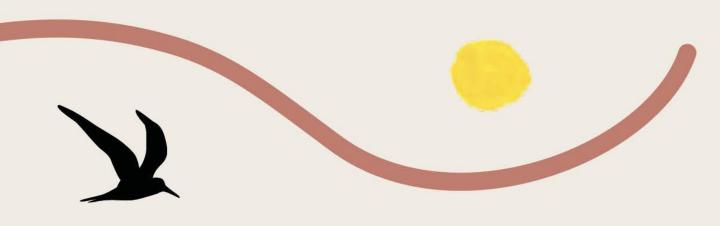






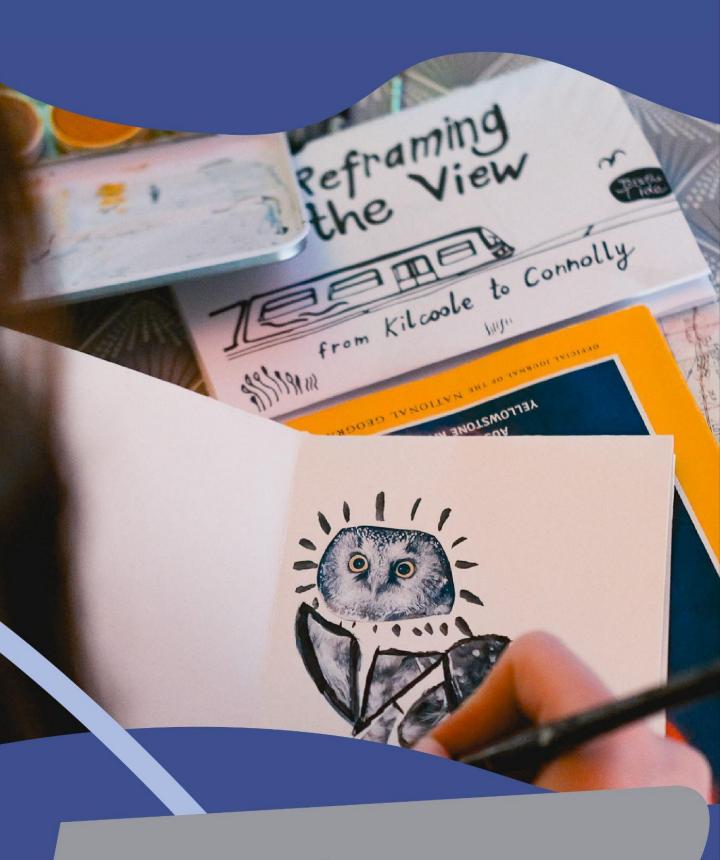






Section 7

Findings and Lessons Learnings



Participant Feedback "I love art anyway so to have art and conservation joined up together was a really unique experience."



Findings

This project yielded many impactful planned outcomes and delightful unexpected outcomes, due to the participative approach taken by project artists.

Core Aims were Difficult to Measure during the life of the project: to celebrate BWI's work locally and raise awareness, encourage locals to put their dogs on leads when visiting the beach during nesting season in support of their work, promote becoming a member or volunteer with BWI charity (+7 BWI memberships linked to the 'Tern the Tide' project were measured by January 2025).

Shared Ownership through Participative Approach - Sharing the sustainability led project approach taken in this project with project partners at kick off meetings (in slide deck), as well as details on the NPWS Little Tern conservation in Kilcoole and our core project aims lead to collaborative efforts and ideas from partners, supporting the projects participative approach. For example:

- IR suggested we visit their Portlaoise materials hub to research if we could use some of their discarded metals to upcycle into the final sculpture
- Due to the clear expression of the aim to encourage locals to keep their dogs on leads while walking the beach area during nesting seasons to support the conservation work, IR suggested and paid for the installation of two information boards close to the final artwork at the station to support the dissemination of this message along with project details.

One key project success which arose as a result of the participative approach applied by the Artists throughout local and partner engagement, was the **integration of citizen science** into the local creative workshops with community members:

- After initial meetings with project partners BWI, the artists asked if there was anything
 that could be made as part of the local workshops that would help their conservation
 process in Kilcoole Little Tern Colony.
- BWI mentioned other conservation project has used Decoy Birds, in the past and have had good results, using them to support the ringing and tagging process and some in the UK use them in the attempt to direct the Little Terns to nest in certain areas
- When the Artists met with local community groups to promote the creative climate action project, the Kilcoole Men's shed offered support when asked if they could help make decoys birds for the creative workshops. while the decoy samples made at the Mendecity charity were sturdy they were not the correct size. Using research published by the RSPB (the UK equivalent of BWI), Paddy from Kilcoole Men's shed found guidance on creating effective decoys. He crafted a Little Tern from a block of firewood, made a silicone mold, and used it to produce multiple identical birds from plaster of paris.
- In workshop no.3, Paddy from Kilcoole Local Men's Shed brought over 20 hand moulded little tern bird decoys he had made from a plaster of paris mould, and the workshop attendees painted them to look like little terns. Having visited the little tern decoy the preceding week and learned first hand from BWI's team about their conservations work and the fragility of the birds nesting period - attendees could help this vital conservation work with their hand painted decoys, each signed underneath
- These little tern decoys were sealed by the artists and donated to BWI, their team confirmed they used them successfully to aid their bird tagging in September 2024.



This element had numerous benefits:

Engaged the local Men's Shed: It provided a valuable opportunity to connect with the Men's Shed group, who had not previously participated in the workshops. Paddy noted the predominantly female attendance at the workshops, highlighting the importance of this collaboration.

Empowered participants: It allowed participants to take meaningful climate action as part of their workshop experience, imbuing the joy of creating something with a direct and positive impact on conservation efforts, encouraging them to consider further involvement, such as volunteering.

Provided a Valuable Resource: The decoy birds are a practical tool for BWI to use in future nesting seasons, having been used successfully in September this year.

Key Findings in Summary: As illustrated by the nine quotes from workshop participants included on breaker pages across this report, a creative participatory approach led by artists, when applied at a local level in partnership with expert science partners, and business partners with local interests is a very impactful way to encourage meaningful climate action. A participant aptly shared their experience

"I have lived in Kilcoole for 30 years so I am very aware of the Little Tern project and art has always been a big part of my life, too. I could really see how a project that brought the two together would work," said Kathy Reilly. "It is so very sad that such a wonderful thing is happening on our local beach every year but not everyone is aware of it. Anything I can do to raise awareness, I will do. I see the sculpture when I walk the dog now and say, 'I was a tiny part of that'. I'm so proud."

How the project is pitched can be instrumental, such that, this example had a local biodiversity success story in the Kilcoole Conservation work, and applying creative climate action to 'celebrate' the work of BWI locally for the last 30 years protecting Little Terns at Kilcoole beach is a template that could be applied across Ireland at other biodiversity projects to galvanise support at a local and national level.

It is important to have clear aims from the beginning of the project and for project managers to repeat these aims, to take every appropriate opportunity to increase shared learnings and spark interest in learnings from expert science partners, the embedded sustainability led approach, and participative with co-creation to ensure they are applied across the project and not lost along the way.





Art creates a space for dialogue and reflection - The creative workshops provided a safe and welcoming environment for participants to explore their feelings about climate change and our shared biodiversity crisis, allowing for new connections to be made and for concerns to be considered as they came up.

Art makes the abstract tangible - By focusing on the Local Little Tern conservation, the project could make the impacts of global climate change and biodiversity loss more concrete and relatable at a local level. It also creatively highlighted the powerful impact science-led interventions such as BWI's work in the NPWS Little Tern conservation over the last 30 years can have in supporting nature to flourish, giving real hope that what we do can make a difference.

Art inspires action - Taking part in the creative community workshops, inspired the direction of the final artwork, and the creation of decoy birds as part of these workshops empowered participants to take direct action in aid of BWI's ongoing conservation work

Art creates connections - Through the process of making art together, workshop participants commented on the sense of community shared through this experience - connections were made, and offers made to help out locally with biodiversity efforts.

Lessons Learned

There are always lessons on a project, and here are some that arose during project implementation

Time Constraints

Many multidisciplinary elements were applied in this participative project over the course of the years funding, but there were even more opportunities that didn't fit in due to time constraints. The partnership with BWI, pairing their science led approach with creative expression worked very well and was received very well by participants there is scope to develop this further. Even when just considering Little terns, an artist residency or partnership with the Wicklow BWI branch would be worth exploring as a concept locally, in line with the birds nesting period but also on a broader scale the adult creative workshop template developed in 'Tern the Tide' could be pursued with a focus on other bird species to highlight other conservation work across the BWI outreach. Taking a 'celebratory' approach to recognise the dedication of existing biodiversity, climate action and conservation groups across Ireland is an impactful approach.

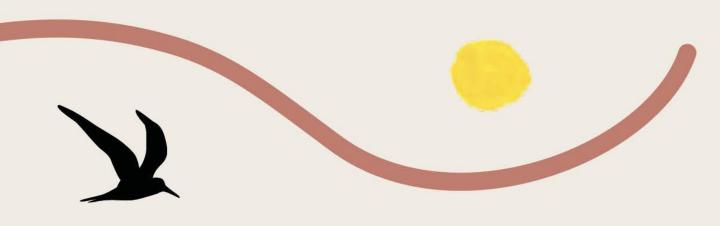
Ensuring Sustained Commitment to Embedded Sustainability Goals

While strong sustainability aims and commitments were presented from the outset of the project to stakeholders met with and project partners, there is room to improve how these are conveyed to all touch points across the project, to allow for the encouragement and potential adoption of behaviours across the wider stakeholder network as the project progress. These aims are not just in place to direct our project progress, but could have been communicated as an opportunity for others to consider their own impact, or organisational impact - this was an opportunity which was applied in ways, and gleaned results but can be improved upon in future projects.

Resource Constraints

Across the project, lead artists also served as the core project managers. A key plus to this structure was creative freedom to drive the core aims and remain ambitious in our delivery. It allowed for optimum creative control, but was also challenging. Although both project leads had extensive experience managing funded projects to a high standard, time management and resource allocation became restricted when doing all admin and creative work. It was difficult to dedicate time across the diverse elements of managing this project from optimal artistic delivery while also achieving communications design but also accounts, workshop delivery, administration, local outreach, project management and stakeholder management.

In delivery of a next project, funding allocation for a separate project manager and accounts team would be made, something that was considered when budgeting initially but decided against, or assign project accounting responsibilities to one of our partners, allowing the artists more time to dedicate to research and developing the art workshops and the final artwork. This may however have meant that aspects of the project would not have progressed if outsourced.



Section 8

Conclusions and Thanks



Participant Feedback "It increased my knowledge of the Little Terns. It helped to open up my own creativity. It also helped to build a community. Many of the people in the workshop were locals and getting to know each other has been an unexpected delight."



In Conclusion

'Tern the Tide' successfully exceeded its objectives, achieved it's outcomes demonstrating the power of art to inspire creative climate action, through meaningful community engagement. Through artist-led workshops, a striking public upcycled sculpture, and strategic partnerships with BWI and IR, the project fostered and shares a deeper understanding of the NPWS Little Tern conservation at Kilcoole, and promoting BWI's efforts in protecting these ground nesting birds, highlight its connection to broader environmental challenges.

The project successfully:

- Engaged the Local Community The creative workshops provided a platform for artistic
 exploration of local and global environmental issues, learning from experts in conservation,
 nature observation and community building. Participants gained valuable knowledge about the
 Little Terns, took part in a creatively curated experience enhancing connection with the birds,
 and contributed to their conservation through citizen science in the creation of decoy birds
 donated to BWI, and expressed their experiences through art which inspired the final artwork.
- Created a Lasting Participative Symbol The eye-catching upcycled sculpture serves as a
 celebration of the work BWI due in conservation of the Little Terns at the NPWS colony and a
 reminder that what we do matters. Its prominent location at Kilcoole station ensures visibility
 for both local residents and train users promoting the project aims.
- Amplified the Project Message By securing advertising space on trains and in stations, the
 project reached a wider audience and promoted sustainable transport choices as well as the
 vital work of BWI in conservation. The website provides a valuable resource for learning about
 the Little Terns, climate action, and encourages users to get involved.
- Fostered Collaboration The project's success was built on strong partnerships with BWI, IR
 and the local community. with support from Creative Ireland. These collaborations provided
 valuable expertise, resources, and access to a wider audience, demonstrating the potential of
 building meaningful cross-sector partnerships, built upon strong climate action messaging to
 achieve shared goals. Opening shared ownership, around clear project goals allowed for
 empowered and meaningful participation across the project.
- Championed a Sustainability Led Approach The project prioritised environmentally
 responsible practices throughout, from utilising recycled materials and upcycled rail
 components to promoting sustainable travel choices and incorporating biodiversity-enhancing
 measures in the final sculpture's aesthetic, to promote lasting effects in consideration of the
 importance of us putting nature first to stem our shared biodiversity and climate crises.

The project illustrates how art can be a catalyst for meaningful engagement with our shared climate and biodiversity crises. By engaging emotions, fostering genuine connections, reframing our shared relationship with nature, and empowering those who take part to take action during the process, art like 'Tern the Tide' can play a crucial role in bridging the gap between awareness and action empowering individuals and communities.

Participatory projects such as 'Tern the Tide' are an effective tool to create new meanings for and ownership of climate action and creating a sustainable future. This project is a template which can be used again, key elements to be repeated are choosing an environmental project (like the NPWS Little Tern conservation) that can be celebrated/investigated through art in the local community, and collaborating with a partner organisation with loca interest (like Irish Rail) - with sustainability embedded in the project, it will ideally remain artist led but must involve contributions from science-led experts.

Final thank yous!

We extend our sincere gratitude to the Creative Ireland Climate Action Fund for their generous support, without which this project would not have been possible.

We especially thank Irish Rail for their exceptional commitment to this project, going above and beyond to ensure its success. Their generous financial contribution, in-kind support, and countless hours of technical expertise were instrumental in bringing 'Tern the Tide' to life. We particularly acknowledge the dedication of the Arts Officer, Joanne Bissett the Ecology and Sustainability team, the engineers, and the staff who helped transport materials and install the final piece. Their enthusiasm and collaborative spirit were truly inspiring.

We also express our deep appreciation to BWI, and particularly to Niall Hatch and Brian Burke, for their invaluable partnership. Their passion for conservation and expert knowledge of the Little Terns enriched every aspect of this project. Their insights and guidance were essential in shaping the educational content and ensuring the project's positive impact on the Little Tern colony.

We are incredibly grateful to the local people of Kilcoole, whose energy and enthusiasm brought the workshops to life. Their willingness to engage with the project and contribute their creative ideas was truly inspiring. We particularly thank our local partners, Ann and Kilcoole Tidy Towns, Kilcoole Biodiversity Group, and Kilcoole Men's Shed, especially Paddy for his amazing work in creating the decoys.

This project would not have been possible without the support of our wider network of partners. We thank Jonny Kerr from Moneypenny Blacksmith in Portadown, Carl McAteer and the team at Fab Lab in Creative Spark, Dundalk, for their expertise in helping us create the Little Terns from recycled rail signs.

We also thank Conall Mullen for his assistance in creating the final work, Chris and the wider team from Fire Station Studios for their integral expertise and knowledge, and Claire O'Hagan for supporting our workshops at IMMA. We are grateful to Natalie, Adrian for their wonderful work in documenting this journey through videography and photography. We also thank Mallory and Christina for designing and developing our website and Claire for her creative design of our information boards, report and posters. Finally, we thank the Arts Officer and Creative Community Officer in Wicklow County Council, Rosaline Murray and Anna McGurn, for their invaluable advice and support in project.

Section .9

Appendices

1 Information Board

1. Information Board Designs a & b







1. Information Boards

a.



CIE Sustainability insurance | CIE Sustainability |





na h-éan beag seo ná thart ar 50g, thart ar leath mhéid Lon Dubh. Tá siadsan mar na geabhróga is lú den na geabhróga atá ag pórú in Éirinn. Tá an geabhróg beag thart ar 25cm. Is é meáchar

A Little Tern is approximately 25cm. These tiny birds weigh approximately 26g, about half the size of a Blackbird. They are the smallest of the terns breeding in Ireland.

an t-éan fireann amach, é ag eitilt agus iasc á iompa aige chun éan chéile a mhealladh. Leanann an t-éan baineann é go hard sa spéir sula dtagann sé anuas,

Uaireanta is féidir geabhróga beaga a fheiceáil ag déanamh taispeántas ilchasta san aer. Glaonn

ases him up high before he descends, gliding with

wings in a "V".

Little Terns can sometimes be seen performing an elaborate aerial display. The male calls out while

é ag glioscarnach, a sciatháin i bhfoirm 'V' aige.

don gheimhreadh, is é sin níos mó ná 5000km, agus filleann siad ar ais don tréimhse neadaithe a tharlaíonn idir Aibreán agus Meán Fómhair. Gach bliain téann na Geabhróga Beaga ar imirce ón trá seo go hlarthar na hAfraice

Every year Little Terns migrate from this beach to West Africa for winter, over 5000km, and return for their nesting period between April and September.





flying and carrying a fish to attract a mate, who then

Nuair a bhíonn na geabhróga beaga ag tabhairt cuairte ar leochaileacha neadaithe talún seo a chosaint trína chinntiú go gcoimeádann cuairteoirí madraí ar iall le linn an ama seo an trá seo idir Aibreán agus Meán Fómhair, bíonn bratach Tern the Tide' ar foluain mar mheabhrúchán chun tacú obair atá á reáchtáil ag BirdWatch Ireland chun na héin le hobair an NPWS chun an geabhróg beag a chosaint,

and September, the Tern the Tide flag will be flying as a reminder to support the work of the NDWS.Little Tern Conservation, ran by BirdWatch reland to protect these vulnerable ground nesting birds by ensuring visitors keep When Little Terns are visiting this beach between April their dogs on the lead during this time.

a bhaint amach. Mar shampla, má thaistealaíonn laghdaíonn tú d'astaíochtaí carbóin suas le 77% tú an traein in ionad tiomáint agus tú ar thuras, gníomhaíochta comhroinnte ar son na haeráide nuair a dhéanann muid cinneadh tabhairt faoi thaisteal gníomhach, amhail siúl, rothaíocht Nuair a dhéanann muid rogha tabhairt faoi amhail tacú le hobair BirdWatch Ireland nó nó taisteal ar an traein, táimid ag gníomhú ghníomh atá dearfach ar son na haeráide, go dearfach chun spriocanna d'ár bplean don turas sin.

cycling or taking the train, we are taking positive When we choose to take a positive climate action, train instead of driving on a trip, you save up to action plan targets. For example, if you use the 77% on your carbon emissions for that journey. choose to engage in active travel, like walking, like support the work of BirdWatch Ireland or action towards reaching our shared climate



creative climate action project and Little Terns at ternthetide.com







This report was finalised 23rd February 2025 and submitted to Creative Ireland ternthetide.com















