

LAND OF PLENTY: PUBLIC PERSPECTIVES IN ABERDEENSHIRE



CONVERSATIONS ON THE FUTURE OF
CLIMATE, NATURE AND FOOD

CONTENTS

EXECUTIVE SUMMARY	3	5. OPPORTUNITIES FOR THE FUTURE OF LAND USE	11
BACKGROUND	3	5.1 COMMUNITY INVOLVEMENT: WITH PEOPLE, NOT TO OR FOR PEOPLE	11
METHODOLOGY	3	5.2 SUPPORT FOR LOCAL FOOD PRODUCTION.....	11
KEY FINDINGS - PEMBROKESHIRE.....	3	5.3 RECONFIGURING FARM SUBSIDIES TO ADDRESS THE TRIPLE CHALLENGE	12
1. INTRODUCTION	4	5.4 MORE URBAN BIODIVERSITY	12
1.1 AIM AND SCOPE OF THE DIALOGUE.....	4	5.5 HOPES FOR NEW TECHNOLOGY	12
1.2 WHAT PARTICIPANTS DID DURING THE DIALOGUE	4	6. COMMUNICATION AND AWARENESS RAISING.....	13
1.3 THIS REPORT	4	6.1 PUBLIC INFORMATION CAMPAIGNS ABOUT THE TRIPLE CHALLENGE	13
2. THE ABERDEENSHIRE STORY	5	6.2 EDUCATION FOR ALL ON THE TRIPLE CHALLENGE	13
2.1 PRIVATE LAND OWNERSHIP: A LACK OF CONTROL	5	6.3 WHO IS TRUSTED TO COMMUNICATE?	13
2.2 FARMING INTENSIFICATION: REMOTENESS OF ABERDEENSHIRE:	5	6.4 UNDERSTANDING THE 'WHERE AND HOW' OF FOOD	13
2.3 URBAN EXPANSION: BUILDING THAT DISRUPTS NATURE...6		7. KEY MESSAGES.....	14
2.4 GROUSE MOORS: MANAGED LAND, BUT MANAGED FOR WHAT BENEFIT?	6	7.1 RAISING THE VOLUME ON CLIMATE CHANGE AND LOSS OF NATURE	14
2.5 TRANSFERABILITY OF OIL AND GAS SKILLS.....	6	7.2 CHALLENGING THE POWERFUL FEW WHO INFLUENCE LAND USE: LARGE LANDOWNERS AND SUPERMARKETS.....	14
3. CONCERNS FOR THE FUTURE OF LAND USE	7	7.3 LAND USE THAT WELCOMES RATHER THAN REJECTS WILDLIFE.....	14
3.1 INTENSIFICATION OF FARMING: NEEDING TO BREAK THE CIRCLE.....	7	APPENDIX 1: DIALOGUE METHODOLOGY.....	15
3.2 CAN SUSTAINABLE, LOCAL FOOD BE AFFORDABLE?.....	8	APPENDIX 2: RECRUITMENT SPECIFICATION	17
3.3 CLIMATE IMPACTS ON ABERDEENSHIRE	8	APPENDIX 3: INFORMATION PROVIDED TO PARTICIPANTS.....	18
3.4 TRIPLE CHALLENGE: WHAT IS THE ANSWER, ARE WE DOING THE RIGHT THING?	8		
3.5 WILDLIFE IMBALANCE	8		
3.6 OVERCONSUMPTION	9		
3.7 DOMINANCE OF LAND USE FOR MEAT AND DAIRY PRODUCTION.....	9		
4. LAND USE DECISIONS	10		
4.1 SUPERMARKETS DRIVING LAND USE DECISIONS	10		
4.2 GOVERNMENT INVOLVEMENT IN LAND USE DECISIONS... 10			
4.3 COMMUNITY INVOLVEMENT IN LAND USE DECISIONS 10			



This public dialogue was commissioned by WWF-UK. This report has been written by the sustainable development company Resources for Change and the deliberative engagement specialists Hopkins Van Mil. Report authors Henrietta Hopkins, Mike King and Suzannah Kinsella.

The opinions and analysis expressed in this publication are those of the authors and do not necessarily reflect the views of WWF-UK. This report represents the views of participants in the public dialogues and does not necessarily reflect the WWF-UK position, nor are these views necessarily factually accurate.

Design: Earthstorm Media

EXECUTIVE SUMMARY



1. BACKGROUND

WWF-UK commissioned a public dialogue to create a national conversation around the future of UK land use. The dialogue was designed and delivered by the deliberative engagement specialists Hopkins Van Mil (HVM) the sustainable development company Resources for Change.

This project aims to understand the views of people from all walks of life towards land use in relation to the triple challenge: meeting society's food needs, while tackling the climate crisis and reversing the loss of nature. Participants, over a series of facilitated online workshops discussed this from the perspective of land use local to them as well as collectively across the UK.

2. METHODOLOGY

Online workshops took place in seven location areas between 28th September and 11th November. 142 participants took part across seven locations:

- Aberdeenshire – Scotland
- Belfast – Northern Ireland
- Cornwall - England
- Hull & Humberside – England
- Pembrokeshire – Wales
- Soar Catchment – England
- Yorkshire Dales – England

3. KEY FINDINGS - ABERDEENSHIRE

Our findings are presented in a suite of nine reports, one for each of the areas in the UK from where participants were drawn, one for England and a full UK report.

In this report we share that public dialogue participants in Aberdeenshire:

CHALLENGE THE NEED FOR INTENSIVE FARMING AND WANT MORE PEOPLE TO BE INVOLVED IN DECISION-MAKING ON FOOD AND FARMING

STRONGLY SUPPORT SMALL SCALE LOCAL FARMING TO PRODUCE AFFORDABLE, HEALTHY FOOD

WANT TO RAISE THE VOLUME ON CLIMATE CHANGE AND LOSS OF NATURE

CALL FOR SPECIES LOSS TO BE REVERSED

DESIRE URBAN SPACES THAT WELCOME RATHER THAN REJECT WILDLIFE AND NATURE

Important key findings from the discussions in Aberdeenshire include:

- With large tracts of land in Scotland, such as estates, in private hands and the rise of intensive farming, participants are worried that the profit motive is trumping what's best for the planet. They want to see government and NGOs doing more to ensure that all elements of the triple challenge are considered by landowners and the supermarkets who are seen as being a significant driver of large-scale farming.
- Local, smaller scale farming has an important role to play in the triple challenge: in terms of producing sustainable food and for their knowledge of the land and how it is changing. Participants want government policies to support local production of healthy and affordable food.
- Education, information, awareness raising: many of the comments at the end of the dialogue in Aberdeenshire focus on the need to raise the volume on climate change and nature loss. The scale of the problem is not being matched by the messaging and this needs to change.
- Participants are shocked by the statistics about loss of species. They had previously associated this scale of loss with the situation in other countries, not the UK. They want to see farming and other practices change to drive recovery from this loss and replenish nature.
- Some housing and industrial developments around Aberdeenshire are seen as necessary for the local population, but where and how they are being built is seen to be in conflict with nature, pushing wildlife away. There is a strong appetite for more nature friendly development.

1. INTRODUCTION

1.1. AIM AND SCOPE OF THE DIALOGUE

The UK Land of Plenty public dialogue was commissioned in August 2021 by WWF-UK to inform a longer-term conversation about how UK land use can and should change to meet our nature and climate commitments. This is part of a wider programme of WWF-UK work focused on halting biodiversity loss and cutting emissions from UK land use and food consumption, by changing policy and creating a shared vision for UK land use. The dialogue asked participants to consider the “triple challenge”. This is explained by WWF-UK as follows:

THE TRIPLE CHALLENGE:

THE CHALLENGE OF SIMULTANEOUSLY AVOIDING DANGEROUS CLIMATE CHANGE, HALTING AND REVERSING DRAMATIC BIODIVERSITY LOSS, AND MEETING THE FOOD AND OTHER NEEDS OF THE HUMAN POPULATION. THIS IS A CHALLENGE BOTH HERE IN THE UK, AND GLOBALLY.

The dialogue set out to understand the views of people from all walks of life towards land use, climate, nature, food and farming, within a range of landscapes across the UK— building a picture both local to those places, and collectively across the nations. This understanding will be used to inform WWF-UK’s work, helping to shape a shared vision for UK landscapes that takes into account expert opinion, scientific thinking and the views of the public.

The Land of Plenty public dialogue:

- Provides new insights on the views of UK citizens to land use including commonalities and differences.
- Identifies what people prioritise when they talk about the triple challenge, including how it should be communicated to and understood throughout society.
- Highlights critical local issues within each landscape.

1.2 WHAT PARTICIPANTS DID DURING THE DIALOGUE

Each dialogue participant attended five dialogue events¹. During the process a range of speakers, either live or presented as filmed interviews, gave different perspectives on the triple challenge. These specialists included representatives from NGOs, charities and membership organisations, local councils, academics, policy makers working on various aspects of the triple challenge. Some brought examples of the current challenges, others gave examples of changing land use bringing positive outcomes for food, farming, climate and nature.

Further information on how the public dialogue was designed and delivered is included at appendix. This includes the materials used, who the specialists were and what they presented, and details of the public dialogue participants and their locations.

1.3 THIS REPORT

This report summarises the key findings for Aberdeenshire where 21 participants were recruited from the region. It reports on what participants feel, believe and prioritise about future land use.

It is worth noting that participants were not given information on WWF-UK’s role in the dialogue until they joined the first workshop, so as not to bias the recruited sample to those who felt they had something specific to say to WWF-UK.

In our qualitative reporting terms such as ‘a few’, ‘several’, ‘some’ or ‘many’ are used to reflect areas of agreement and difference. These should be considered indicative rather than exact. Where views apply to one group or location only, we make this clear in the text.

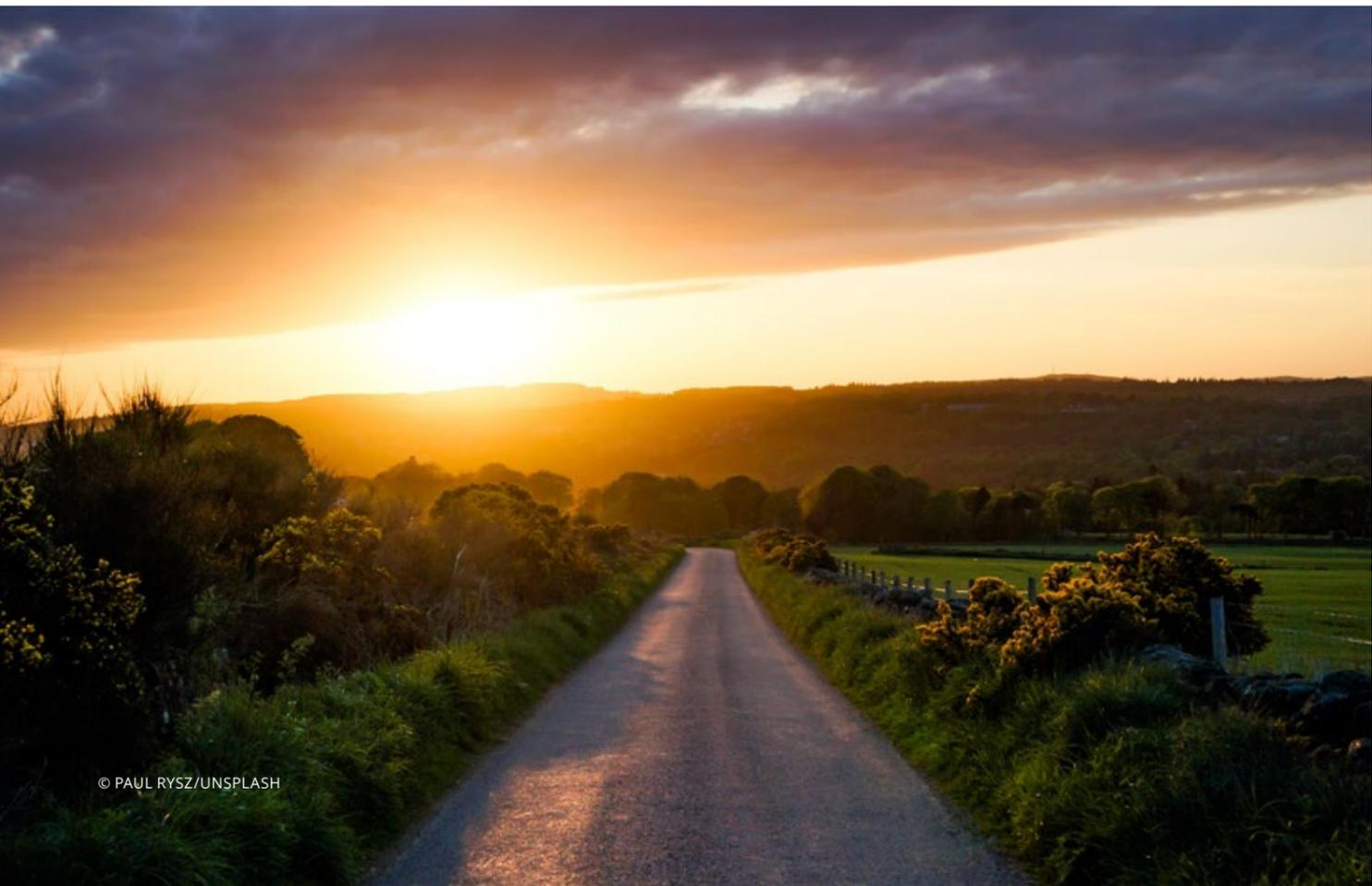
It is important in any dialogue process that the report reflects the voices of participants. As such we have used quotations taken from transcripts to emphasise main points. Some quotes have been edited to remove repeat or filler words. We have made no other edits, so as not to distort speakers’ meaning. The images included in the report are those shared by participants to illustrate their views of land use before attending the first and fourth workshops.



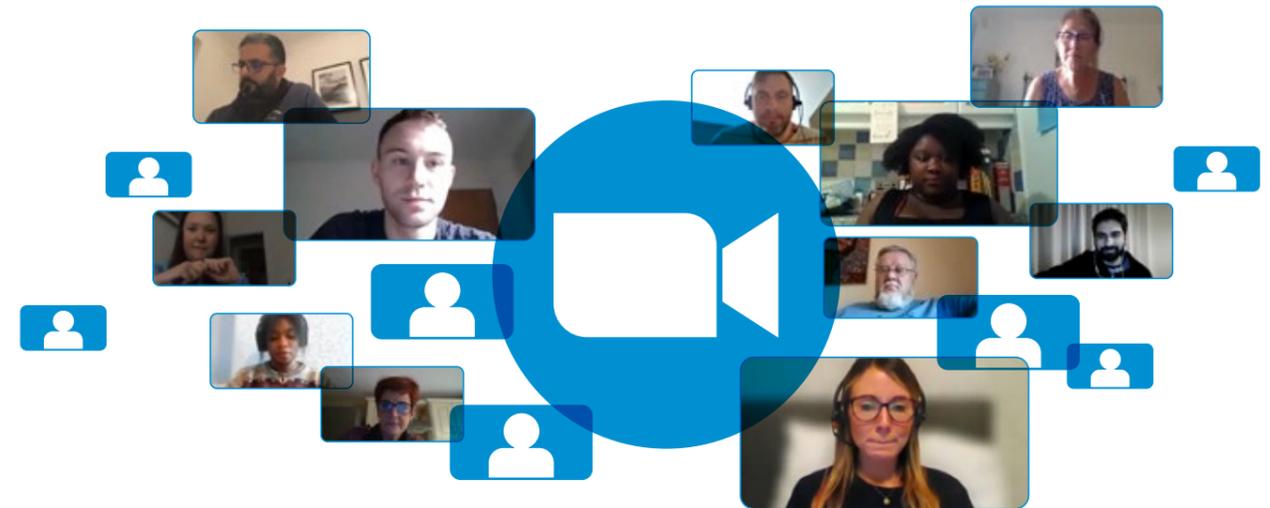
2. THE ABERDEENSHIRE STORY



The words used by participants to describe the landscape of Aberdeenshire at the very start of the dialogue are overwhelmingly positive. Many describe it as beautiful; others go further and use adjectives such as stunning and majestic. There is a palpable sense of pride about the land that surrounds them. But alongside this pride is a sense of decline and loss, and that the beauty is fragile and vulnerable if taken for granted and not actively cared for.



© PAUL RYSZ/UNSPLASH



2.1 PRIVATE LAND OWNERSHIP: A LACK OF CONTROL

Whilst the three-word exercise demonstrates great admiration for their local landscape, alongside a feeling of fragility and loss, its ownership is an important issue for participants. Some feel disempowered by the vast tracts of Aberdeenshire and Scottish land that are in a small number of private hands. They are grateful that they have the ‘Right to Roam’ which prevents landowners from building impenetrable walls around their estates. But this right meant that participants feel they are at best passive observers. They are concerned that thousands of acres of land could be used for private benefit that does nothing for, or in fact harms nature and the environment. Participants believe that the wealth of some landowners, attracted to Aberdeenshire’s ‘majestic’ landscape, means they have no need for incentives to restore wildlife or contribute climate benefits. Some participants also feel that these vast estates make it impossible for local people to own a stake in the land and contribute or farm at a smaller scale.

The Danish guy has been very good and he's rewilded, but it could equally have gone to somebody that just wanted to shoot everything in sight. So, it's just a lack of control. A lot of things we've been saying is how to convince landowners to use their land properly and there's very little control apart from incentives for grants and subsidies, but if you have people, like Arab Sheiks, owning 100,000 acres of Scottish land, they don't care about the subsidies

2.2 FARMING INTENSIFICATION: REMOTENESS OF ABERDEENSHIRE:

Many participants feel that Aberdeenshire land use is becoming increasingly dominated by larger and larger scale farming. Some think this is because of the area’s remoteness and rurality. Large areas of land, uninterrupted by built up areas, could be used to create farms on a much larger scale than has been the case historically.

My concern for nature in Aberdeenshire is that the notion that Aberdeenshire is rural would pretty much make people feel that that is where all farming practices should be more intensified. So, you'll have more and more people go there to do more farming and intensifying agricultural or farming activities, thereby tilting the balance of nature.

One of the consequences of larger scale farming for Aberdeenshire is seen to be fewer people who understand the land, know how to care for it and are aware of how it is changing. This caretaker role is seen as increasingly important to help address nature depletion and mitigate climate impacts sensitively.

2.3 URBAN EXPANSION: BUILDING THAT DISRUPTS NATURE

The topic of new housing and commercial developments in Aberdeenshire was raised in many of our discussions on land use. What feels particularly jarring for participants about many of these developments is the way they are perceived to disrupt nature. Many want to see greater efforts to re-purpose brownfield sites for new developments. Developers and planners are seen by those involved in the dialogue as too quick to apply for and be granted permission to build on greenfield sites. But it is not only where developments are built that participants put forward as a land use issue. Many believe strongly that more thought and resources should go into ensuring that developments work in harmony with nature, such as designed to allow wildlife to travel through them, rather than being pushed out and excluded. This participant wrote about how in her development, allowances had been made:

My house looks onto an area of wildlife that was the compromise with the house builder when a Badger sett was found during the build. I am aware of nature on my doorstep and regularly see deer, foxes, pheasant and squirrels. With the expanse of more house building I am concerned about where nature fits in.

In contrast, this image was shared by a participant who feels nature is suffering from a development:



Those trees used to extend nearly all the way to that back wall that you can see, and they've been quite ruthlessly chopped down, and we've already seen a real drop in the wildlife. We used to see wild deer there, we had bats, we had more birds, we had more insects, we had more bees, just everything like that. And since that was cut down at the start of the year, there's been such a drop off in the things that we've seen, we haven't seen any bats this autumn, we haven't seen any deer, because obviously all of this noise has really put them off. And also that was kind of a chain, that was almost like a corridor for deer to move from Haughton park, Murray park in Alford, up through there, and out into the wilds round about Alford.

Living in an area characterised by its remoteness and beauty means that building on this near wilderness is more obviously at odds with nature, in contrast to other, more developed landscapes.

2.4 GROUSE MOORS: MANAGED LAND, BUT MANAGED FOR WHAT BENEFIT?

Some participants see grouse moors as one of the significant uses of Aberdeenshire land. They raised this type of land use spontaneously, expressing surprise that use of land for grouse moors isn't more to the fore in the dialogue stimulus and discussions. The moors are seen as being managed for the purpose of shoots, including the use of sheep grazing to manage vegetation. They question whether, given the climate emergency and depletion of nature, this type of land use is still justifiable, when they see it benefiting just the wealthy few.

The grouse moors have the most potential for rewilding and tree planting and a lower biodiversity than they should if not managed for 'sport'. Is it because influential people like Prince Charles are advocates for grouse shooting that it is not on this document? This is particularly relevant in Aberdeenshire where we have the Cairngorms national park which is over 40% driven grouse moor.

Some participants also believe that selling the grouse moors in the future for development is a motivation for some owners.

How many of them have actually bought the land with the intentions of selling it at some future date for developing housing where they know they will make big money selling it.

For some participants, the discussions about grouse shooting raised the question 'what is a National Park for?' They cannot reconcile a National Park – which they see as a haven for nature and wildlife - with somewhere that allows animals to be shot. One participant had explored the status of grouse moors in their own time during the dialogue and as a result wonders why Scotland appears to be behind other countries in how it regulates the management of grouse moors.

I read the report on grouse and it seemed that while they realise there is a need to do something, it is quite 'cap in hand' about the whole thing and would be difficult to police over such a large area

'The introduction of licensing arrangements this will bring the system in Scotland closer into line with those that apply in other comparable countries, where greater regulation of shooting and hunting is carried out, in order to protect animal welfare and avoid damage to the environment and biodiversity.'

2.5 TRANSFERABILITY OF OIL AND GAS SKILLS

With the oil and gas industry a significant employer in Aberdeenshire, some participants wonder if as a society we need to ensure that oil and gas aren't demonised. They think that their use in products such as multi-use plastics, pharmaceuticals and other essentials is important to emphasise. Some also wonder how shifts to more sustainable land use could create new employment opportunities for people in these sectors. As the world reduces its reliance on fossil fuels, participants believe it is important for Aberdeenshire to find alternative, sustainable jobs for a highly skilled workforce.

Thinking about that move away from oil and gas into renewables and how that's going to have such a massive impact on, particularly the area in terms of the Aberdeenshire area employment and jobs, and we're not seeing those skills for oil and gas workers actually being transferable into the renewables market, so we're going to lose a whole lot of our really skilled workforce because they're being told that oil and gas tickets don't work for the renewables market.



3. CONCERNS FOR THE FUTURE OF LAND USE

3.1 INTENSIFICATION OF FARMING: NEEDING TO BREAK THE CIRCLE

This section expands on the concerns shared by participants about the intensification of farming introduced in the Story of Aberdeenshire in Chapter 2. Of all the topics discussed about land use in Aberdeenshire, farming and its increasing intensification, is the most important to most participants.

I think probably the biggest thing for me, the biggest link, is that the direct link between farming and the other two [nature and climate], so, the fact that we're farming so extensively has resulted in a reduction in nature biodiversity which has a knock-on effect and detrimental effect to the climate... [It's] probably the hardest to deal with because you're looking at livelihoods and you're trying to change years and years of subsidy. And that's by no means a criticism on the farmers, it's just the fact that that's the way it's been. They've been actively encouraged to over-produce. We need to change that. We need to break that circle.

It is important to say up front that participants value farmers: “we wouldn't be anywhere without them”. What concerns many is the system of farming and its impacts. Most participants equate mass scale, intensive farming with a money motive, which trumps nature and climate. But it is not the profit motive alone that causes concern (time and again participants said that farmers need to earn a decent living), it is the concentration of farming in fewer and fewer hands. This raises concerns about a lack of diversity in decision making, increasing the likelihood that one, possibly unsustainable, approach to farming would dominate.

I think my concern is it's the same in any business, one huge monopoly as opposed to having a fair share of the markets and having a better, more spread-out marketplace and different decisions. More people making more decisions.

Examples of intensive farming shared by Aberdeenshire participants includes:

- Growing seed potatoes for export, leading to soil depletion
- Big wheat and barley farms, meaning fewer farmers growing a wider range of vegetables
- Increasing use of land to grow biofuel crops, funded by carbon reduction commitments by corporations: reducing the amount of land used for food and increasing the use of pesticides because the crop is not for human consumption
- Polytunnels that reduce the sponge effect of land during rainfall
- Livestock reared in sheds rather than in fields (therefore more likely to be fed soya-based feed and reducing opportunity to fertilise the grass/soil they should have been grazing)

The image of the cattle shed again is what I see locally to me. Pig farming, cattle farming and chickens all in sheds, as opposed to being out on the ground...animals need to be out to help with grasslands and pasture lands.



Many participants see the impacts of the intensification of farming as wide-ranging: environmental, economic, food system and social. Environmental concerns observed by participants include nature loss, such as seeing hedging removed to create larger fields that are more efficient to farm but destroy wildlife corridors. Others spoke about intensive farming leading to water pollution. One participant has noticed increasing amounts of weeds in rivers where they fish, caused they believe by the nitrogen run-off from spraying fields. Participants are also concerned about depletion of the soil's fertility, leading to a reduced ability to grow food in the future.

I heard that there's only 60 more harvests left in it or something, that it's getting so depleted that, I don't know, it sounds irreversible but nothing seems to be being done about it. The general depletion, and the loss of organic matter, and I am quite worried about the soil.

Economic concerns expressed by participants in the dialogue come from the impression that subsidies are focused on large-scale production, post UK exit from the European Union, and that smaller farmers and producers are being sidelined. Intensification of farming is also seen as a threat to a diverse food system in Aberdeenshire. Participants see local dairies and abattoirs closing down, leading to greater reliance on distant food production services. Many want to see a greater diversity of what is grown in Aberdeenshire soil.

Aberdeenshire has got some wonderful land that's just in cereals, and I feel as though we should be using it a lot more for fruit and vegetables.

A loss of local land knowledge and skills through fewer people employed to work on farms is seen as another consequence of intensification.

The local 10,000-acre estate: There was actually once 7 farms owned by and ran by families and now, basically, it's just one big prairie.

Some participants suggest that society is asking too much from farmers. They are worried that farmers may find the pressure to produce food economically, enhance nature and mitigate climate change too great and sell up – leading to a further intensification of farming or a loss of land to developments. Others question how more local food production and more land use for nature and climate change can be made to work economically.

I understand the balancing act I just don't see how they are going to make the books balance.

As is clear from the range of discussions illustrated above, most impacts of intensification are seen as negative. But a few participants point to some large-scale farms taking positive steps on the environment, such as a farmer installing solar panels:

He has started putting solar panels on all his buildings. That's the grain dryer, the large grain dryer, and it's solely run by solar power. So I thought we'd defend the farmers a little bit as well by the fact that it's not all doom and gloom for them.

3.2 CAN SUSTAINABLE, LOCAL FOOD BE AFFORDABLE?

There is strong awareness that a significant driver of the intensification of agriculture is cheaper food. Participants link this to a disconnect from food, how it's produced and in turn a devaluing of food. One participant expressed exasperation in the dialogue with the fact that he can buy a chicken for £2, saying that it must have cost more than £2 to feed the bird.

We're used to cheap food, and we don't think about production anymore or enough and what this means for farmers and farming. We need to look out how this works better for everyone including looking at food poverty and health issues.

A significant concern is how to ensure that UK fruit, vegetables and meat are affordable when we are asking farmers to help with nature replenishment and climate mitigations. There are concerns that UK farmers might be asked to work to significantly higher standards than in other countries. It is assumed that the cost of meeting these standards will be passed down the food supply chain to consumers already struggling with rising prices across the economy. This in turn might put people off from buying locally and drive consumption of food produced overseas. Participants suggest that subsidies or other support mechanisms are needed to help ensure that UK produce doesn't become far more expensive than imported food (lower quality and higher environmental impact) and is the preserve of the better off or priced out of the market altogether.

3.3 CLIMATE IMPACTS ON ABERDEENSHIRE

When sharing their views on how a changing climate has affected Aberdeenshire, flooding is the issue that comes to participants' minds first. Both the immediate and longer term affects were raised in the dialogue. Such impacts include the loss and damage to homes and businesses, and the impact on mental health, and on communities that diminish as people moved away or feel trapped in unsellable houses.

Communities then lose people that no longer want to stay there, but they're trapped because they can't actually move out, because nobody wants to buy a house that's been flooded because it has such an impact on future insurance and it has to be declared in the sale that your house has been flooded to that level, so there's that whole impact on communities as well.

Several participants described the climate impacts on the seasons, reflecting on the demise of spring and autumn with quick shifts from winter to summer to winter. The changes to nature that participants notice include fewer salmon, spawning later; fewer pollinators, more pests; reduced range of birdlife, more seagulls and flowers coming into bud again later in the year.

The excess heat we've had this year, all of my fruit started putting flowers on again. Some of the fruit bushes are doing it, some of the flowers have started budding again. So, instead of going into dormancy for the winter, everything's thinking it's spring again and everything's starting to grow. So, it's definitely different to 5/6 years ago.

3.4 TRIPLE CHALLENGE: WHAT IS THE ANSWER, ARE WE DOING THE RIGHT THING?

Are we doing the right thing? Am I doing the right thing? These questions underpin many of the discussions in Aberdeenshire. In some respects, these questions stem from their experiences of 'U-turns' in what is seen as environmentally friendly. Participants point to diesel cars now being demonised. They also discussed the issues of using land to bury redundant wind turbine blades and questions about how 'green' electric cars are, particularly in terms of their batteries.

All these green things...everyone's cracking on about these electric cars. I know because my partner works for (company) and she did a big study and found out that all these used batteries that are no use anymore, go on the seabed². So when you're thinking that these things are super green, they're anything but.

They also discussed conflicting messages about the benefits of buying local vs food produced further afield – such as New Zealand lamb having lower carbon emissions than local lamb. Some participants fear that the complexity of the challenge and the confusion around the real impacts of some of the measures to address it might paralyse people and block change. There is a strong desire for clearer guidance on the impacts of the kind of food they buy.

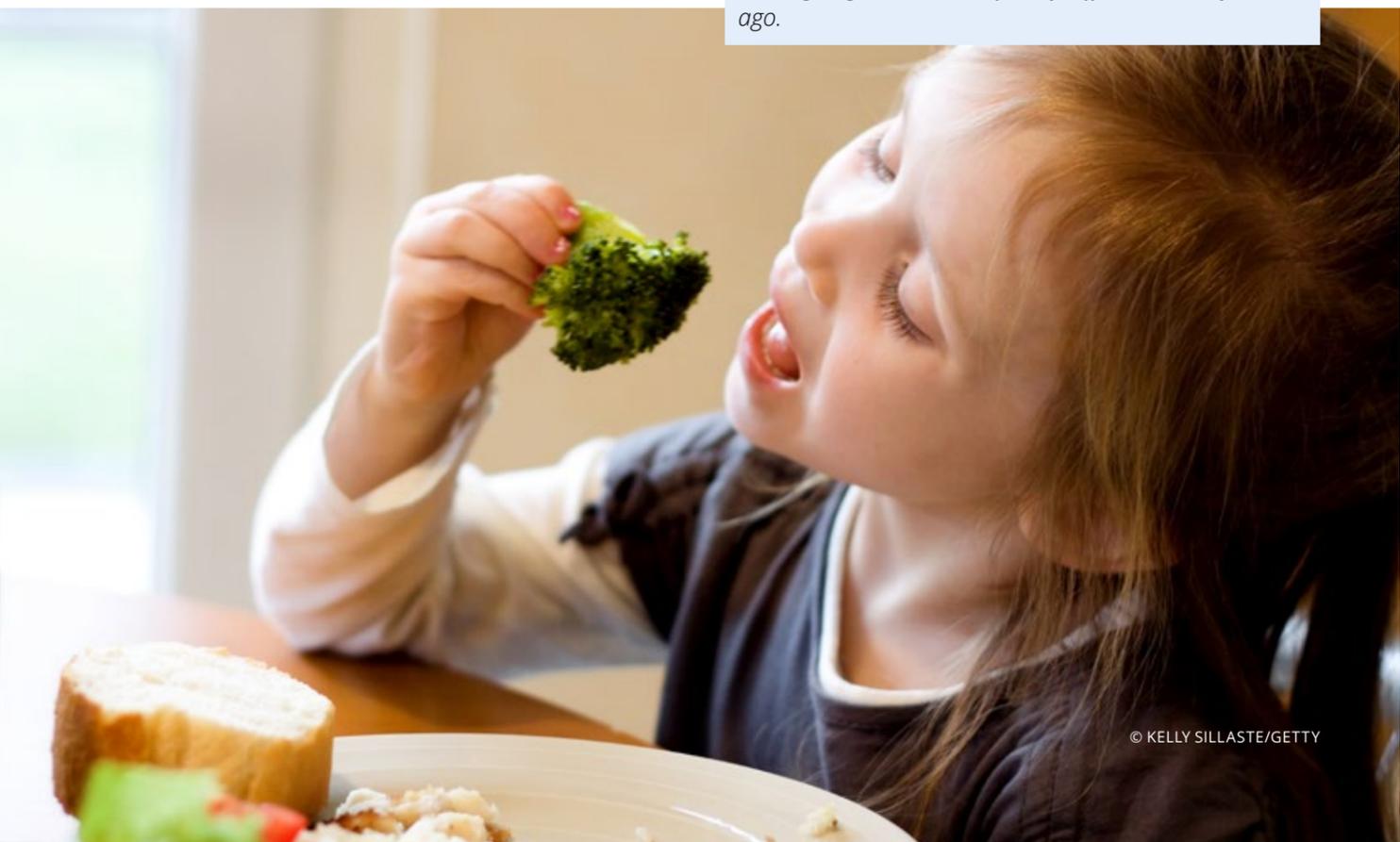
We've got choices. But what we identified in previous discussions is sometimes as consumers, it's actually difficult to work out what you really should be doing for the best? Because sometimes it seems quite conflicted, should you buy local or should you buy miles?

3.5 WILDLIFE IMBALANCE

The loss of wildlife statistics shared during the dialogue (such as the loss of 40 million birds) shocked many participants. When asked at the end of the dialogue to share images that represent the landscape in light of our discussions, some chose images that reference nature loss.



Many feel that these losses have happened in plain sight, but because they have been fairly gradual, they haven't noticed them, such as fewer insects on car window screens or the gradual loss of wildlife numbers and diversity in their surroundings. In comparing the current situation to previous decades they feel they have woken up to the loss. Some spoke about wildlife loss being something that happens in other countries, such as rainforests, and before the dialogue they hadn't seen Scotland as a place where these losses are also happening.



There is a strong sense that this loss is unbalancing nature and is leading to a decrease in natural predators and a greater number of invasive and non-native species. One small holding farmer spoke of their experience with insects. They had seen a big reduction in pollinators and a year-on-year increase in invasive pests.

I've got a fruit farm and when you are saying there are no insects, there is actually a hell of a lot more adverse insects now, like vine weevil, all the insects you don't want. All the beneficial ones, like you are saying, bees, wasps, there is hardly any of them. With the amount of adverse ones, it's unbelievable. I'd say unbelievable, how many of these things and new ones. We are getting new ones every year, coming from abroad.

Participants feel that the rise in numbers of some types of wildlife, such as deer, might be disrupting nature and other animals. One group discussed the impact of pheasant shooting on the wildlife of Aberdeenshire. When this leisure pursuit was at its height, participants remember local discussion of gamekeepers shooting birds of prey to protect their valuable pheasants. However, now that this type of shooting is in decline, they note that there are fewer gamekeepers and a rise in bird of prey numbers. They also note a linked rise in foxes and deer which bring their own impacts and issues.

We had a situation where we introduced a species, pheasants that came from Asia, I think originally. Beautiful bird, good for shooting, good for eating if you like that sort of thing. That then changed the local environment and the dynamics in the natural balance because they then needed to be protected from predators because they were expensive assets, etc. Now that's gone, we've now got further undesirable outcomes as a result of that. Other animals aren't being controlled. Foxes, deer, what have you. It all seems a bit of a mess, doesn't it, in a way? Will it find a balance? I don't know.

3.6 OVERCONSUMPTION

Overconsumption is seen as a barrier to using land well for nature, climate and agriculture. It seems obvious to participants that the land used to produce cheap and plentiful food supplies will encourage food waste - as neither the land nor the food is valued. They feel there is an opportunity, all be it challenging, to repurpose land use towards nature and climate mitigation.

I think it's about a third of the food that comes into your house goes into food waste. And, without even the financial cost of that, that has a real cost in terms of production because then farms have to grow more than we really need which is probably taking up more land than we need for it because that could be put into nature land and other uses. So, I think there's a lot that we need to think about there.

Many participants see themselves as part of this problem and want to see wide-scale social, economic and policy changes to move towards more conscious consumption. They are concerned about the scale of wasting as much as a third of food, and that farm subsidies have been used to help fund that food production. Reducing the cost of food has meant food waste has been accepted across society as a normal part of the food system.

3.7 DOMINANCE OF LAND USE FOR MEAT AND DAIRY PRODUCTION

There were two significant eye-opening moments for participants during the Aberdeenshire dialogue. The first, as described above, is the sharing of statistics about species loss. The second is the amount of land (almost one quarter) used to feed livestock and produce meat and dairy. Many participants felt, as a result of this information, that they will examine their own attitudes and habits around food. Some call for strong government intervention to reduce meat consumption and so allow more land to be used for climate mitigation and nature recovery.

It is quite surprising to learn that most of the agricultural land is needed to provide feed for livestock - it just makes so much more sense to produce more plants, both for food and for their carbon capturing properties, and eat less meat.



4. LAND USE DECISIONS

4.1 SUPERMARKETS DRIVING LAND USE DECISIONS

Participants see supermarkets as the major driver behind the consolidation of farms to create large-scale enterprises in Aberdeenshire. They believe that the pressure to produce food at ever lower costs is driving out the smaller farms which cannot deliver the efficiencies that can only be achieved at scale. Participants are aware of dairy farmers protesting against low milk prices by pouring their milk down drains.

Some participants feel that while supermarkets may claim to be championing the consumer by focusing on the cost of food, this is a one dimensional and uninformed way of understanding what matters to their customers. They want to see more rounded and long-term involvement of consumers in planning supermarket buying policy.

We're not actually getting in right at the start to say, 'As a consumer I would like to see more locally sourced, more organic food, more X, Y and Z.' Because it's that bit about what's being presented and what's there. So I think there's a real disconnect in that whole discussion about where the consumer gets involved.

Other participants worry that land use decisions are being influenced by a very small number of senior managers at the major supermarkets. They feel frustrated that this small cohort may have a significant influence on land use for farming and may be driving changes in the name of the consumer that may not actually reflect peoples' values.

4.2 GOVERNMENT INVOLVEMENT IN LAND USE DECISIONS

Participants discussed the disconnect between local and national government land use decisions. Several participants shared examples of where permission to develop land had been refused at a local level and then overturned by the Scottish government. These include a gravel pit, a golf course and housing. Participants are frustrated by a lack of dialogue between the land use applicant, local people, planning authorities and the national government. They also feel that decisions are being made without taking account of the triple challenge. They agree that if public involvement and an understanding of the triple challenge is threaded through the process, better decisions are likely to be made. To achieve this, some participants suggest involving local planners in the kind of dialogue process that they are involved in. They argue that this will lead to a greater understanding of not just economic but also environmental impacts of their decisions.

Many participants talked about the complexity of the triple challenge. They said this requires a coordinated strategy to tackle it. There are concerns that there is a lot of talk and piecemeal action being taken, that simply does not address the scale of the challenge. Many participants call for greater leadership from government, to inspire action from other parts of society. One participant described how a 'land masterplan' might be developed. They suggest a land suitability audit that can then be matched with economic and environmental needs.

I've just had a think of how to solve all the issues in one go. So, a first step would be to do quite a bit of research on what land is best for what, for example, what's best for buildings, what's best for farming, what's best for rewilding projects? Then split the land up into sections on the map, and basically in the future we're going to need money, we're going to need more factories because we're going to, in my mind, produce our own stuff, but it's where you put the factories, and also we'll need more woodland because we're running out of timber rapidly.

4.3 COMMUNITY INVOLVEMENT IN LAND USE DECISIONS

As well as having more of a voice in government decisions about land use, some participants suggest there are benefits that more community owned land could bring (the Ardnamurchan Peninsula was mentioned in this context). They recognise that the economics of community buy-out can be difficult in terms of realising the value of state-owned land. However, they also feel that retaining and growing knowledge about land at a local level is valuable in and of itself and should be factored into a value for money assessment. Participants stress the point that if you live on the land you have a responsibility to care for it. However they are concerned that this is not the view of foreign billionaires for whom owning vast tracts of Aberdeenshire is a financial investment above all else.

There are people living there and working on their land, they know more about the land than someone who has just come in and bought the land and doesn't even live there. That would have a positive effect because people, especially young families, are concerned about the future for their children, so I think that would be a positive impact.



5. OPPORTUNITIES FOR THE FUTURE OF LAND USE

5.1 COMMUNITY INVOLVEMENT: WITH PEOPLE, NOT TO OR FOR PEOPLE

The Covid-19 pandemic saw many people spending more time exploring their local area. Participants in Aberdeenshire see this as a positive legacy that should not be lost. They agree that the social infrastructure is in place in terms of community groups all over Aberdeenshire, from youth groups to older people. They believe these should be used to engage with people on the actions needed to address the triple challenge. Participants share the importance of focusing on what people's interests are and making real the differences they can make: doing it "with people, not to or for them".

Ideas for greater community involvement include:

- More litter picking/beach cleaning trips
- Sharing feedback from wildlife counts (going beyond the current calls for counters and citizen science projects, to making sure the results and their implications are fed back)
- Small farms working closer with community:

There are tons and tons of grants you can get and you can apply for, if you're in conjunction with your community council or your different forums that you've got going about in the area. That would mean that your younger generation is getting more involved with things and so are your neighbours

- Sharing more examples such as: Alford Men's sheds; allotments; urban bees; Aberdeen theatre
- Local councils involving the community in the green space they own – calling for volunteers to repurpose community land which is not currently being used for any purpose
- Scaling up individual efforts

I'm on a smallholding and this year I've made a huge amount of changes to just where I am and I hope that it just makes that small amount of difference of planting bee friendly, butterfly friendly, shrubs and plants. We have a huge amount of bird boxes up, that this year they all had little families in. So, even just on the little amount that I've done, the hope in the future that that will grow more and more and more individuals will try and do some more.

5.2 SUPPORT FOR LOCAL FOOD PRODUCTION

A hope many participants share is for more local food production. Some look back to their early lives, where local produce was more available. Others express surprise that having moved from Glasgow, there are so few places in Aberdeenshire, outside the city, to buy locally produced fruit and vegetables. They recognise that small producers need support "to survive in the world where it's big companies and mass production that seems to be the way forward."

Participants talk about people building relationships with their local producers. They point to some local small producers creating opportunities for their customers to understand the origins of their food and production methods:

- The 'Meet your Meat' deer farm
- A dairy farm that invites customers to watch cows being milked and sells ice cream



But as appealing and attractive as these initiatives are, participants fear they are seen as niche and exclusive. They ask how these are made accessible, and not just a luxury for the well off.

Linked to this, other discussions explored how more smaller producers can be encouraged. Some feel there is a need for more farming student places (the loss of agricultural studies in Craigstone was referenced) and how smallholdings need to be made available for them to work on. Participants also discussed how farming co-operatives could help small farmers to have access to expensive farm machinery and how schemes should be set up to make it easy for people to access locally produced food. This is seen as vital to help consumers to move at least some of their food spend away from the big supermarkets. This is a trend participants noted in lockdown that they think should be encouraged.

I'd like some sort of government scheme to back the younger generation to get into farming. Maybe some of these big landowners should be not gifting but laying out a part of their land for some of these young farmers to get into it and see if it is for them.

It would be nice to somehow have some kind of organisation that did help connect people with local produce. I think it'd be really nice, and also to help them appreciate their environment through what's growing locally.

As described earlier in this report, there is a strong sense that the farming sector has become dominated by large, industrial scale farms and the voice and interests of smaller scale farmers are going unheard. Participants think small scale farmers need better representation because of their impact on local communities and the environment around them.

5.3 RECONFIGURING FARM SUBSIDIES TO ADDRESS THE TRIPLE CHALLENGE

Participants recognise that farming is not a charitable pursuit; that farmers must earn a living. They therefore want to see farm subsidies focused on delivering public good to respect nature and the environment. The essential nature of food and the essential need for sustainable farming practices are seen as intertwined.

We know that farming is important for day to day living, we can't avoid that-, are we asking that we only treat the land properly and we respect, in my own words for me, because it's not something we can avoid. We can't say, we can't farm....Just treat it with respect.

Some participants discussed shifting subsidies away from livestock, such as sheep, to fruit and vegetable production and rewilding. People perceive UK produced lamb to be an expensive meat and therefore feel subsidies for sheep farming are funding a food product that only few people can afford. They believe subsidising fruit and vegetable production will benefit the environment and population health in terms of reducing carbon emissions and helping reduce obesity. Equally that subsidising rewilding will benefit the climate and nature recovery.

In a similar vein, many participants consider hedgerows a victim of intensive farming and want to see more restored (some had seen signs of this happening already in Aberdeenshire).

As well as offering the 'carrot' of subsidies, a few participants think that 'sticks' should also be used. They wonder why land misuse is not more heavily fined or why landowners are not taxed for uses that are nature or climate negative. Others take a gentler approach, by suggesting that a duty should be placed on landowners to encourage nature to flourish.

5.4 MORE URBAN BIODIVERSITY

Participants see significant opportunities to encourage more nature in towns and cities. Most often they look to local authorities to use their green spaces for greater nature diversity, rather than expanses of green lawn. They also look to developers to design-in nature and climate benefits to their projects, prompted by government regulations.

Is there any legislation in practice or is there any rules that the housing companies haven't issues to make more eco-friendly homes? As we can see that a lot of housing companies sprawling up in all directions... and they are quite crammed. If workshops like ourselves can make an impact on changing some form for rules to make compulsory garden areas or putting more stress on eco-friendly homes.

Participants also see their own role as being significant. Several participants look at their own gardens and outside areas in a new way, they regret the trend towards low maintenance, paved or decked gardens and garden lights that exhaust insects. In response to this they want to see local councils signposting environmentally friendly gardening tips and classes.

5.5 HOPES FOR NEW TECHNOLOGY

In some of the conversations, participants brought up examples of new technology that they thought promised better land use. One mentioned vertical farming as a way to use less land for food production. Another participant talked about the use of more environmentally friendly farm equipment such as electric tractors.



6. COMMUNICATIONS AND AWARENESS RAISING

Participants feel they have some knowledge about climate change given its increasing profile across all forms of media, but they also argue that the climate emergency is not getting the attention it deserves. In contrast, most participants said they feel drastically uninformed about biodiversity loss. This led to participants speaking passionately about different ways to build public consciousness and drive actions for change.

6.1 PUBLIC INFORMATION CAMPAIGNS ABOUT THE TRIPLE CHALLENGE

There is a genuine feeling of astonishment and bewilderment amongst Aberdeenshire dialogue participants that there isn't greater public knowledge of the triple challenge. To address this, some participants call for greater use of public service style campaigns on conventional and social media.

When I was at school years ago, these adverts on TV about how you cross a road and you grow up knowing that you look right and left and right again, and all this. But as an adult, there are no real things even on adverts or TV or broadcasts from the government or anybody to say, 'This is how we could help the planet a bit more.' So, a bit more education for everybody, not just for children, but for everybody.

6.2 EDUCATION FOR ALL ON THE TRIPLE CHALLENGE

Across the groups in Aberdeenshire, participants put forward suggestions for more education on biodiversity and climate. They include:

- Nature/ environment books included in the Scottish Books Trust bag of books for children
- More farm visits for school children
- Nature/ environment given more focus in the curriculum
- More food growing/ cooking courses in schools and prisons
- Information and courses on foraging

6.3 WHO IS TRUSTED TO COMMUNICATE?

The list of organisations or people Aberdeenshire participants trust to share information on land use is short. David Attenborough is seen as a person to be trusted to share information. Local businesses, community group leaders and children returning from school with information from their classes are also seen as trusted. People living in the community, who are seen as knowledgeable, with no political agenda, are seen as most credible by participants. Neither government at local and national levels nor the media/ social media are seen as trustworthy sources.

I think people do really listen when it's people they respect in their community sharing those messages and actually, sharing it in a way that you believe it. So we sometimes see some of the messages come in from local authority staff, that come with almost a slant of hypocrisy from what the local authority may be doing. So there has to be a credible local source for that information to be shared through.

6.4 UNDERSTANDING THE 'WHERE AND HOW' OF FOOD

Frustration is felt by many participants about not knowing how they can make better choices in the food they buy. They suspect they are underserved with information, but also feel that while labelling might be part of the solution, given people's busy lives, other approaches are needed. This might include information in supermarkets and smaller food retailers on the 'where and how' of food. Examples shared by some participants include free-range eggs or organic vegetables, where the story of their production is brought to life so that people have a better understanding of why these products are more expensive than the mass produced alternatives.

If the eggs are then an extra £1 or whatever, because this egg does actually come from a chicken that can run anywhere, people will buy it and that would be kinder for the animal as well.



7. KEY MESSAGES FROM ABERDEENSHIRE

Taking into account all the discussions held over two weeks with participants in Aberdeenshire, the three main considerations that come from the Aberdeenshire group's land use conversation are:

- Raising the volume on climate change and loss of nature
- Challenging the powerful few who influence land use: large landowners and supermarkets
- Land use that welcomes rather than rejects wildlife

7.1 RAISING THE VOLUME ON CLIMATE CHANGE AND LOSS OF NATURE

A key message from Aberdeenshire is that the scale of the triple challenge needs to be matched by the scale of awareness of it and the scale of response to it. Government, media, third sector organisations at national and local levels need to give more attention to both the magnitude of the problem and what is being done to address it in the eyes of participants. They include in their proposals:

- National awareness campaigns (on a similar scale to Covid-19 messaging)
- Local initiatives such as farm visits and nature friendly garden advice.

Participants see a disconnect between the volume of problems being stored up for the future and the low visibility of communication and actions to address the challenge. Participants express the view that there is an important role for public involvement in what needs to be done and how it should be achieved.

I think people should get more involved with decision-making, so maybe through more of these sorts of groups, and also organisations like WWF-UK, for example, to be given more power to speak to the government bodies and people who are in charge because there's a disconnect at the moment it seems, and I think if those people, the organisations that can speak for us, and also the government was closer, I think we could solve this a lot easier.

7.2 CHALLENGING THE POWERFUL FEW WHO INFLUENCE LAND USE: LARGE LANDOWNERS AND SUPERMARKETS

The increasing intensification of farming, and the small number of people who make buying decisions for the major retailers, creates a powerful group of people. This group appears to Aberdeenshire participants to be very distant from the needs and wishes of local people when it comes to how land is used. If fewer people work on the land, then less is known about its needs and how it is changing. Participants fear that this will continue to reduce an already weakened link to food and nature.

The role that big farmers and supermarkets play in driving up the pressure in the food chain versus effect on nature.

Participants want to see this situation of an ever-smaller number of people who control land, how it is used and what is grown challenged in a range of ways. Participants think that government support, through subsidies and other financial mechanisms, is needed to allow small scale farmers to survive and thrive. This in turn will make it a viable sector for young people to work in and create a future generation of farmers who embrace the triple challenge. Subsidies are also needed to help ensure that sustainable, healthy food is affordable to all in society and that the most vulnerable aren't priced out.



© SEEMA MIAH/UNSPLASH

Keep up pressure on governments and large organisations to think about people rather than profit!

Participants also call for greater public involvement in the buying decisions of supermarkets – that low price should not be the only factor, but that supermarkets take into account the wider costs of cheap food – such as fewer small farms and the impact on local communities. They want the stories of how food is produced and the cost of this to be told more vividly to enable more informed consumer choice.

Provide guidance to the public about what they can do as individuals alongside lobbying govt to use subsidies to create change.

7.3 LAND USE THAT WELCOMES RATHER THAN REJECTS WILDLIFE

Aberdeenshire participants call for the loss of species to be halted and reversed. Building new housing and industry developments that become barricades to wildlife or not encouraging householders to make their gardens nature friendly are seen as unforgivable examples of missed opportunities for land use that integrates the needs of humanity and nature. As we have seen, participants are distressed by the loss of nature and wildlife in Aberdeenshire, a phenomenon that they had previously associated (before taking part in the dialogue) with other countries, not the UK.

The impact is ongoing and we are losing species through our behaviour.

They want to see affordable housing that works in harmony with nature and for more projects to encourage nature in urban spaces.

APPENDIX 1: DIALOGUE METHODOLOGY

The Project Team included representatives from WWF-UK, R4C and HVM who worked collaboratively to design the dialogue process.

1. A DELIBERATIVE PROCESS

Before setting out our approach in detail it is worth reflecting on why the public dialogue approach fulfilled the needs of the project. Public dialogue is not a ‘we tell you this and you tell us what you think about it’ information exchange. Dialogue works when participants interact on a level playing field with specialists in this case academics, environmental groups and those that inform and make policy. In this dialogue these included twenty one specialists³: two, three or more in each location. Speakers gave presentations and answered questions from participants. In addition WWF-UK observers attended sessions, some of whom also responded to participants’ ad-hoc queries during small group discussions.

This specialist evidence is then viewed through the lens of participants’ own lived experience, leading to rich and powerful insights.

In a public dialogue citizens come together, with sufficient time to reflect, to:

- Learn about the issue
- Talk with, not past, each other
- Consider diverse points of view
- Discover key tensions and values
- Spark new ideas

This leads to an understanding of what people value, what they see as benefits and harms, their trade-offs and redlines and, in this case, the areas they consider must be prioritised in order to address the triple challenge.

We used a consistent group of HVM facilitators in all dialogue workshops. Each small group comprised no more than seven participants working with one facilitator. Facilitators followed workshop process plans designed in discussion with the Project Team.

³ A full list of specialist presenters is provided in Appendix 3

2. RECRUITING THE PUBLIC DIALOGUE PARTICIPANTS

A total of 142 participants were recruited to the dialogue using a recruitment specification (see appendix 2). Recruitment aimed to ensure dialogue participants broadly reflect the demographics the UK population. Sampling is done for age, ethnicity, gender, sexual orientation, life stage, disabilities and socio-economic group. The sample was boosted for minority ethnic groups and those at lower ends of socio-economic scale. In this way we wanted to ensure that those taking part in the dialogue were from all walks of life, including from groups who may be less regularly consulted or under-represented in research.

We exclude those who had taken part in qualitative research in the previous twelve months. Participants are given a cash honorarium/shopping voucher (according to preference) to recognise the time committed. This is standard in public dialogues and means people are not excluded because of their financial circumstances.

The recruitment process ensures that of the 21 participants in each location, 3 had knowledge of the environment due to their work, for example, farm workers or those running leisure or hospitality activities in rural areas. The remaining participants were recruited with no specific knowledge of land use. Land owners, farmers and people involved in land use decision making or policy organisations were excluded from dialogue participation.

Participants recruited include those from rural, suburban, urban and coastal. Aberdeenshire is discussed in this report. The other regions included in the dialogue are:

- Belfast – Northern Ireland (a predominantly urban sample)
- Cornwall - England
- Hull & Humberside – England
- Pembrokeshire – Wales
- Soar Catchment – England
- Yorkshire Dales England

Participants did not find out any detailed information about the dialogue until they attended the webinar introducing them to the subject. This was also when they found out the project was commissioned by WWF-UK. During the recruitment process they were told no more than the programme of dialogue was about how land is used in the UK. In this way we avoided including participants who might have a particular reason for sharing their views with WWF-UK and avoided those who are regularly consulted on environment and nature campaigns.

The dialogue ran in September 2021 and Covid-19 was still an important consideration. As such the dialogue was held on line using Zoom. Digital inclusion is an essential part of recruitment for an online dialogue. No one who wished to participate in the dialogues was excluded because they did not have the hardware, software or technical knowledge to attend an online workshop. Before every set of workshops, HVM ran a ‘tech support’ session in which people could run through, in an informal way, how to use the key elements of Zoom. We opened the workshop 30 minutes before each session so that participants could check their technology was working. Each workshop also had a dedicated tech support team member to get people back online if they lost their connection and find solutions for loss of sound or visuals.

It has been key to HVM’s process during the pandemic to ensure everyone in the

dialogue feels safe and able to discuss matters of emotional and ethical significance in the online space. To enable this the ‘Welcome pack’ distributed in advance of the dialogue to all participants included guidance on who to contact if they wanted to ask any questions about the research process.

3. WHAT DID PARTICIPANTS DO?

For all participants the dialogue involved three main elements:

- five online events – a webinar and four workshops;
- an online space to review materials, ask further questions and add additional comments in participants’ own time;
- online polling during the workshops to ask for quick reactions and/ or to sum up how participants feel about an issue.



Figure 1: The dialogue workshop process

Examples of the detailed process plans and stimulus materials used throughout the dialogue are available at appendix 3 and 4.

In the webinar participants were introduced to the dialogue by means of an introductory vox pop film in which WWF-UK explained why the dialogue had been commissioned and spoke explained the detail of the triple challenge. This meant that all participants had the same introductory baseline for their discussions.

Interaction with specialists is an essential element in public dialogue, providing participants with insight into the different perspectives on a topic. In this dialogue we worked with a range of specialists⁴ who contributed to the dialogue in the following ways:

- Recording provocations on our three main themes nature, climate, food and farming. These provocations were edited with an introduction on each of the themes and played at the beginning of each workshop
- Presenting live during workshops;
- Answering participants’ questions;
- Explaining key concepts and terms.

This interaction meant a lot to participants who told the dialogue team that they had learnt a great deal from this process of presentation and discussion. For many this led them to think that society should be given opportunities to learn and increase their awareness of the value of nature and of the challenge of nature depletion.



© JAIME ROJO/WWF-US

4. ANALYSIS AND REPORTING

The Zoom dialogue workshops involved participants in over 20 hours of workshop and homework time. The audio recordings from workshops were transcribed for analysis using NVivo software together with:

- Data from the reflective tasks that participants completed in between each workshop
- Results of the online polling questions used live during workshops.

HVM applies grounded theory to our analysis of public dialogue deliberations. We build theories from what we have heard rather than having a preconceived hypothesis to test. We make use of Sciencewise Guidelines for Reporting (July 2019) and the evaluation of previous public dialogues to inform our work. Throughout the process the HVM coding, analysis and writing team have maintained a rigorous approach and held frequent sense-checking sessions to mitigate against researcher bias. Public dialogue is a qualitative methodology, findings do not demonstrate statistically representative analysis. We present the subtleties and nuances of participants’ views, concerns, hopes and aspirations so that they can inform the next steps in the consideration of UK land use.

⁴ A full list of specialists is presented at Appendix 3

APPENDIX 2: RECRUITMENT SPECIFICATION

Client: WWF-UK

Research theme: Land use: nature, climate, food and farming

Deliberation contractor: Resources for Change and Hopkins Van Mil

PURPOSE:

The purpose of this recruitment specification is to recruit participants to take part in a public dialogue which will be held from late September in 7 locations. Participants will reflect on the future of British landscapes. This is part of a larger programme with the objective of cutting emissions from UK land use and food consumption, through changing policy, winning the public narrative and understanding the views of the public. The methodology will be an online public dialogue comprising: A webinar (1.5 hours); Workshop 1, 2 and 3 (2.5 hours); Workshop 4 (3 hours).

The purpose of this document is to give the framework for recruitment. This will be approved by the Project Team via HVM before a recruitment screener is developed which enables fieldwork team members to implement the specification.

RECRUITMENT SUMMARY:

- Total number of events: 1 webinar + 4 workshops for each location, 30 in total
- Participants: aim for 19-21 in each location going no lower than 142 in total
- Webinars are from 6-7.30pm
- Evening workshops 1-3 are from 6-8.30pm
- Workshop 4s are only held on a Saturday or a Sunday from 10am to 1pm
- Participants must attend each webinar and all workshops for their location. There will also be an optional tech-try out session held from 4-4.30pm on the day of the webinar for each location. Participants only need to attend this if they would like to be given support in advance of the workshops in using Zoom or online polling tools.
- Incentive: £275 for attendance at all workshops and completing short homework tasks. This will be paid by HVM on completion of all workshops. The recruitment agency to collect bank details/ requests for vouchers for this purpose.

GENERAL SCREENER TO INCLUDE:

CRITERIA	TARGET
Gender	50% identifying as male / female
Age	Good age distribution across age groups from every adult life stage
Ethnicity	A boosted range: we propose at least 4/21 for each location from Black, Asian and minority ethnic communities – more where the demographic figures for the location suggest this.
Disabilities	20% of sample in line with current ONS figures
Life stage	A broad range of life stages from students and career starters, raising young children to empty nesters and those who are retired
Current working status and type	A range of people who are employed (part-time/ fulltime/ self-employed) and unemployed, plus those who are retired.
Socio-economic groups	A range. We propose AB (4/21 people) /C1&2 (9/21 people) /DE (8/21 people) in each location
Voting status (elections)	Balanced group in line with latest election data (a mix)
Voting status (Brexit)	Balanced group in line with the referendum on leaving the EU (a mix)
Knowledge of land use	Each location should recruit a minimum of three people who have a specific interest in land use for example: <ul style="list-style-type: none"> • Tenant farmers/ farm workers/ the farming industry • People working or volunteering in the hospitality/ leisure industries related to land use • Small-scale food producers These shouldn't be large-scale farmers, land owners or food producers, but draw in people from these industries whose views might not be heard otherwise.
Urban Rural Coastal	To recruit from a wide area for each of 6 locations so that a combination of urban/ rural and coastal (where appropriate) can be brought together for each set of workshop locations. : <p>Hull region – within a 30 mile radius of Hull city including Humberside and East Riding</p> <p>Soar Catchment – most of Leicestershire including the catchment of the River Soar which rises between Hinckley and Lutterworth flowing north towards Leicester. It includes the area around Grand Union Canal before Leicester. Rural areas must be drawn from as well as the towns and cities within the catchment including Leicester, Wigston, Melton Mowbray, Loughborough, Kegworth, and Ratcliffe-on-Soar in Nottinghamshire.</p> <p>Aberdeenshire – The Aberdeenshire council area includes all of the area of the historic counties of Aberdeenshire and Kincardineshire (except the area making up the City of Aberdeen), as well as part of Banffshire. Aberdeen should be included in the recruitment as people from Aberdeen will be familiar with Aberdeenshire land use.</p> <p>Yorkshire Dales – including Morecombe in the West, Skipton in the South East and Kendal in the North East and rural areas. Those recruited should have familiarity with the Dales and the Ingleborough landscape.</p> <p>Cornwall – the whole county with an urban/ rural and coastal mix</p> <p>Pembrokeshire – the whole county including coastal towns for example St. Davids, Fishguard, Tenby as well as Pembroke with in urban/ rural and coastal mix</p> <p>Belfast – an urban/ suburban recruit from Belfast and immediate surrounds.</p>
Experience of market research/ deliberation	Must not have taken part in a focus group/ public dialogue/ citizens' assembly/ citizens' jury in the last 12 months. This includes specifically the public dialogue run by Hopkins Van Mil on the National Food Strategy and the UK Citizens' Assembly on Climate Change.
Exclusions	People who work in regulatory/ policy bodies in a nature/ environment/ climate change/ food and farming context.
Important note	The majority of recruitment should be done using on-street/ community engagement rather than panel methods which can be used as a last resort/ top-up. Recruiters must not use snowballing/ friendship pairs for recruitment.

APPENDIX 3: INFORMATION PROVIDED TO PARTICIPANTS

1. SPEAKERS IN ABERDEENSHIRE

During workshops one, two and three, participants heard live presentations from local landscape experts in relation to the three aspects of the triple challenge (nature and land use, climate and land use, and food, farming and land use) specific to Aberdeenshire. Participants heard from:

- Workshop 1, Nature and land use: Dr. Flurina Wartmann, University of Aberdeenshire
 - Presentation on the role of nature and what can be done to protect Aberdeenshire's nature and biodiversity
- Workshop 2, Climate and land use: Mike Rivington, James Hutton Institute
 - Presentation on local impacts and opportunities of climate change in Aberdeenshire
- Workshop 3, Food, farming and land use: Katrin Prager, Senior Lecturer, University of Aberdeenshire
 - Presentation on food production and land use in Aberdeenshire including opportunities for farming in tackling the climate crisis and nature depletion

Following all presentations, participants were given the opportunity to gather their questions for a Q&A session with the expert speakers and WWF-UK-UK representatives at the workshops. Any unanswered questions were taken away after the session and responses were shared with participants on the online homework space before the next workshop.

In addition a contextual film created by HVM for these events was played in the initial stages of each workshop. These included an introductory commentary on either nature, climate or food and farming depending on the workshop theme. This was followed by speakers working for national organisations including WWF-UK in the three subject areas.

NATURE

- Paul de Orenellas, Chief Adviser for Wildlife, WWF
- Alec Taylor, Head of Climate and Land Use, WWF

CLIMATE

- Cat Scott, Environmental Scientist, University of Leeds
- Sarah Mukherjee, CEO, IEMA

FOOD AND FARMING

- Dustin Benton, National Food Strategy Adviser/ The Green Alliance
- Dan Crossley, CEO, the Food Ethics Council
- Sue Crossland, CEO, Food, Farming and Countryside Commission

2. PARTICIPANTS' WELCOME PACK

Before joining the dialogue participants were emailed a welcome pack. The following pages set out the pack sent to participants in Aberdeenshire.

Welcome Pack

UK Land Use Conversation Public Dialogue

Aberdeenshire

Monday 11th October
Webinar: 6 to 7:15pm

Tuesday 12th October
Workshop 1: 6 to 8:30pm

Saturday 16th October
Workshop 2: 10am to 12:30pm

Tuesday 19th October
Workshop 3: 6 to 8:30pm

Saturday 23rd October
Workshop 4: 10am to 1pm





Thank you very much for agreeing to take part in these online workshops organised by the World Wide Fund for Nature (WWF) and delivered by Resources for Change and Hopkins Van Mil.

This guide will help you prepare for, join and take part in the online workshops and reflection tasks. Please read through the guidance before the webinar and if you have any questions, contact Grace at Hopkins Van Mil: grace@hopkinsvanmil.co.uk

The World Wide Fund for Nature (WWF) is the world's leading independent conservation organisation. Our mission is to create a world where people and wildlife can thrive together. We find ways to help transform the future for the world's wildlife, rivers, forests and seas; pushing for a reduction in carbon emissions that will avoid catastrophic climate change; and pressing for measures to help people live sustainably, within the means of our one planet.

Resources for Change is an employee-owned consultancy specialising in creating constructive interactions between people and places, ensuring that people have a role in shaping the issues that affect their lives. We have expertise in the field of landscape and nature and integrate this with research, engagement and evaluation projects which integrate people and their environment.

Hopkins Van Mil specialises in facilitating engagement so that voices are heard, learning is shared and understanding achieved. We create safe and trusted spaces for productive & engaging discussions on the issues that matter to us all. HVM's work enables stakeholders, technical specialists, and a diversity of publics to work together to make actionable, better informed, and powerful decisions.



[2]



What's Inside?

1. When are the workshops and reflection tasks?
2. What are the workshops for?
3. Who will be involved in the workshops?
4. What will I be doing at the workshops?
5. What will I be doing between the workshops?
6. What do I need to do to prepare?
7. How do I join the workshops?
8. Tips for using Zoom
9. Points to help the online discussion
10. How will I receive my thank you payment?

PLUS – at the end of this guide:

- How we use your data
- Workshop agenda for each event

Workshop preparation checklist

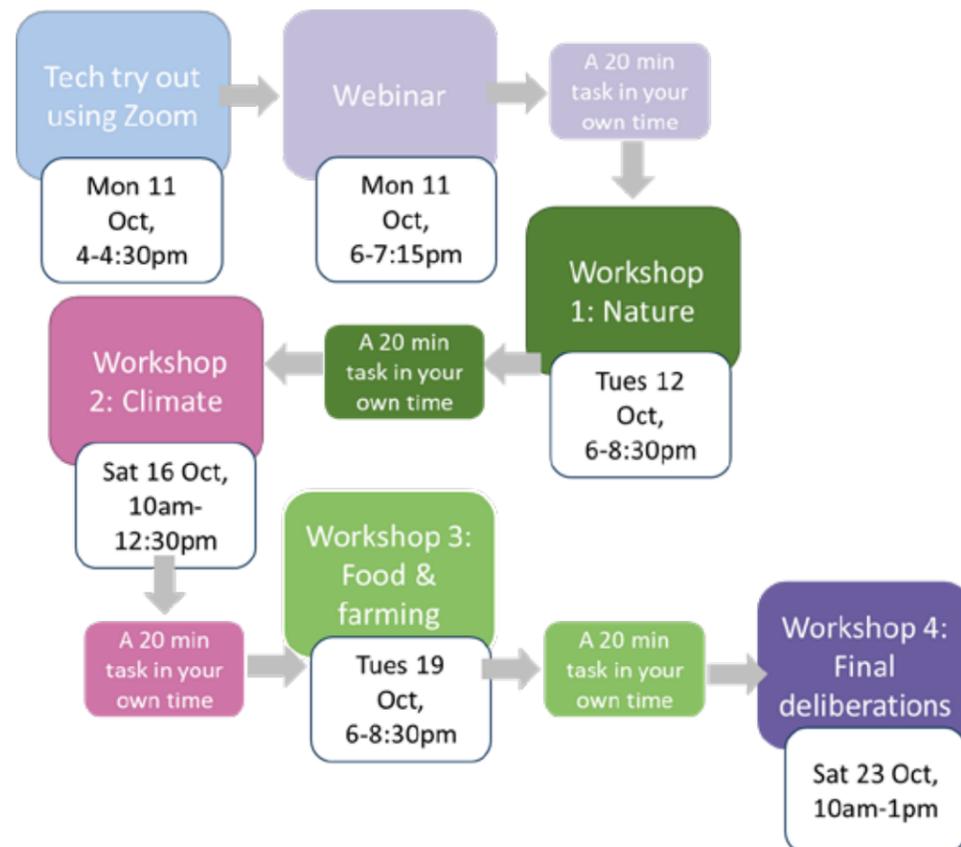
Read through this guide
Test out Zoom
Find a suitable space where you can join the online workshop
Join the tech try out session at 4pm on Monday 11 th October if you have never used zoom before, or you want to refresh your knowledge of using zoom, or to ask questions about the online homework space
Have your smart phone charged and with you to take part in online polling
Have a pen and paper handy and ready to take notes during the workshops



[3]



1. When are the workshops and reflection tasks?



[4]



2. What are the workshops for?

The purpose of the public dialogue is to gain an understanding of your views towards land use, climate, nature, and food & farming. By the end of the dialogue WWF will understand what dialogue participants, including you, think is important as they create a shared vision for UK landscapes.

We have brought you together with others from Aberdeenshire to explore how the public think about the local and national landscape in relation to nature, climate and food & farming. Online dialogue workshops are taking place in seven areas of the UK: Hull, the Soar Catchment, Yorkshire Dales, Aberdeenshire, Cornwall, Pembrokeshire and Belfast.

You will work with your fellow participants to explore the different ways that we can meet the 'triple challenge' (meeting food needs, while tackling the climate crisis and reversing the loss of nature) in the UK by 2030. We'll examine the trade-offs and decisions that will be required and explore the opportunities and challenges surrounding different priorities for land use.

There will also be an opportunity for some participants to take part in a National Conversation Summit to be held on 13th November, bringing together participants from across the seven landscape locations to discuss the triple challenge and draw conclusions on land use, climate, nature and food & farming.

We'll share more information about the Summit at the workshops.



[5]



3. Who will be involved in the workshops?

There will be 21 people participating in the workshops. They have been recruited, as you were, to provide a range of ages and backgrounds from across Aberdeenshire. Because of this, the invitation to join the workshops is specific to you. **Please do not share it with anyone else.**

It is important to remember that everyone will have different perspectives, and everyone's contribution will be valued equally.

A team from Resources for Change and Hopkins Van Mil will run the public dialogue workshops. Three facilitators will run the workshop: Suzannah, Neil & Ellie. They will make sure that you, and everyone who takes part, has opportunities to share their views and thoughts. Scott will help run the sessions and give technical support to participants taking part in these online workshops.

There will be a few other people observing the workshop from the commissioning body and people who work in this area. They are there to provide information on the subjects we are discussing and to answer questions. They won't always take part in the discussions but are very interested in what you have to say.



[6]



4. What will I be doing at the workshops?

At the workshops, we want you to:

- talk about your experiences and opinions,
- listen to information about land use, nature, climate and food & farming in the UK and in your local landscape of Aberdeenshire
- share your views on this with your fellow participants and
- listen to what they have to say too.



Most of your discussions will take place in small groups of 7 participants with a facilitator who will support you through your discussions and make sure you have a chance to have your say. Everyone at the workshop will have different views and ideas, and they are all valid and important. Everyone will be encouraged to share their views, but also to listen to each other. The Resources for Change and HVM team are there to support your discussions.



We will also ask you questions from time to time using this polling tool: www.menti.com. We will ask you to use your smartphone to access the Menti website or app, so please have your phone charged and close to hand. If you don't have a smartphone, you can also use a browser on your computer or tablet.



We will be recording the workshops on Zoom so that we have an accurate record of what was said at the sessions to help with reporting. We will not personally identify anyone in the report that we write – we are interested in what you have to say, not who said what.

More information on recording and how we use your data can be found on pages 18 – 20 of this pack. By taking part in these workshops, you are agreeing that you have read pages 15-17 and consent to the recording of the workshops.

We are also working Paul Wyatt, a filmmaker to create a film about the dialogue. He will be recording some of the workshops and may want to be in touch with you to see if you are interested in sharing your experience of the process in a filmed interview. Please look out for the consent form for this on the homework space.



[7]



5. What will I be doing between the workshops?

We have set up an online space that only you, your fellow participants, the Resources for Change and HVM team, and the WWF project team will have access to. Between workshops you will be asked to:

- Look and comment on new materials, such as videos and presentations
- Review summaries of feedback from the workshops
- Ask questions about the materials you've seen and the information you've heard
- Complete short evaluation surveys about each session.

You will be briefed on your tasks at the end of each workshop. They should take no more than 20 minutes.

You can access the online space by clicking this [link](#). You will receive an email from Recollective inviting you to join on Monday 11 October. You will need to sign up to access the space. If you don't receive this email, please check your spam or junk folder as invitations sometimes end up there.

When joining, please ensure you set your password to something you will easily remember. If for any reason you can't access the homework space, please contact Grace at grace@hopkinsvanmil.co.uk



[8]

Resources
FOR CHANGECreating Connections
Hopkins Van Mil

6. What will I need to do to prepare?

- **Read through this guide** - As easy as that!
- **Test out Zoom** - If you have not used Zoom before, please follow the instructions in section 7 and 8. If you have previously downloaded the Zoom app, make sure you have updated to version 5.0 or above. We will also run a tech try-out session ahead of the webinar on Monday 11 October, 4-4:30pm. Please come along to this session if you've not used Zoom before or would like any technical support.
- **Sign up to the online homework space** by following the email link sent to you from Hopkins Van Mil at Recollective.
- **Come to prepared to workshop 1 with an image which reflects your view on land use in your region** – You can either go out into the local landscape around Aberdeenshire and take a picture OR find an image on the internet from your local area which you can share that reflects your view on land use in the region. It could focus on nature, climate and/or food and farming. We would like you to upload this image to the homework space by **lunchtime on Tuesday 12 October**.
- **Find a suitable space where you can join the online workshop** - Find somewhere **quiet and comfortable** to take part in the online workshop. You will need a reliable internet/Wi-Fi connection and somewhere to charge your computer, laptop or tablet. Don't worry if people or pets pass in view, many of us are working at home and are in the same boat.
- **Have your smart phone charged and with you** so that you can take part in our online polling through menti.com – this is a quick, easy and instantly visual way of gathering your views during the workshop. If you do not have a smart phone, you can open menti.com on a browser on your laptop or tablet.
- **Have pen and paper handy to take notes** - We will be showing you some videos during the workshops, and you might find it helpful to take notes.



[9]

Resources
FOR CHANGECreating Connections
Hopkins Van Mil

7. How do I join the workshops?

You will be **emailed the link** to the Zoom workshop ahead the first session: the webinar on **Monday 11 October**. Please **do not share this with anyone else**. You will be emailed a new Zoom link before each workshop.

We will be using the Zoom platform. This is a web-based platform and is free to join. Please download the app. You can also join via your browser to connect to the Zoom website, but this has more limited functions than the app (e.g. you won't be able to choose how you see other workshop participants).



Joining from a computer

To join a Zoom meeting click the link or go to zoom.com/join and Enter the Meeting ID and click 'Join'.

Some people prefer to download and use the Zoom app. This process is easy to complete on most browsers. When you click the meeting link, you will be prompted to download the file (Google Chrome should automatically download the file). Click on the Zoom_launcher.exe file to launch Zoom. In Google Chrome this should appear in a bar at the bottom of the screen, in other browsers you may need to click on your Downloads.

You will be prompted to enter a display name - this is the name other people will see during the workshop. Your first name is fine.



[10]

Resources
FOR CHANGECreating Connections
Hopkins Van Mill

Joining from a tablet (e.g. iPad)



If you are joining from a tablet, click the link provided or go to zoom.com/join and Enter the Meeting ID and click 'Join'. Or if you prefer, you can download the Zoom Cloud Meetings app from the App/Play Store after you click the meeting link.

There are some useful video tutorials on the Zoom website www.zoom.us

If you need technical support (for example if you are struggling to connect or use Zoom) someone from the research team will call you on the number that you gave to the recruiters. If we lose you, we'll call you to get you back in the Zoom again.

If you accidentally leave the workshop, use the link to return to the main Zoom room.

If your internet connection becomes unstable, try turning your video off and making sure you have no other windows open on your device.

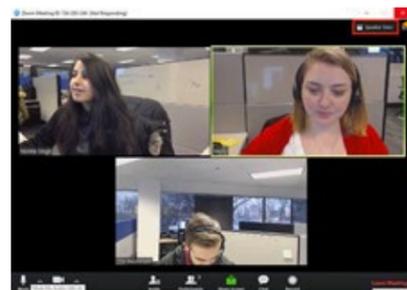
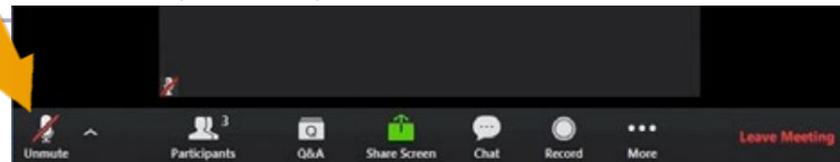


[11]

Resources
FOR CHANGECreating Connections
Hopkins Van Mill

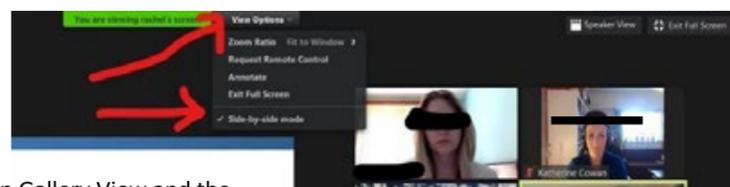
8. Tips for using Zoom

- Please use your video if you can, it makes having our conversations more effective
- If you have a headset, you may want to use it for better sound quality
- Please click on the microphone icon at the bottom of the screen to mute yourself when you are not speaking, to minimise background noise. Click on it again to unmute when you want to speak.

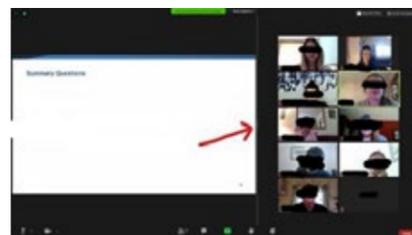


If you use Gallery View (top right-hand corner), you can see everyone at once, rather than just the speaker.

To ensure you can see everyone when the screen is being shared, click View Options and choose side-by-side mode



If you are in Gallery View and the facilitator is sharing their screen, you can adjust the size of the screen by clicking and dragging here:



[12]



9. Points to help the online discussions

Here are some tips to help us work well together in the online discussions:

- Keep yourself on mute unless speaking 
- Use the chat to make a comment 
- Keep your video on 
- Raise your hand 
- Scott will call you if we lose connection to you
- Don't use the 'print screen' function - we'll share materials 
- We will record this session to help with reporting 
- We'll be using the online polling tool [menti.com](https://www.menti.com). Have your smartphone at the ready to use this during workshops
- Respect each other's views and experience and listen to what everyone has to say 
- There are no 'silly' comments or questions
- Questions can be put in the chat during discussions and on the online space in between workshops 
- We may have to move conversations on to keep to time 
- Don't Zoom and drive! 
- We're all zooming in from our own homes – try and stay focused 



[13]



10. How will I receive my thank you payment?

You will be paid £275 for taking part in all of the sessions and completing the between workshop reflection tasks. If this is more convenient to you as a voucher than a cash payment, please let the recruitment team know. You will need to take part in all workshops and tasks to receive payment.

The recruiters are collecting your bank details – we will use those to pay you unless you request voucher payment. You will receive payment within three days of completing the research once we have confirmed that you have completed all tasks and verified you as a payee.

Reference will be **Land Use**.

THANK YOU!

Thank you for agreeing to take part in this research and for reading through this guide! We hope you found it helpful. We are looking forward to seeing you on Monday 11 October at 5.45pm for the webinar. The following pages in this guide provide important information on recording and how we use your data, and the agenda for each session.



[14]



UK Land Use Conversation: Public Dialogue

Research consent form

Thank you for agreeing to join us for the UK Land Use Conversation for Aberdeenshire. We will be discussing your views on land use in relation to climate, nature and food & farming over the course of the five sessions. The sessions have been commissioned by WWF and will be run by Resources for Change and Hopkins Van Mil.

What people say to us at this workshop is very important.	
We record what people say using the record function on zoom. Only the audio material is used in our research findings.	
Your name/ other identifying information will not be used in our reports.	

By agreeing to take part in the research, you give your consent for the workshops to be recorded.

Please read the following two pages to understand how we protect your personal information. If you have any questions, please contact info@hopkinsvanmil.co.uk

How we protect your personal information

Hopkins Van Mil, Resources for Change and MRFGR will collect information from you so that you can take part in this research. We will process this data for research purposes. The published report will be shared with research participants. This programme falls under the category of a public task, which means that we have a lawful basis to carry out this research because it is in the public interest.



[15]



Hopkins Van Mil is registered with the Information Commissioner's Office reference Z2969274. As such we will protect your personal information in the following ways:

- We will only collect and hold the minimum amount of data we need;
- We will use anonymous data wherever possible;
- We will not process your data in ways likely to cause any harm;
- We will store all personal information securely, in encrypted files on secure servers; and
- We have internal processes to review our policies and ensure they are fit for purpose.

Sharing information with others

We will not personally identify anyone in the reports that we write. All sensitive files will be encrypted with a password during the process of recruiting you to the research and you taking part in the research. The quotations we use will be anonymised with no reference to any identifying information about participants.

We will send workshop recordings to a transcription company to be typed up: we have assessed this company to ensure they have the adequate security procedures for holding and deleting the data, and we will send the recordings to them securely. When we send the recordings, they will not contain any information other than the recording itself that could identify you personally (such as your name or project name).

We will not share what you tell us with anyone else in a way that could identify you personally. Nor will we share the transcripts/ audio recordings of our discussions with anyone other than the immediate team of [Hopkins Van Mil](#), [Resources for Change](#) and [WWF](#) for the purposes of writing the report. We will not share any of the transcripts or data from our discussions with the commissioning government department, community organisations, support organisations, councils, services providers or similar.

The final report from the project will be shared with you once it is published.

Storing information

Your responses to this research will be stored securely by Hopkins Van Mil and Resources for Change. All personal data is securely held for no more than a year after completion of the project unless we have agreement with research participants to continue to hold their data for research purposes. As such all personal data will be securely destroyed by 13/11/2022 after this time period has elapsed.

Your data protection rights

The rights you have are set out in data protection legislation, which is designed to protect and support the personal data rights for everyone in the UK. Your rights include the right:

- To be informed about who is collecting and processing your data: we set this out above;
- Of access: to understand what information about you is being used and how;
- To ask for your personal data to be erased;
- To request that we suspend the processing of your personal data, for example if you want us to establish whether it is accurate, or the reason for processing it;
- To object to our processing of your personal data.



[16]



In addition, you have the right to withdraw from this research at any point in the process, including after having taken part.

There are other rights not listed here and exemptions may apply. For more details see here: <https://ico.org.uk/for-organisations/data-protection-reform/overview-of-the-gdpr/individuals-rights/> or contact our Data Protection Officer (see below).

If there are any problems with our handling of your data, we will notify you and the organisation that is responsible for regulating this where we are legally required to do so. We will not move or share information about you outside the EU and it will be held securely at all times.

Your right to complain

If you are unhappy about how your personal data has been used, or would like to withdraw from the research at a later date, please contact Hopkins Van Mil via email: info@hopkinsvanmil.co.uk. You can also contact the Information Commissioner's Officer via their website at www.ico.org.uk/concerns or at:

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF



[17]



Webinar & Workshop Agendas

Webinar: Monday 11 October
6 - 7:15pm

Webinar: Monday 11 October, 6 - 7:15pm

6:00	Welcome, introduction & quick questions using www.menti.com
6:15	What is public dialogue and the aims & objectives of this dialogue Introductory presentations
6:30	An introduction to the landscape
6:40	Reflections comments and questions: process and local landscape
6:50	Using Recollective, the participant pack & final www.menti.com questions
7:15	Thank you & see you on Tuesday



[18]

Resources
FOR CHANGE

Creating Connections
Hopkins Van Mil

Workshop 1: Tuesday 12 October 6 - 8:30pm

Workshop 1: Tuesday 12 October, 6 - 8:30pm

6:00	Welcome, introduction & quick questions using www.menti.com
6:15	Small group discussion 1: introductions
6:40	Film on landscape and nature in relation to the triple challenge
6:50	Presentation on the nature challenges for Aberdeenshire
7:00	Small group discussion 2: gathering our questions
7:20	Break
7:30	Speaker panel Q&A
7:55	Small group discussion 3: our hopes and concerns
8:20	Final www.menti.com questions and homework briefing
8:30	Thank you & see you on Saturday



[19]

Resources
FOR CHANGE

Creating Connections
Hopkins Van Mil

**Workshop 2: Saturday 16 October
10am - 12:30pm**

Workshop 2: Saturday 16 October, 10am - 12:30pm

10:00	Welcome, introduction & quick questions using www.menti.com
10:15	Small group discussion 1: climate and land use
10:35	Film on land use and the climate crisis
10:45	Presentation on local landscape in relation to the climate crisis
10:55	Small group discussion 2: gathering our questions
11:20	Break
11:30	Speaker panel Q&A
11:55	Small group discussion 3: constraints and opportunities
12:20	Final www.menti.com questions and homework briefing
12:30	Thank you & see you on Tuesday



[20]



**Workshop 3: Tuesday 19 October
6 - 8:30pm**

Workshop 3: Tuesday 19 October, 6 - 8:30pm

6:00	Welcome, introduction & quick questions using www.menti.com
6:15	Small group discussion 1: food, farming and land use
6:40	Film on land use and food & farming
6:50	Presentation on the local landscape in relation to food and farming
7:00	Q&A
7:10	Break
7:20	Small group discussion 2: hopes and concerns
8:20	Final www.menti.com questions and homework briefing
8:30	Thank you & see you on Saturday



[21]



**Workshop 4: Saturday 23 October
10am - 1pm**

Workshop 4: Saturday 23 October, 10am - 1pm

10:00	Welcome, introduction & quick questions using www.menti.com
10:15	Summary presentation
10:30	Small group discussion 1: Opportunities and constraints
11:35	Break
11:50	Small group discussion 2: Priorities for land use
12:35	Plenary feedback
12:50	Final www.menti.com questions
12:55	Closing remarks
1:00	Thank you



[22]



Welcome Pack

UK Land Use Conversation Public Dialogue

Aberdeenshire

Any questions?

grace@hopkinsvanmil.co.uk

info@hopkinsvanmil.co.uk



[23]



WWF is one of the world's largest independent conservation organisations, active in nearly 100 countries. Its supporters – more than five million of them worldwide – are helping WWF to restore nature and to tackle the main causes of nature's decline, particularly the food system and climate change. WWF is fighting to ensure a world with thriving habitats and species, and to change hearts and minds so it becomes unacceptable to overuse our planet's resources.

wwf.org.uk

WWF. For your world. For wildlife, for people, for nature.

This report was delivered by the deliberative engagement specialists Hopkins Van Mil (HVM) and the sustainable development company Resources for Change (R4C).

Hopkins Van Mil: Creating Connections Ltd (HVM) focuses on facilitating engagement so that voices are heard, learning is shared and understanding achieved. In practice this means finding the process by which people can explore their hopes, fears, challenges and aspirations for the future. HVM creates safe and trusted spaces for productive and emotionally engaging discussions on the issues for which society has no clear answers as yet. Enabling stakeholders, including those with lived experience of an issue, technical specialists, members of the public and community groups to work together as equals to take actionable, better informed and powerful decisions.

Resources for Change (R4C) is an employee owned, sustainable development consultancy which originated 24 years ago in the field of environmental management and today it still links its expertise in this area with work which integrates people and their environment. R4C works to create constructive interactions between people and places through the development and delivery of dialogue and deliberative practice interventions for communities, organisations and agencies.



For a future where people and nature thrive | wwf.org.uk

© 1986 panda symbol and ® "WWF" Registered Trademark of WWF. WWF-UK registered charity (1081247) and in Scotland (SC039593). A company limited by guarantee (4016725)