

# LAND OF PLENTY: PUBLIC PERSPECTIVES



CONVERSATIONS ON THE FUTURE OF CLIMATE,  
NATURE AND FOOD IN ENGLAND

# CONTENTS

EXECUTIVE SUMMARY .....	3	5. COMMUNICATION AND AWARENESS RAISING.....	14
BACKGROUND .....	3	5.1 UNDERSTANDING NATURE BRINGS SURPRISES .....	14
METHODOLOGY .....	3	5.2 WHO IS TRUSTED.....	15
KEY FINDINGS - ENGLAND.....	3	6. KEY MESSAGES.....	16
1. INTRODUCTION .....	4	6.1 A JOINED UP, COORDINATED AND EFFECTIVE	
1.1 AIM AND SCOPE OF THE DIALOGUE .....	4	APPROACH TO LAND USE .....	16
1.2 WHAT PARTICIPANTS DID DURING THE DIALOGUE .....	4	6.2 A FIT FOR PURPOSE POLICY AGENDA .....	16
1.3 THIS REPORT .....	4	6.3 MONITORING AND EVALUATION .....	17
2. A SNAPSHOT OF THE ENGLAND STORY .....	5	6.4 INVOLVING COMMUNITIES AND RAISING AWARENESS ...	18
2.1 A HIGH VALUE PLACED ON NATURE .....	6	6.4.1 SUPPORTING LOCAL PRODUCERS.....	18
2.2 FARMERS AND FARMING .....	6	6.4.2 BEHAVIOUR CHANGE.....	18
3. CONCERNS .....	7	6.4.3 EDUCATION .....	18
3.1 CLIMATE CHANGE AND FLOODING.....	7	APPENDIX 1: DIALOGUE METHODOLOGY.....	19
3.2 NATURE LOSS.....	7	APPENDIX 2: RECRUITMENT SPECIFICATION .....	21
3.3 PRESSURES ON THE LAND .....	8	APPENDIX 3: PUBLIC DIALOGUE FILMED	
3.3.1 TOURISM .....	8	AND LIVE SPEAKERS .....	22
3.3.2 INDUSTRIAL AND HOUSING DEVELOPMENTS .....	8	APPENDIX 4: PARTICIPANT WELCOME PACK.....	23
3.3.3 SOCIO-ECONOMIC PRESSURES .....	9	APPENDIX 5: PUBLIC DIALOGUE PROCESS PLANS	
3.4 DISCONNECTED FROM NATURE .....	9	- A SAMPLE OF THE FULL SET FROM THE DALES.....	35
3.5 FOOD AFFORDABILITY .....	9		
4. OPPORTUNITIES FOR THE FUTURE OF LAND USE.....	10		
4.1 EMPOWERING COMMUNITIES.....	10		
4.2 ADDRESSING NATURE RECOVERY AND			
CLIMATE CHANGE .....	11		
4.3 THINKING DIFFERENTLY ABOUT FARMING METHODS ....	12		
4.4 A COLLABORATION: NATURE AND FARMING .....	13		



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



## 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 sustainable development company Resources for Change and the deliberative engagement specialists Hopkins Van Mil (HVM).

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.

## 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

## KEY FINDINGS - ENGLAND

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 the UK, and this report on the findings for England.

The groups in England are **highly supportive of change**, not because they came to the dialogue with extensive knowledge of nature depletion, but because they are more aware of the issues at stake having been through the dialogue process. The following key themes were consistently raised in each of our dialogue locations:

### A joined up, coordinated and effective approach to land use

Participants in all locations expressed the view that there is no single organisation or entity that can make the changes required to make a space for nature and combat climate change whilst meeting society's food needs. As such they prioritise a joined up approach which draws on new thinking; coordinates the learning and evidence from NGOs, academic research, governmental sources and lived experience; and brings this together to plan strategically to create an effective approach for land use decision making. Such an approach is seen to be one which brings a balance across how we use nature and how we support it.

### A fit for purpose policy agenda

Driving considerations on the appropriate policies to deliver change is the strong desire to ensure nature, climate change and food production are seen to be as important as, for example, economic policies. Participants, now with a heightened sense of the nature depletion in their region, urged that these policies embrace and support programmes which restore nature, including, where possible to encourage nature to take its course. They don't expect overnight change, but they do expect action. They require policies to be put in place which will lead, over time, to the kind of nature which will provide reasonably for our food needs and drive efforts to combat climate change. These include:

- Flood mitigation and adaptation measures
- Thinking again about using man-made food defences, building even bigger walls is seen by many to be counter to working with nature
- Investing in tree planting, rewilding and for-nature hedgerow management
- Reducing society's reliance on industrial farming practices, using innovation to think about new ways of more sustainable farming methods.

### Monitoring and evaluation of the policies set

Participants saw the conversation on land use as being productively circular. They describe a process which starts from collecting knowledge and data about land use and which then:

- Uses that knowledge to make a strategic plan for change
- Implements steps towards the vision set out in the plan
- Monitors the success of those steps towards change
- Learn from what the monitoring tells us
- Evaluating the whole cycle in order to
- Adapt and improve the strategic plan

Participants want to instigate a 'nature and land census' to provide the evidence to inform the cycle described above. Such evidence and proof of the benefits achieved from using it are seen to be valuable advocacy tools in bringing everyone along with the changes in land use required.

### Involving everyone in land use decisions including communities

Participants said that without people being involved and engaged in the change it will not be trusted and it will not produce the seismic shifts required. Participants

call for informal and formal mechanisms to be deployed to involve people across the UK in land use decision-making. This includes supporting local food production; encouraging behaviour change and raising awareness through education. A significant reason for raising awareness in the eyes of participants is to show people across society that:

- a. there is a land use challenge to be addressed
- b. they are not powerless, and they do have agency for change through purchasing decisions, lobbying, campaigning, being involved in decision making and holding decision makers to account

### Participants see climate change as an existential threat

which can, in substantial part, be addressed by shifting our land use to a nature first position. They welcome rewilding, tree planting and hedgerow case studies which demonstrate what can be done to both adapt to and mitigate against climate change. They found these examples inspiring and would like to see ambitious projects such as this implemented across the UK.

Across all areas and workshops, three clear messages for governments and civil society came from discussing these themes in depth:

#### 1 WE NEED TO ACT NOW

Urgent action is needed to address the climate crisis whilst taking account of nature. There is a strong public mandate for change from both the top down and bottom up.

#### 2 WE WANT TO BE INVOLVED

There is a need to coordinate and act collectively and a strong desire to be involved in how decisions are made on land use and be part of the solution at all levels. This should be centred around:

- a. an integrating and non-divisive process to involve the voices of communities.
- b. the necessary investment to back this up and drive impact at the speed/scale required.

#### 3 WE NEED TO RAISE AWARENESS OF THE TRIPLE CHALLENGE

Using education, engagement and involvement to make it clear that the way our land is used now is causing a problem.

# 1. INTRODUCTION

## 1.1. AIM AND SCOPE OF THE DIALOGUE

The 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 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 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’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 events<sup>1</sup>. 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 1. 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 England where 81 participants were recruited from Cornwall, the Hull region, the Soar Catchment and the Yorkshire Dales. They took part in separate workshop series. This report brings the findings from these discussions together, sharing participants’ views on land use in England.

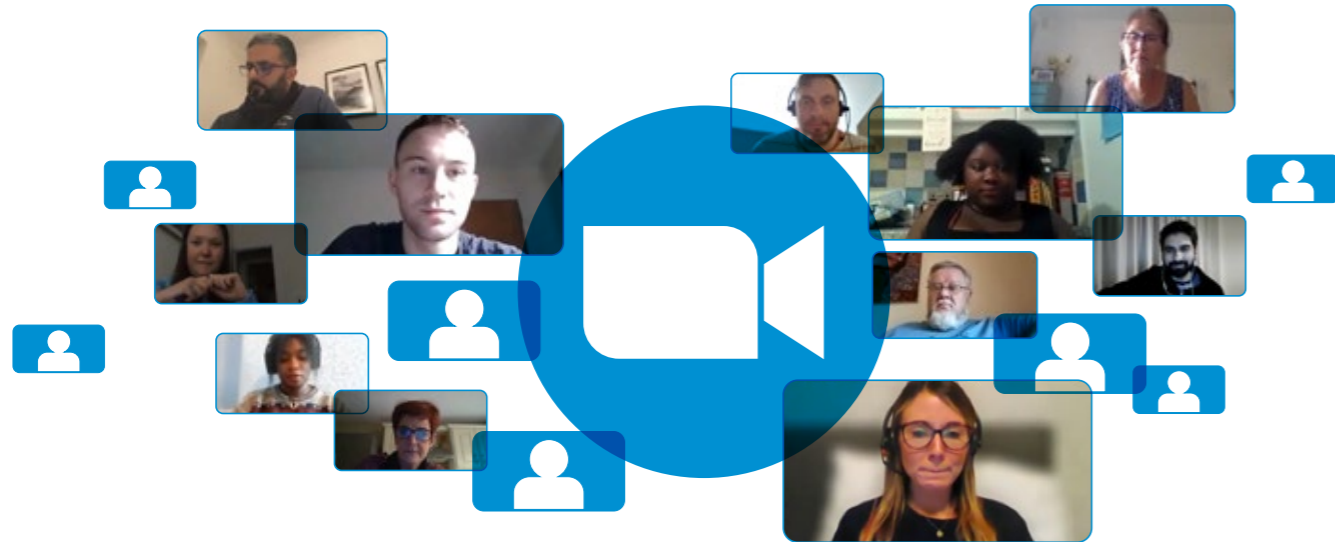
It is worth noting that participants were not given information on WWF’s role in the dialogue until they joined the first workshop so as not to bias the recruited sample to those who felt they had something specific to say to WWF.

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.

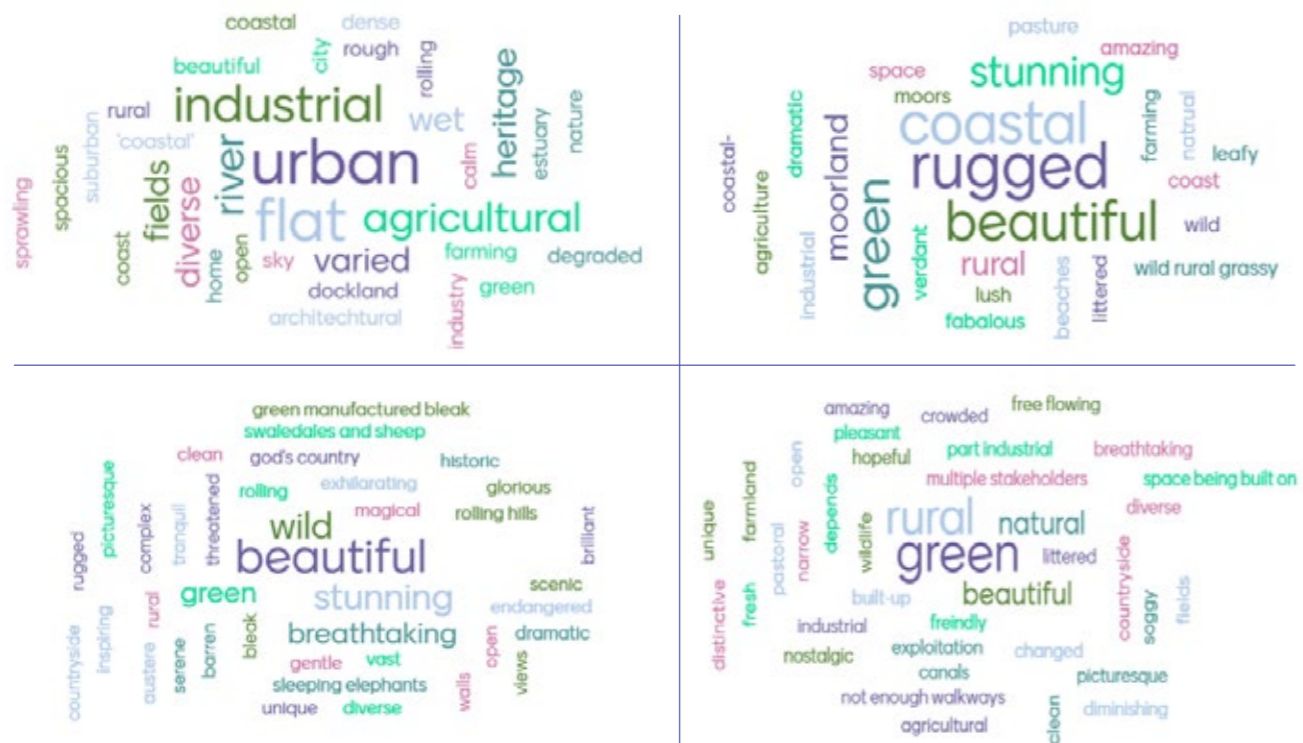
It is important in any dialogue process that the report reflects the voices of participants. As such we have used quotations taken from transcripts to emphasise main points. Some quotes have been edited to remove repeat or filler words. We have made no other edits, so as not to distort speakers’ meaning. Throughout we have provided discussion snapshot boxes, which highlight a longer reflection from a participant, which adds force or emphasis to the points being made in the narrative.



# 2. A SNAPSHOT OF THE ENGLAND STORY



When we first met dialogue participants in the workshops for England we asked them to describe their region's landscape in three words. The words chosen provide a picture of a land of contrasts with 'beauty', 'calm' and 'varied' on the same page as 'urban', 'industrial' and 'agricultural'.



Each region described their land as 'beautiful' in varying degrees, with the Hull region and the Soar catchment mentioning this word least and Cornwall and the Yorkshire Dales mentioning it most. For the Hull and Soar catchment regions the 'beauty' is tempered with comments on a post-industrial and intensively farmed landscape. Participants shared images of their local landscapes before attending the first workshop. The points they make about both intensively farmed landscapes are well illustrated in these images:



And those on 'beautiful' and 'awe-inspiring' here:



For each region farming is seen as a key feature of land use. In the Hull region and the Soar catchment farming is described in industrial large-scale terms, while in Cornwall and the Yorkshire Dales smaller scale family owned and run farms comes to the fore.

The early stories participants told about the land use in their regions gave an indication of two different paths the England dialogue discussions took:

- A desire to improve the situation for nature and the climate so that farming is no longer on an industrial scale and people are more connected to, and have a greater respect for, the land.

*When we look around the Hull region and the whole of East Yorkshire, that's probably the most significant driving factor in these huge swathes of, at this time of year, flat, brown, empty land. And then monoculture crops. Somehow we have to move away from maximum yield being the measure of success in agriculture.*  
Participant, Hull region



*The photo here highlights the balance between public access and private farming - it is a very used gateway - tractors, beasts etc but still rubbish gets fly tipped regularly here, walkers complain about the inquisitive cattle and muddy access - dog poo is rarely picked up and when it is the bags are left just dropped around the gate.*  
Participant, Soar catchment

- A strong connection to the land and a high value placed on its beauty, character and a desire to act now to ensure that economic and social pressures on land use do not harm the landscape.

*Nature is part of the character and heritage of Cornwall and is cherished by the people living and visiting here.*  
Participant, Cornwall



*That picture was taken on my way to work, and basically it's what I see every day, it's these rolling farmlands, and it's just really beautiful nature, there's quite a lot of trees. It's just really spectacular.*  
Participant, Yorkshire Dales

## 2.1 A HIGH VALUE PLACED ON NATURE

In England participants shared how much they value nature and are concerned to hear<sup>2</sup> that the abundance and distribution of the UK's species has, on average, declined since 1970 and continues to do so. This was a surprise to many, particularly those in regions where the landscape appears to be 'stunning' and 'spectacular'. On learning in the dialogue that nature is depleted and how and why this has come about their concern for nature increased, given how highly they value it to begin with.

Dialogue participants shared that they enjoy spending time in nature and recognise that they benefit from that interaction. Participants also spoke about the importance of nature and the outdoor environment to their and others mental health and consider that 'wellbeing' might provide a route to engaging and educating more adults about nature.

*And I'm a very touchy-feely guy, so I just love to hear the sound of nature and the birds and everything. So, nature is very close to my heart and I go for walks and try to be as fit as I can, and I think nature plays a very important part in that.*

Participant, Soar catchment

Some participants shared a nostalgic view of the nature of their childhoods and said how much they value being out and about in nature. They regret that today's children are unlikely to experience the same freedoms in nature. They remember being outside without adult supervision for stretches of time, building dens, making dams and enjoying being in nature.

*Just in my lifetime or my parent's lifetime, we used to go out and we'd play all day long in the woods and make dens and all of that. Our parents didn't see us from dawn until dusk. Our children probably can't do that now.*

Participant, Yorkshire Dales

## 2.2 FARMERS AND FARMING

Participants also place importance on land use for farming and recognise it is essential that land is used effectively to produce food for populations in England. In discussing this they demonstrate how much they value farming, farmers and creating a system which sustains us all. For this reason in each England dialogue region they spoke of local food and farming and shared that the future of land use for farming should embed local food systems as the norm with global industrial farming being reduced. They recognise this is a difficult balance for the economy but nevertheless feel this should be the ambition if we are serious as a society in our efforts to combat climate change and make a space for nature.

*Local is the only way; grow what you can and buy local including meat, dairy vegetables, and fruit. It's fresh, natural, and healthy to eat.*

Participant, Yorkshire Dales

But for some there are limits to how much we should reduce global food imports; turnips are used as an example as a locally produced crop with limited value in terms of food variety.

*I don't particularly want to spend the rest of my life eating turnips. I'm the first one to say that we should use the land the way the land wants to be used, rather than the way we want to impose its use, but on the other hand if you've got land that isn't going to grow fruit and turnips are all you've got in your particular area, you're going to have to bring in other produce.*

Participant, Yorkshire Dales

There is also agreement in all groups that they want to support farming 'done well' with animal welfare and high quality food production in mind. Strong support is expressed for farmers who are striving to maintain high standards and also for those who are willing to change their farming methods.

*You don't just want very intensive farming where the animals are not treated properly. You want to make it financially viable for the farmer but you want the animals to be treated fairly as well.*

Participant, Soar catchment



YORKSHIRE DALES



SOAR CATCHMENT



## 3. CONCERNS

In this chapter we explore the concerns participants in England had about land use in relation to the triple challenge. Not all regions prioritised the same concerns given their different topographical, social and economic situations. We show that:

- In the Hull region, Soar Catchment and the Yorkshire Dales flooding is a key concern - in those locations climate change was discussed at an earlier stage in the dialogue and referenced more frequently than in Cornwall
- Nature loss is a key concern for participants in each of the regions
- Pressures on land use from tourism is considered a particular concern in the Yorkshire Dales and Cornwall
- Participants in all locations said that pressures from housing and industrial development is a significant land use issue
- Social and economic deprivation is an issue of particular concern in the Hull region and Cornwall, whilst all regions are concerned that food is affordable and accessible to those on lower incomes.

### 3.1 CLIMATE CHANGE AND FLOODING

Participants heard that 72% the land in Britain is managed for agriculture, with higher figures for the Hull region. Hearing this statistic led participants in England to consider the impacts of such large-scale agriculture on the climate. Participants are concerned about the direct impacts of intensive farming such as carbon emissions due to current farming practices.

Participants said their observations on the local implications of climate change are:

- The rhythm of the seasons has been observed by participants as being out of kilter with impacts on wildlife such as bees visible and frogs spawning in December; butterflies emerging in February; birds nesting in January; and warmer weather in spring and autumn
- The fact that participants have seen and heard about sea birds dying on the coastline as their sources of food being less available is attributed to climate change
- Extreme and more intense weather, including weather events which cause flooding are seen as being more frequent
- Repeated incidents of heavy rain saturating the land leading to crop failure, for the example bean crops in 2020

*Last summer, because of the wet weather I just saw fields and fields of beans rotting away. I don't know the best way of describing it to you, it was upsetting to see that much stuff going to waste. Not just for the farmers but there was food there that couldn't actually get out to people as well, and I think that's probably when it hits home when you see stuff like that local to you.*

Participant, Hull region

Participants in the Hull region, the Yorkshire Dales and the Soar catchment said they had almost daily reminders of climate change because of flood risk. This was the most frequently discussed concern for Hull region participants. The risk to homes, to livelihoods and to mental health and wellbeing from flooding incidents together with a consideration for adaptation and mitigation measures is an ever present part of living in these regions for many.



*Flooding, it's a massive thing, locally, it really is. I mean, this time last year the local schools closed because of the flooding. They just couldn't get the children in, so if it's affecting it as it is now the more housing estates that are going up and the more that they're taking away I can only see it being worse.*

Participant, Soar Catchment

Key concerns raised in relation to the triple challenge raised by participants in England are that:

- Climate change will be harder to prevent in regions with high-levels of intensive farming
- High intensity food production at scale is seen as detrimental for many inter-related reasons including food storage, transportation, disposal and wastage
- If nothing is done climate projections suggest that some parts of England will be even more severely affected by flooding in the future, something participants consistently describe as 'frightening'
- The mitigation measures put in place, including certain forms of flood defence, were thought to cause harm to nature's natural processes
- The removal of hedgerows and woodland in the last eighty years has taken away natural flood defences, this ties to a concern that short-term thinking contributes to flood risk
- Land which becomes flooded regularly is no longer a useful resource for food production giving rise to harms to local businesses, including farmers
- Housing and industrial developments are still being built on flood plains which is seen to be risky and unnecessary

*There is a lack of trees, there's no particular forested areas or anything like that and that's very typical of most of the Yorkshire Dales, where the only trees we have line the roads and that's about it. I think we probably need to change this landscape tree-wise in order to try and circumvent any further future flooding.*

Participant, Yorkshire Dales

### 3.2 NATURE LOSS

Presentations on biodiversity loss at the dialogue and information provided to participants in between workshops was surprising to participants in England who perceive their landscape as 'beautiful'.<sup>3</sup> They are astonished to hear that the land they had considered green and awe inspiring is nature depleted to such a great extent. Participants, from whichever location they came from, spoke of their feeling of 'shock' at the extent to which nature has been and continues to diminish in England. They said they were simply unaware of the lack of nature across the country and were astonished and even, 'stunned' to learn of it in the dialogue.

*I'd actually seen it on the news as well the declining in our natural habitat. For me I found that stat quite shocking because I thought it's still quite a green country in comparison to when you see, I've never been myself, but pictures of America in films and huge scrolling urban landscapes, we don't have that the same here do we. I was really surprised.*

Participant, Yorkshire Dales

Some participants are aware of some biodiversity loss, mentioning, for example, a reduction in the number of lapwings and other birds. They are concerned that such loss could not be easily restored and that if loss has been noted in visible species such as birdlife it could be that this is the tip of the iceberg of a much larger problem.

*We used to have loads of lapwings, and now they're almost a rare bird and that's just the bird that you notice the most. So, heavens knows what's happening to other species out there.*

Participant, Yorkshire Dales

Given the high value placed on nature, participants in England stressed their concern for nature loss. Some discussed whether the country had reached a biodiversity tipping point where it is now too late to take action and reverse harms to nature and decline in species and habitats. They are concerned that nature is changing too much to be recovered.

*I know when I go out on the moors since I know that there used to be huge areas on the moors that were actually scrub and mixed forest, small oak trees, that kind of thing, that provided habitats for birds. Songbirds, they're all vanishing, in a decade where will be with regards to songbirds?*

Participant, Cornwall

*The way we're going, we'll have no nature left. There will be no natural lands left. Everything will be built on or arable lands. There's just going to be nothing left. How do we plan this? Not now, for the next couple of years, twenty, thirty years down the line. Or a hundred years. Where does it go from there? They'll stop it so far and then a few years later it creeps a bit more. And then another few years and they don't do anything, and they leave it. And it's just never ending.*

Participant, Hull region

Participants saw farming, particularly industrial farming, as a key cause of nature loss. They spoke about poorly managed and reduced hedgerows and depletion in soil quality with nutrients being removed by consistently planting the same crops in the region, or over-intensive grazing.

Whilst participants saw farming as a significant cause of nature loss, it is by no means the only one. Some also spoke of gardening as a root cause as people try and 'keep up with the Jones's' and tarmac or gravel driveways, put decking in their gardens and create pristine lawns.

*I think one thing that's also impacted on me a lot recently, because I've been house hunting, is we're also losing so much natural environments in gardens, I call it, 'B&Q'ing' them. The average garden now is full of gravel and decking and hot tubs and even some have got artificial grass. We have these absolutely manicured-to-an-inch lifestyle spaces, that have no connection with nature whatsoever.*

Participant, Hull region

Participants feel that social trends and individual choices are causing harm to nature.

*I just don't understand why we're allowing artificial grass on this level. It's everywhere, they're selling it everywhere, it's bad for the environment, it's bad for nature. There might be limited reasons why maybe old people could have it if they're really disabled, but not to the level that it's happening now.*

Participant, Soar catchment

How we manage land is also seen as a key contributor to nature loss and this is not just seen as a farming or domestic issue, but one that relates to anyone or any organisation which has responsibility for land. It is felt that on the whole most land is not managed with nature in mind.

*I link that with what Leicester Council and Charn Council and all the council a lot of the time they just mow down, they cut all the verges when you could have beautiful verges like that that are just so important for wildlife and insects.*

Participant, Soar catchment

### 3.3 PRESSURES ON THE LAND

#### 3.3.1 TOURISM

Participants in Cornwall and the Yorkshire Dales spoke of their locations as being very popular tourism destinations in the UK. They explained that this popularity has increased considerably during the pandemic as people look for day trips and staycations during the Covid-19 pandemic, the rates of which caused astonishment to many. People recognise that regional economies depend on tourism but are concerned that at current levels it is having a considerable detrimental effect on the landscape, nature and local communities.

*Yes, I would have to say that the point about the tourism is something that's very much come into the foreground in the last year or two. I think it was part of a trend that was coming up and up anyway, but I think it's been put on steroids by Covid and people not being able to travel abroad. It's really a huge injection of people from our country who want to come here and have holidays, but also have second homes here and live here.*

Participant, Cornwall

*We don't want the Yorkshire Dales to become a car-park, we need to encourage people to see other parts of the countryside, not just the hot-spots.*

Participant, Yorkshire Dales

Concerns that participants brought to the fore in these discussions are illustrated in the images they shared at workshop one. In particular that those visiting the area briefly may not show the landscape respect, including leaving litter behind them as this image from Cornwall shows:



Tourism is an integral part of the story of Cornwall and the Yorkshire Dales for participants. Participants are aware that tourists are the winners in farmers' efforts at diversification but felt visitors might receive a rather 'sanitised' view of rural life as distinct from the realities of making a living in a rural area.

*We've got the people outside the area who might come in over weekends, on holidays, to go for a nice walk to relax, to enjoy nature, as the opening slide was talking about, and then you've got the people who are inhabiting the landscape and often their lives aren't as picturesque as this picture might make out.*

Participant, Yorkshire Dales

There is a concern that this might mean there is less support for land use change if it affects how these picturesque parts of the country look to those visiting them.

#### 3.3.2 INDUSTRIAL AND HOUSING DEVELOPMENTS

Participants heard that 6% of the country's land is used for built developments, it was a surprise for all participants that this figure is as low as it is, because their experience of living in these regions is of a great deal of new developments being constructed. This raises lots of issues for participants in respect to landscape and land use. In essence that good farming land or land for nature is being taken up for development. This is seen as an even more critical issue when the type of house being built, in some cases for second homeowners rather than locals, or on flood plains is not seen as being appropriate for the communities or the land. Participants said that developers do not discharge their responsibilities, and little is done by local authorities to combat this.

*I think there does have to be a balance of where people live as to what we do with the land as well. I think that links into the points where 60% of developers don't deliver on what they've been told to do when they start building an estate and I think one of the things that came out of it for me was we can destroy the local news, for arguments' sake, but it's okay as long as they put up a bat box, which, may not be on par for the local area.*

Participant, Cornwall

Even though participants found through the dialogue that a high percentage of land use is devoted to farming, there is nevertheless substantial concern expressed about the loss of farmland due to, if not current then future, developments and the implications this had for the future of local food production.

*One of my concerns is the sheer amount of farmland that is being used to create new housing estates. Once that land is gone and becomes housing stock that's it, it's never going to be returned. There is a whole wrath of linked issues to those developments.*

Participant, Soar catchment





### 3.3.3 SOCIO-ECONOMIC PRESSURES

Participants, particularly in the Hull region and Cornwall are very aware of and kept returning to the point that their regions are amongst the most economically disadvantaged in the country, in part because of their reliance on the seasonal industries either tourism or farming.

*Opportunities, the problem with Cornwall is we're poor. It's a poor county. One of the poorest areas in the EU before we bailed out of that. But I don't know, what do you do when there is no money? The government talk a good game but there is no money for Cornwall, so where's the money coming from for all this?*

Participant, Cornwall

Concerns about future employment in these regions are tricky for participants. Knowing that food production, whether in farming or processing, packaging and selling, or local produce retail is a high employer creates a dilemma. If the substantial change they would like to see in terms of nature recovery is achieved in the region they are concerned it could mean land use job losses and subsequent harms to families and individuals through loss of income.

*I think I noticed talking to some of my friends, who they're the sons of farmers or they know farmers, is how many people's livelihoods depend on it? Especially where I live, literally, the number of people who are connected either directly or indirectly to farming and food production is massive here. I think just the livelihoods.*

Participant, Hull region

### 3.4 DISCONNECTED FROM NATURE

A fear of an irreversible trend was attributed by participants to another concern for nature – that there is no connection between individuals and communities and the land surrounding them. This particularly came to the fore in Hull and the Soar catchment, and to a lesser extent in the Yorkshire Dales. This disconnect is said to be evident in our focus on supermarket shopping where the packaging for food from bread to fruit and vegetables promoted an idyllic sense of the local farm, masking the reality of corporate food production.

One participant shared the disconnect they had witnessed with the following memory of childhood:

*I come from a generation that was brought up picking brambles, and sloes, and everything out of the hedgerows we'd pick and take home, and my mum, or my grandma would make bramble pies, and sloe gin, and everything was used because we didn't have a lot of money, so you went out and you picked what was there. And that life doesn't seem to be there anymore, I just get the feeling that we've lost that contact with how we get our food, and we just go to the supermarket to get our brambles, and sloes, and blueberries, and elderberries now. And I feel we've got a big disconnect somewhere.*

Participant, Hull region

Participants are concerned that children gain an equally intense emotional connection as they have to the land that produces their food. They fear that if this doesn't come about now it will harm efforts to address the triple challenge.

A word applied as a cause for the disconnect is 'greed'. Participants feel that it is in the interest of large-scale food producers to maintain a disconnect between people and the land so that they continue to purchase the food sold in supermarkets and to maintain profit from industrial agriculture. Greed is seen as driving the need for more with no visible connection between what we need to feed our population and what we do to feed it.



© MATTHEW MARAN/WWF

*At the end of the day, what do we actually need? What do we need the most? What do we need to survive? It's got to stop coming down to money, which is what a lot of it is. It's pure greed. I'm afraid.*

Participant, Yorkshire Dales

### 3.5 FOOD AFFORDABILITY

It is a concern for participants that there seems to be a necessity for a trade-off between high quality, sustainable and locally produced food and affordability. They want affordable, healthy food to be the norm, not the exception.

*I know people who have family farms and although it saddens them to do so, they too buy mass produced supermarket meat as it is unaffordable to always feed a family on 'niche' products. Farm shop/veg box schemes are similarly prohibitive on price. The only way that would change is through government policy at national level.*

Participant, Yorkshire Dales

Participants are concerned that in addressing the triple challenge we don't exclude those individuals, families and communities that need this food most. It is seen as an additional challenge, not only to provide food for the population, but to make sure that food works for those who are disadvantaged in society as well as for nature and climate.

There was a real mix of dietary preference among the participants from those who said they have a 'traditionally English' meat orientated diet to those who are vegan. However, there is a consensus across all groups that food choices and diet have a considerable impact on the way land is used and on people's health and wellbeing. Most people feel that diets have to change, with a reduction in meat consumption and an increase in healthy options.

The real or perceived need to produce cheap food is seen as a key factor that drives some of the negative impacts of food production on the landscape and on people's health. There is, however, a recognition that 'good' food needs to be affordable and accessible to everyone. There is a real concern that 'local' 'healthy' and 'sustainably produced food' is currently expensive and therefore out of reach of a large section of the population.

*Given the economic difficulties nowadays many people will always buy cheaper food even if it isn't as wholesome or good for the planet - you can buy 3 chickens for £5 in some places, makes you wonder how that can be economically viable or have decent welfare standards.*

Participant, Soar catchment

People in the dialogue expressed considerable concern about the power of supermarkets and fast food outlets. Their influence through their marketing, promotions, and the way they pressurised their supply chains is seen to drive many of the negative aspects of food production and diet.

## 4. OPPORTUNITIES FOR THE FUTURE OF LAND USE

Given this picture of concern about climate change, nature loss, pressures on the land and anxieties about food affordability, it might be assumed that participants were down-hearted about what is possible for the future of land use in England. This is not the case. For some the nature they witness is a reason for optimism, in part because it is an opportunity to share the benefits of allowing nature to thrive. This includes benefits to wellbeing in seeing living things in the wild.

*My hope is that everyone can appreciate it and really understand it and love it. It is actually outstanding and just a miracle, isn't it? We've got woodpeckers in the garden and they're absolutely stunning. Just to really appreciate it. I absolutely love it.*

Participant, Hull region

### 4.1 EMPOWERING COMMUNITIES

In all the dialogue discussions in England the role of communities was emphasised. Participants said that community involvement in decision making is lacking, including for issues of land use and environment, and this lack leads to a feeling of powerlessness. Reasons for individuals and communities not being more involved is ascribed to:

- The geography of some regions particularly when they are large and many stakeholders are involved already in land use decision making
- Lack of awareness across society of the land use challenges and, as a result, people not being aware of the small changes they could make in their daily lives.

Participants consider this to be a real opportunity for change, to engage people across the country in decision making and in grass roots projects and programmes which could make a substantial difference to how the issue is perceived by decision makers and what action is taken.

Some specific proposals were made in how to involve and empower communities:

- Creating nature and environment apprenticeships which train young people in, for example, pro-nature agricultural practices and rewilding schemes, and in general land use education and awareness raising programmes

*Schools could play a huge part as children are our next generation and who play a vital role in maintenance of our planet, the future caretakers. I'd love to see climate change, food and nature play a major role in education and other skills and syllabus can be based around this core.*

Participant, Cornwall

- Raising awareness of ways individuals can make a difference by, for example, planting pollinator friendly plants in gardens or making different food decisions such as reducing the amount of meat in diets
- Encouraging community growing projects
- Local Councils seeing their communities as a resource to, for example:
  - Use land differently based on the views expressed by locals
  - Achieve more with wasted land, particularly in urban communities, for example including urban re-wilding schemes in planning decisions
  - Develop a programme of community owned farms across the region which sell their produce within the local community

*I think there needs to be more consultation with the public, and not leave decision-making in closed rooms with landowners and councils and government. I think it should be a very inclusive process, and it's currently not. Our councils don't really tell us what their priorities are in terms of these issues. They don't communicate policy to us, really. I think we're just left on the margins and powerless, and I'd like to see that change.*

Participant, Hull region

- Involving community volunteers in tree planting schemes
- NGOs working with communities sharing best practice across the country so that all regions can feel part of a larger groundswell of change and action.
- Better links between Farmers and the community

*I agree on the basis that I came back from Southeast Asia to Cornwall and their farming methods are pretty different. (Farming in South East Asia) is very much village orientated, and you don't get the food miles.*

Participant, Cornwall

Reconnecting communities to their local farms and through this to local food is seen as an important opportunity by participants in England. They propose

this could be delivered through educational programmes on farms, open days and events but also by creating shared growing spaces described as: 'farmer supported community farming'.

*I've never been on a farm in my life, and I would love to meet farmers and see how they not only live but supply the food I'm eating.*

Participant, Soar catchment

It is recognised that traditional routes to engagement such as participating in the political system are available in respect to land use decisions. However, participants want to go beyond voting in local elections to ensuring that people are meaningfully engaged in decision making about land use in their communities.

*I'd like people and not policies to be at the heart of land use and our local landscapes, so community engagement and access is key for any decisions about local land use. We need to ensure that communities are connected to the landscape and understand its importance.*

Participant, Yorkshire Dales

Other examples were given where people could volunteer to manage land such as litter picking, and tree planting - and it is felt that these could be expanded.

*Every Sunday morning, we go out to a different location and do a big group litter pick. Usually it's 100-plus bags every time. Then everyone does their own stuff within their local communities as well. We log it on apps and it gets picked up by the councils and stuff. That's making quite a positive contribution.*

Participant, Soar catchment





© SHUTTERSTOCK

## 4.2 ADDRESSING NATURE RECOVERY AND CLIMATE CHANGE

Participants said that nature recovery has already started in some regions, for example Cornwall and the Yorkshire Dales, but that there is an urgency required to both strategies for nature recovery and their implementation that is currently missing. Project such as Wild Ingleborough<sup>4</sup> in the Yorkshire Dales are very much welcomed, but participants feel there should be a greater ambition within it. They share a desire for extending such programmes to other parts of the country to try and work more quickly to restore what has been lost and to combat climate change. Participants hope to see substantial nature recovery programmes in their areas of the country,

*I think my hope is to increase the biodiversity, certainly we're introducing some species in this local area that have been non-existent for a number of years and they are coming back so it can happen, it's getting the momentum behind it. In a nutshell to increase and continue our biodiversity.*

Participant, Cornwall

Participants felt that nature recovery is at the centre of the discussion on 'using land well'. Nature recovery would help to capture carbon, improve the way we farm and hence the quality of food would increase. They also said that making a space for nature would enhance wellbeing and help address mental health issues. Participants believe that nature recovery could be delivered by:

- Continuing to protect the land that is currently being used well, for example projects to;
  - restore hedgerows in the Hull region
  - rewild the Yorkshire Dales
  - protect blanket peat bogs in Cornwall
- Re-imagining redundant and industrial land in urban and rural contexts with nature in mind:

*One thing that particularly interests me is going to be rewilding the industrial areas because we've got such a large amount of mining landscapes down here.*

Participant, Cornwall

- Taking personal action to address 'manicured' gardens and thinking about what we can do as individuals and communities to support nature recovery programmes, including volunteering.
- Communicating the strong links between nature, health and wellbeing so that people can value nature more
- Generating revenue from tourism & second homes to fund nature recovery, enabling leisure, tourism and nature to work together more effectively:

*I was delighted that there appeared to be a common theme across the groups notably in regard to the raising revenue via tourism. I do personally believe that this is a viable option provided it is not done through greed and the county does not outprice itself as a holiday destination.*

Participant, Cornwall

*Combining farm, leisure and tourism within an area or a piece of land, is a good idea. Getting these things side by side so that we've all got what we need. We can all go walking, cycling, whatever, but we're still growing food that we need to do, or the cattle are there.*

Participant, Yorkshire Dales

Strong views are expressed by many participants in England on the need to take all possible opportunities to address climate change. Their first thoughts on this issue were consumer led: exercising power as individual purchasers of food, energy, transport and other products that have significant environmental impacts to sway the market. Participants saw a lot of opportunities to take significant steps towards combatting climate change by:

- As a general principle enabling nature to help us to combat climate change
- Thinking differently about all manner of policies so that the starting point is the need to address climate change in everything we do
- Fundamentally pivoting farming in England away from intensive farming for a global market to local farms meeting UK, and specifically local, food needs
- Initiating tree planting and hedge restoration programmes to sequester carbon and to act as a natural flood defences for those area of the country at risk
- Showing supermarkets that society is concerned about food waste by not buying Buy One Get One Free offers
- Changing what we eat, particularly reducing meat consumption

*Yes, it's quite shocking statistics when you see them like that. I hadn't really thought about the impact of diet on the world. I've reduced meat eating quite considerably but hadn't really thought in terms of absolutely having to, to try and halt the rate of climate change that's happening at the moment. I hadn't really thought about that link. I will now.*

Participant, Hull region

Participants also spoke about taking measures to mitigate climate change now or face the consequences of having to adapt to it in the future. Some used global trade to illustrate this point. They said that as the planet warms countries like Spain, which produces so much of our all-year round fruit and vegetables, will no longer be able to do so. As a consequence, as countries adapt to climate change, participants believe that eating locally and seasonally is not only desirable but inevitable.

This leaves a choice in people's minds. We pivot to a local food production economy now so that we are prepared when the change comes, or we adapt our farming practices to emit less greenhouse gases and produce crops more suited to a warmer climate. For some participants thinking through all the options now and working out which combination of options will work best is essential.

*I think one of the problems with dealing with climate change is that there's lots of good solutions out there and there's a lot of people who will benefit from certain solutions, it's a matter of prioritising and working out what is the wheat and what is the chaff and what might actually worsen the situation.*

Participant, Hull region

### 4.3 THINKING DIFFERENTLY ABOUT FARMING METHODS

Because participants expressed the view that it will be very hard to shift farming away from how it works currently, they felt there is room to take the opportunity to think about creative and innovative solutions to using land well for nature and to combat climate change. Participants suggest that this might help farmers move from a more traditional mind-set, particularly if they can see benefits for their business model in thinking differently. A note of caution is sounded here too, that in being innovative farming doesn't forget the valuable traditions from which it comes.

*We've lost so much of the old skills, and wisdom, and knowledge of agricultural ways that was built up over thousands of years of people genuinely working the land. And we can't turn the clock back, but we should be very careful that we don't completely lose all of those skills.*

Participant, Hull region

Changing the way farming is done so that the focus is on using land well to address climate change is seen as particularly useful when thinking about producing animals for meat. Participants call for knowledge to be shared around the country so that people can learn from what works well.

*If we have basically got to produce animals for meat. Innovative ways of doing it and just sharing that knowledge, it's like in the workplace, sharing best practice across the industries which is very difficult to when it's all profit and loss, because if you've got the next best thing, you don't really want to share it. So, just sharing that innovation as well.*

Participant, Hull region

*I think the farming industry needs an overhaul! It needs to be more sustainable and viable but also it needs to remain! Farming is a big part of Cornwall and important for our economy, let's share our thinking so that farming can change.*

Participant, Cornwall

In speaking about opportunities participants were keen to stress the importance of farming for nature rather than against it. They welcomed schemes that put nutrition back into the soil and felt that lying fields fallow and other traditional practices that had dissolved in the industrial age should be reinstated. Participants also stress that having fields of the same crop year in and year out, usually peas and corn, should be reconsidered. Diversity in farm crops is felt to be better for the environment and for nature.

Farming is recognised by participants as a key component of the rural landscape and life. Participants are very supportive of farmers but agree that change is needed if the triple challenge is to be addressed. Many participants said that such change needs to be towards a less intensive, sustainable way of farming with a strong local focus.

*I think as agriculture equates to so much of the land, kinder farming practices, working in a more harmonious way with nature could benefit everyone and everything.*

Participant, Cornwall

Participants see many opportunities for diversification in how land is used and there is agreement that this is an important opportunity for farmers. They spoke of thinking differently about tree planting, so that the land used for trees could also be used for leisure, or livestock farming. There is a call to think about what has been traditionally cultivated and understand if there are other crops that might be suited to the soil, or different methods of cultivation. Disrupting the mono-cultures that participants see present in their farming landscapes is seen to be important,



*Mono crops predominate use of land for farming in Cornwall. Flowers, brassica and dairy, how can we diversify these crops and stop food wastage? Could we grow more beans, pulses and grains in our fight to eat less meat and consume more plant based?*

Participant, Cornwall

*I would hazard a guess that areas are used to produce the same crop and then transported all over the UK which, in my opinion, would be much better if each area grew a variety of crops to sustain that area. We would cut down massively on transportation, and crops would have less time spent between production and consumption, so they have less time to spoil.*

Participant, Soar catchment

Diversification is seen as important to improve the income streams available to farmers, but also to connect more people to the land and to nature. They suggest a greater use of open farms with cafes and activity centres.

*Actually, you might see more people being on farms whether that's through a tourism business or a café. In this area I've seen a number of different farms diversifying and actually, there's farm shops opening and cafes and visitor centres and stuff like that. That can only be a good step towards reconnecting people and the land.*

Participant, Yorkshire Dales

Funding for innovation in diversification is seen as a crucial step which many participants in the England land use conversations advocate. They see this funding as coming from government and from charitable organisations, with the latter holding fundraising campaigns amongst their membership to make this possible. They saw a real opportunity to build on the passion shared during the dialogue for the subject and felt this might reveal a wider interest in the subject of land use across society.

*It is an incredibly important subject that people are very passionate about, if only policy and public spending would catch up to what people want - investment in common goods, support for a nature/ climate friendly food strategy, strong local supply.*

Participant, Yorkshire Dales

Other important steps in re-thinking our farming practices were seen to be:

- Increased support for the small-scale producer and family farms
- Adopting Agroecology approaches
- Supporting local farmers locally

*Farming is an important industry in Cornwall and over 70% of Cornwall's land is farmed in some way and so we need to work and support farmers to encourage sustainable methods.*

Participant, Cornwall

Many participants across England stress their support for local food production. They express the view that any crisis in food is not about insufficient food production but rather poor and unfair distribution of that food. Some participants propose that there should be a renewed focus on localism where locally grown food is produced and sold locally for the benefit of local populations. For some, this local first approach is going to have the most immediate positive impact on the triple challenge.

Working with farmers on this is seen as essential if farming is to successfully pivot away from intensive processes to small-scale local farming. Part of this would be paying farmers 'properly' for what they produce which gives an appropriate value to the land used and the effort made.

*If the farmer was able to get a fair price for what he produced and not be hiked by the supermarkets he would actually think more about a little bit of set-aside. 'Let's have some butterflies over there.' He would think more about that and probably be able to do it, but while he's scratching a living and the supermarkets are taking all the profit out of it then he or she is not going to be willing to put anything back into the environment because they haven't got the time or the money.*

Participants, Yorkshire Dales

Recognition is given to the role of supermarkets in food pricing, but participants also felt it is down to farmers and consumers to push for change. They believe any system-wide shift in farming practice and food pricing would be hard to achieve without support for farmers.

*Farming practices and economics need to change. Farmers need to move away from selling it cheap to selling a valuable added product that is environmentally sound. If we got that, if farmers knew they could change their practices and increase revenue, then they would jump at it.*

Participant, Yorkshire Dales

Help for farmers is called for by participants. They are particularly concerned for beef and lamb farmers who may have to completely shift what they farm to combat climate change. They support government plans to incentivise farm land to work more closely with the needs and rhythms of nature. They stress that such a shift would require whole system change with coordinated support from the community, government and food retailers which would result in better take-up from farmers – who are seen to be at the heart of any change.

*Really, the farmers are at the centre of it. So much of the percentage of land is in the hands of farmers, so we're never going to resolve the issue without having farmers as part of the solution. It has to start there.*

Participant, Soar catchment

Participants said such support should also encourage innovation in farming practices and not to penalise farmers for whom such innovations did not work. They suggested innovations could include:

- Experimentation, for example in how to raise livestock for high quality sustainable meat
- Growing arable crops differently, using new techniques such as hydroponics, vertical farming
- Supporting individuals to eat less meat, and to encourage farmers to grow meat alternatives such as pulses, grains and vegetables
- Consider what different products can be produced from the trees that are being planted and consider land management changes more broadly

*Maybe farms could start to become something which isn't just about necessarily food production, but it's about just land management as a whole.*

Participant, Soar catchment

Participants were positive about what they heard about nature-based solutions and felt that farming systems that integrated these were producing a win/win situation. Helping to reduce the risk of flooding is a solution people are looking for in the Soar Catchment, the Hull region and the Yorkshire Dales, so tree planting that reduced run-off and also captured carbon to help to mitigate climate change is seen as important as is the better management of soils and using natural resources such as salt marshes.

*So, a greater understanding of the movement of water in the Soar catchment and ways in which we can use natural processes and soft natural intervention to begin to solve the issues of flooding that plague a lot of the villages around Loughborough.*

Participant, Soar catchment

*I don't want my house to flood, I'm sure everybody else in this area doesn't either, so we all have that thing. Whack a great big wall up and brilliant, then we save our houses, but it can also destroy all these habitats and I think we really need to think carefully, certainly about future planning. There's so much housing being put on flood plains, and areas where maybe they should be given up to nature and they should be allowed to flood, and things like salt marshes develop, rather than be used for housing so that you have that flexibility.*

Participant, Hull region

#### 4.4 A COLLABORATION: NATURE AND FARMING

Balancing the needs of nature and the requirements we have of farming is an important task according to participants in England. They see the ideal scenario as being a collaboration between nature and farming where farmers can generate food whilst also considering nature. To participants this is not an impossible task, but rather one which requires a partnership approach.

A key question for some is, 'when does it stop being nature and become farming?' because they saw that the natural world did not originally have hedges or space limited fields. This brings us to the balance between carrot and stick. Incentivising farmers to manage land for nature, including grants and subsidies, balanced with ensuring there are consequences for poor land management. Participants want to make sure that whatever plans or strategies are created to work for rather than against nature would be supported by the farming community. They are concerned that tree planting, rewilding and other pro-nature programmes will only work for farmers if they are given subsidies to turn their land over to such purposes.

*How can we successfully incentivise the planting of trees to capture and store carbon on a significant scale? It sounds like such a good plan but ultimately lots of farmers, etc, won't do it. Because they can earn more money from other things.*

Participant, Hull region



## 5. COMMUNICATION AND AWARENESS RAISING

### 5.1 UNDERSTANDING NATURE BRINGS SURPRISES

As we have seen participants in all regions in England were surprised about how little they knew about nature loss and wildlife depletion until they took part in the dialogue. They said that what they had considered 'nature' until joining the dialogue is different from the nature described in the stimulus materials they drew on in the workshops.

*Awareness, yes, definitely. I've been shocked at how unaware I was. People have said to me, 'That's a man-made environment, the Yorkshire Dales.' I thought, 'Don't talk rubbish.' They weren't, they were right. To me, man-made was motorway.*

Participant, Yorkshire Dales

*It strikes me that the kind of landscape, natural environment, that these people are talking about, the talks we're hearing, what we need is perhaps different to the perception of what we commonly think is the perfect natural environment.*

Participant, Hull region

Participants suggested that there is a romantic view of nature with sheep and cows grazing, undulating hillsides and woodland, preferably with a river running through it. They said that people need to be clearer about nature loss in order for society to accept and work together to address the triple challenge. Participants recognise that change has been happening landscapes in England for centuries. They therefore call for communication strategies which:

- Highlight the problem
- Set out the history of land use in England so that people know that large agricultural landscapes are the product of a post-war drive for food production post 1945
- Make it clear to people how evidence is used, to build trust in the information provided on climate, nature and food production
- Define key terms such as nature, landscape and even land use which can be seen to be vague and too open to interpretation.

*One of the things that stuck out to me was fact and fiction and I think there are so many competing narratives it would be quite interesting to see if there is an objective assessment of just quite where we are.*

Participant, Hull region



## 5.2 WHO IS TRUSTED?

There is a limited list of people and organisations participants trust to provide information they will hear and believe on land use. However NGOs come at the top of the list.

Participants in England said that NGOs working with a clear vision to protect and make a space for nature were doing so for the good of society, rather than those they have little trust in who seem less driven by altruism for the future of the planet. One of the key reasons for placing trust in NGOs is their use of evidence and data from the scientific community to develop their campaigns. The use of robust evidence is seen as being eminently trustworthy. This means that not all NGOs are trustworthy, but those that use the available data to create policy and implement practice are seen as trusted to communicate in this space.

In every dialogue region David Attenborough was referred to immediately as a trusted source of information. It is interesting to understand why this is the case, to enable others to play a similar role. Participants find people more trustworthy when:

- The agenda being promoted makes sense and does not seem to be partisan
- When thinking has been clearly backed up by robust evidence collated and analysed by specialists in the field – particularly academics
- A willingness to compromise is demonstrated, showing a ‘humble’ approach which allows for other views, including those of the public, to be integrated into decision making
- The motives for taking action are not driven by profit and commercial ends

Academics, researchers working in university settings, were also seen as those who use rigour to test theories and write up the findings and as such a trustworthy source of information. In the England dialogue locations participants were particularly impressed with the speakers from the universities of Hull, Kent and Leeds as people who had a clear and transparent narrative to tell based on their research.

*I think we need the experts, the people who've been the presenters throughout this work. They're the people with the answers. We can obviously have our own opinions, but they know what needs to happen. They need to be part of that solution, part of that process.*

Participant, Hull region

The media is seen as less trustworthy. As we have seen where information is gathered from is equally important to participants as who is communicating the issues and promoting solutions and if the sources are not one hundred percent transparent and open there is immediately a question of trust.

*We're living in an age where there's a lot of doubt about the legitimacy of authority and legitimacy of some of the information we're receiving. I don't think the dissemination of information is going to be able to come from politicians or journalists, which is sad because, in a way, they're the ones who should historically have been doing it, but I think that's not the spirit of the age.*

Participant, Hull region

They also said the current twenty-four hour media coverage of an issue should, in theory, help to collate evidence and share data on key environmental issues, but sometimes so much information from so many sources can be too much to digest and respond to. They called for manageable information in clear, concise and precise terms.

*I think it also can be quite overwhelming, there's so much information coming at us all the time, you almost end up feeling like, 'I don't know, what can I personally do right now?' So I think sometimes we've actually got to keep the messages quite simple, this is one change that you could make right now that would have an impact.*

Participant, Cornwall

*We've talked about feeling hopeless around the climate issue. Well, we all know in our professional and personal lives that you go crazy if you try and control things that you just have no control over. So, if I know what steps I can take, it all becomes a bit more bite-sized, doesn't it? More manageable. We can feel a bit more in control of our future, our destinies and the environment that we live in.*

Participant, Yorkshire Dales

Those least trusted to deliver effective messaging around these issues within society are Government at local and national levels for the participants. A question was raised by participants in one workshop about the targets set for nature recovery and reducing CO2 emissions. Participants wanted to explore what targets had been set and how many had been met. On hearing that targets were not met they were not convinced that Governments would make all the efforts required to meet further targets set by, for example the UN Nature Conference in autumn 2021 or COP26 running at the time of the public dialogue. Lack of trust is rooted in the sense that there is a crisis which generates more talk from governments but little action.

*I think it's been said before, but nothing happens, that's the problem. Like they said, what's happened to all these targets? You don't hear about that most of them have failed. A politician comes up, 'Right, we've got this target, that target, are we actually going to meet them?' We want to be behind somebody that's actually going to do something. The challenge is actually trusting somebody to do it when everybody else has let us down.*

Participant, Hull region

Participants said they found it difficult to trust local authority messaging on nature and climate. The main reason given is their experience of planning decisions which allowed housing and industrial developments on flood plains and which, in their view, did not do enough to champion nature based flooding mitigations.



## 6. KEY MESSAGES

The main considerations for those who took part in the dialogue locations in England were focused on strategy and policy. Participants called for:

1. A joined up, coordinated and effective approach to land use
2. A fit for purpose policy agenda
3. Monitoring and evaluation
4. Involving communities and raising awareness

### 6.1 A JOINED UP, COORDINATED AND EFFECTIVE APPROACH TO LAND USE

Participants in all locations expressed the view that there is no single organisation or entity that can make the changes required to make a space for nature, combat climate change whilst meeting society's food needs. As such they prioritise a joined up approach which coordinates the learning and evidence from NGOs, academic research, governmental sources and lived experience and brings this together to plan strategically for how to bring about a different, and effective, plan for land use. They said that such an approach could not be piece-meal or region by region but need to be taken throughout the country and involve everyone: individuals and communities at the grass roots level, industry, as well as governments and policy makers.

*Encouraging collaboration between the different sectors and linking the public to that and having more of a say from all sections of society can only be a positive thing for this because there isn't a one size fits all for this, at all. You'll need farmers, you'll need academics, you'll need the public, everybody needs to be involved because it's not just touching on one thing, it's not just touching on the climate or biodiversity or farming, it's all of it.*

Participant, Yorkshire Dales

*It's just about the balance and it's just I've learnt from these sessions the fact that we can't just do one thing and then everything's going to kick into place, you've got to balance it. It's alright me saying, 'stop building this and stop building that' and it's not just about that, it's about the farmers, and it's about all the different components of the little circle that I've learnt about that need addressing.*

Participant, Soar Catchment

Participants are clear that to achieve this will require new thinking because they doubt that continuing to have the same voices developing the strategy would create the changes required. Many participants despite understanding the scale of the problem are, nevertheless, optimistic about the potential for change.

*How do we create new ideas when you've got the same people from the same background in the room continually driving things forwards? For example, if our agricultural land was even just a little bit more nature-friendly, it would contribute more to carbon storage, more to biodiversity, and it would also financially value things like public health as well. Then we could have a landscape that contributes a lot more for a lot more people, while still producing food, still creating jobs, and having environmental benefits. That sounds very utopian when I say it out loud, but the potential is there.*

Participant, Hull region

The main reflection informing this consideration is that land use planning and policy is currently fragmented with people working in silos which might create local pockets of change, but will not bring about the seismic shifts that the participants in England would like to see.

*I do see that there is an awful lot of this appetite for change going on. I think the problem does come from it's very fragmented. There's so many little groups doing their thing, and they're doing it brilliantly, so there's no overall arching structure to that.*

Participant, Hull region

*The way I see it is, unless we integrate all the systems, nature, agriculture, and tourism, unless we integrate them all in together, each one having few considerations for the next, we're going to fail.*

Participant, Cornwall

They recommend a coordinated umbrella approach to change which joins up regional and national land use plans. Such plans would inform housing development, land and habitat management, climate change mitigation and adaptation programmes and fundamentally shift how the food system works.

*Ultimately, there needs to be a regional land use plan, coordinated with a national plan, that incorporates housing, that incorporates agriculture, that incorporates delivering food. That the local authority and land owners have committed to so that when you have developments of any nature, you've got something to fall back to, to identify whether or not this is actually part of the plan. Then within that plan, you can design habitat activity, you can design (inaudible 27.01) landscapes, rather than this really bitty approach.*

Participant, Hull region

Part of this would be to make sure there are wildlife corridors so that the benefits of change developed in one area could naturally spread throughout the country. This coordinated approach would extend to research on these issues and create a network of academic institutions providing evidence and information to support the development of the holistic strategy.

### 6.2 A FIT FOR PURPOSE POLICY AGENDA

Participants in England want policies for nature, climate change and food production to be seen as important as, policy making in other government decision making areas such as the economy. Participants prioritise policies which break down barriers between all those involved in the agenda so that a balance between land use needs for people and the planet are achieved. They urge for significant resources to be put into this re-prioritised agenda, without which they are cynical of the outcome. Participants use the model of policies developed during the Covid-19 emergency as ones which could be applied to this crisis.

*I think we've seen, especially in the past two years, how fast the government can change something and do something if they push enough money and research into it with the COVID vaccine. Surely if we push for the government to put enough money and enough research into-, if they treat this issue how they treat that issue, we could come up with a multitude of solutions a lot faster than what we are now.*

Participant, Hull region

Participants, now with a heightened sense of the nature depletion in their region, urged that these policies embrace programmes which restore nature including tree planting, for-nature hedgerow management, and allowing nature to take its course where possible. They don't expect the industrial farming landscape to change overnight, but they do expect policies to be put in place which will lead, over time, to the kind of nature which will provide for our food needs and support efforts to combat climate change.

Participants want to see land use policies which:

- Have flood mitigation and adaptation measures built in and use nature to work with people on their development e.g. encouraging salt marsh development, allowing nature to take its course in some areas as a necessary sacrifice to protect the land which is strategically important – including cities such as Hull and Leicester.
- Think again about using man-made flood defences, building even big walls is seen by many to be counter to working with nature



*There is a lack of trees, there's no particular forested areas or anything like that and that's very typical of most of the Dales, where the only trees we have line the roads and that's about it. I think we probably need to change this landscape tree-wise in order to try and circumvent any further future flooding.*

Participant, Yorkshire Dales

Underlying the points made about flood risk management is the thought that land should be used in ways for which it is best suited, working with nature rather than trying to use land only for intensive food production.

### 6.3 MONITORING AND EVALUATION

Participants saw the conversation on land use as being productively circular. They describe a process which starts from collecting knowledge and data about the land, uses that knowledge to create a strategic plan for change, implements the steps required to achieve the vision stated in the plan, monitor the success of those steps towards change, learn from what the monitoring tells us and then evaluate what has gone well and not so well. You end at the beginning by collecting data again to continue the cycle. Without monitoring you could be working on programmes that are not achieving their goals and it would be a wasted effort.

*Any project needs to be managed, it needs to be recorded, it needs to be tested and evaluated. That's a similar thing to what you're saying about the trees. If you don't go back and check how they're doing, then to throw time and effort doing it in the first place, can be a waste of time on any project.*

Participant, Hull region

An important part of the monitoring effort is seen to be collecting baseline data about the situation on the ground at various points in the cycle. Many participants said they were interested in an 'audit' of the nature around them. There were assumptions that such an audit had been done, but they thought the information from it could be shared widely, including with the local community. The audit would work both regionally and nationally and would map out the land's capability so that what participants called for: an approach which tailors its work to what is best suited to the land, can be achieved.

*Maybe we could call it the 'nature and land census' and actually get some reports of all the local areas and what's changing and what needs to change.*

Participant, Yorkshire Dales

Such a census is seen to be important if, for example, Wild Ingleborough is extended across the country. In this case audit data could be used to see where trees are best placed to act as flood mitigation measures and decisions could be made about where funding should be allocated to make the most impact on the triple challenge.

A linked proposal from participants suggested that farmers could self-audit, and if they achieved certain minimum targets of change they would automatically receive a grant or subsidy, which would increase every time an improvement is made in the space made for nature or on sustainable food production.

Monitoring and evaluation were also seen as important tools in advocating the benefits from the change made.

*The monitoring's really important because you have to monitor to see what's working and what isn't working and then you have to tweak it and then you also have to share those results with other people who might want to do similar things, otherwise how do we improve? And how do we engage policy makers with this unless we have the evidence of the benefits it brings?*

Participant, Yorkshire Dales



*I think if there's a full understanding of what land is capable of doing it can help inform. Knowledge is power, isn't it? If you've got the information, you've got the ability to make reasoned decisions and informed decisions.*

Participant, Yorkshire Dales

## 6.4 INVOLVING COMMUNITIES AND RAISING AWARENESS

Participants said that changing the relationship between the individual and the land is a key part of delivering the triple challenge. They have seen that land use is not some distant concept but something that is affected by their own decisions and actions. Three specific areas are seen as particularly important.

### 6.4.1 SUPPORTING LOCAL PRODUCERS

This is where participants believe individuals could have the biggest impact, if more people bought and demanded locally produced food. It is felt that more of this occurred during Covid lockdown and now might be the right time to promote it further. There is, however, a strong feeling that the opportunity to 'buy local' should be available to everyone no matter what their household income is and that some form of government assistance might be required to enable this to happen.

*Maybe to buy local produce to keep the local farms, local jobs, everything like that just keep going. Everything that you keep local is going to help everyone around you.*

Participant, Soar Catchment

### 6.4.2 BEHAVIOUR CHANGE

This is seen as particularly important in respect to diet, the need to reduce meat consumption, eat what is in season and favour locally produced vegetables over imported tropical fruit.

*Before this process I was quite a happy carnivore, but I've been shown the light really, and it's clear that we need to make a change in diet and move away from excessive meat consumption because the graphs and the charts clearly show that huge amounts of land are used for raising animals and also growing crops that these animals can feed on.*

Participant, Soar Catchment

### 6.4.3 EDUCATION

There is a belief amongst participants in England that if you want to 'involve everyone' then you will need to integrate the ideas and issues that had been discussed in the dialogue into the education system, building the triple challenge into the curriculum. However, according to participants, it is not just children who need to know more about land use and the triple challenge, adults also need help to understand that these issues have a direct impact on their lives and their local area, and that they can make a difference.

*One thing we haven't really discussed is how we can organise ourselves a bit better to do it, at least at a local level. For example, the Soar catchment area, if we had a group of 30 of us like we are now making similar points, then perhaps we'd get better decisions on development on greenfield sites and stuff like that.*

Participant, Soar Catchment

In order to achieve a holistic approach with greater community involvement in land use decisions, policy change including legislation and incentives in the area are seen as essential to raise awareness of the challenges around land use across society. Participants welcome the dialogue as an opportunity to engage, many for the first time, in thinking about land in relation to climate change, nature and food production. They would like this opportunity to be offered to others in the country as they see such discussions as a powerful catalyst for change.

*This has been an incredibly worthwhile experience that has helped me to see how much individuals can be drivers for change, with the right information and opportunities to explore different ideas. Thank you!*

Participant, Hull region

Wide-spread community awareness raising of the biodiversity crisis, of climate change and of how the country currently produces food is important. Participants feel this strongly given the knowledge they had gained during the dialogue which many said was 'eye-opening' and would encourage others to get more involved in action to combat climate change, make a space for nature and think differently about food production.

*If there was a greater awareness, we would have the opportunity and almost feel more inclined to become involved in what is grown locally because I think it's local visibility as we've seen in this discussion here where people are saying, 'Well, I'm not really sure what's grown or what it's used for.'*

Participant, Hull region

A significant reason for raising awareness is to show people that they are not powerless, and they do have agency for change through purchasing decisions, lobbying, campaigning and in holding decision makers to account. They believe this will improve how land use is perceived and land use decisions are made in England in the future.

*We need to look at the issue of land use and produce a vision of what we want Britain to look like in the 21st Century, which would try and bring all this together. And that would be attended by ordinary people, advised by experts. So, they would be a representation of the actual people of the country who could then deliver a vision for, 'This is what we want our governments to achieve.' And we will then be able to hold them to account if they're not introducing policies that work towards that goal.*

Participant, Yorkshire Dales

# 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 specialists<sup>5</sup>: 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.

## 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 in each location, 3 of the 19-21 participants 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. The regions included in the dialogue, and the number of participants recruited and retained in each are set out in the table below:

LOCATION	NO. OF PARTICIPANTS
Cornwall – England	19
Hull region – England	21
Soar Catchment – England	21
Yorkshire Dales – England	20

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.

<sup>5</sup> A full list of specialist presenters is provided in Appendix 3

### 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 stimulus materials used throughout the dialogue are available at appendix 3 and 4 and the process plans at appendix 5.

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 specialists<sup>6</sup> 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.



### 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.

<sup>6</sup> 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"> <li>• Tenant farmers/ farm workers/ the farming industry</li> <li>• People working or volunteering in the hospitality/ leisure industries related to land use</li> <li>• Small-scale food producers</li> </ul> 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><b>Hull region</b> – within a 30 mile radius of Hull city including Humberside and East Riding</p> <p><b>Soar Catchment</b> – 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><b>Aberdeenshire</b> – 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><b>Yorkshire Dales</b> – 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><b>Cornwall</b> – the whole county with an urban/ rural and coastal mix</p> <p><b>Pembrokeshire</b> – 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><b>Belfast</b> – 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 <b>must not</b> use snowballing/ friendship pairs for recruitment.

# APPENDIX 3: PUBLIC DIALOGUE FILMED AND LIVE SPEAKERS

In all locations the following speakers were filmed to inform discussions.



FILM ONE:  
NATURE

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



FILM TWO:  
CLIMATE

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



FILM THREE:  
FOOD & 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

## CORNWALL

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 the Cornwall landscape. Participants heard from:

- Workshop 1, Nature and land use: Carl Warom, Senior Environment Officer, Cornwall Council
  - Presentation on the Cornwall Nature Recovery Strategy from Cornwall Council Environment Service highlighting why nature matters, nature in Cornwall and achieving nature recovery in Cornwall through its local strategy
- Workshop 2, Climate and land use: Mike Holmes, Carbon Neutral Cornwall Manager, Cornwall Council
  - Presentation on Cornwall's Carbon Neutral Programme including the role of innovation and community
- Workshop 3, Food, farming and land use: David Rodda, Economic Growth Manager, Cornwall Council
  - A personal perspective on food, farming and land use in Cornwall highlighting opportunities to tackle climate change and nature loss through farming

Following all presentations, participants were given the opportunity to gather their questions for a Q&A session with the expert speakers and WWF 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.



## HULL

In workshops one and two, participants received live presentations from local landscape experts in relation to two aspects of the triple challenge (nature and land use and climate and land use) specific to the Hull region. Participants heard from:

- Workshop 1, Nature and land use: Dr Rob Thomas, Senior Research Fellow in Geomorphology and Flood Risk, University of Hull
  - Presentation on nature and habitats in Hull and East Yorkshire, focusing on what is being done to promote nature recovery and address biodiversity loss in the landscape, including a hedgerow project being undertaken by the university
- Workshop 2, Climate and land use: Dr Joshua Ahmed, Postdoctoral Research Associate, University of Hull
  - Presentation on enhancing landscape resilience to climate change focusing on a university project to restore soil and enhance carbon capture through the use of cover crops

Following all presentations, participants were given the opportunity to gather their questions for a Q&A session with the expert speakers and WWF 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.

## SOAR CATCHMENT

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) relevant to the Soar Catchment landscape. Participants heard from:

- Workshop 1, Nature and land use: Claire Sambridge, Conservation Officer, Leicestershire and Rutland Wildlife Trust
  - Presentation on the state of nature and nature recovery within the Soar Catchment, outlining the use of natural flood management and the benefits of landscape connectivity
- Workshop 2, Climate and land use: Ruth Needham, Senior Catchment Manager, Trent Rivers Trust
  - Presentation on the local impact of climate change on the Soar Catchment and response that Trent Rivers Trust are taking against climate change, including creating wetlands, working with local farmers and schools and planting trees
- Workshop 3, Food, farming and land use: Simon Fisher, Regional Environmental Advisor, National Farmers Union East Midlands
  - Presentation on the Soar Catchment farming landscape, pressure on farmers and how farmers are responding to the triple challenge

Participants also heard from Dr. Chris Stoate, Allerton Project Head of Research, Game and Wildlife Conservation Trust, on the homework space after the workshop on food, farming and land use through a pre-recorded presentation describing the research undertaken at the Allerton Project to meet catchment management objectives in relation to farming.

Following all presentations, participants were given the opportunity to gather their questions for a Q&A session with the expert speakers and WWF 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.

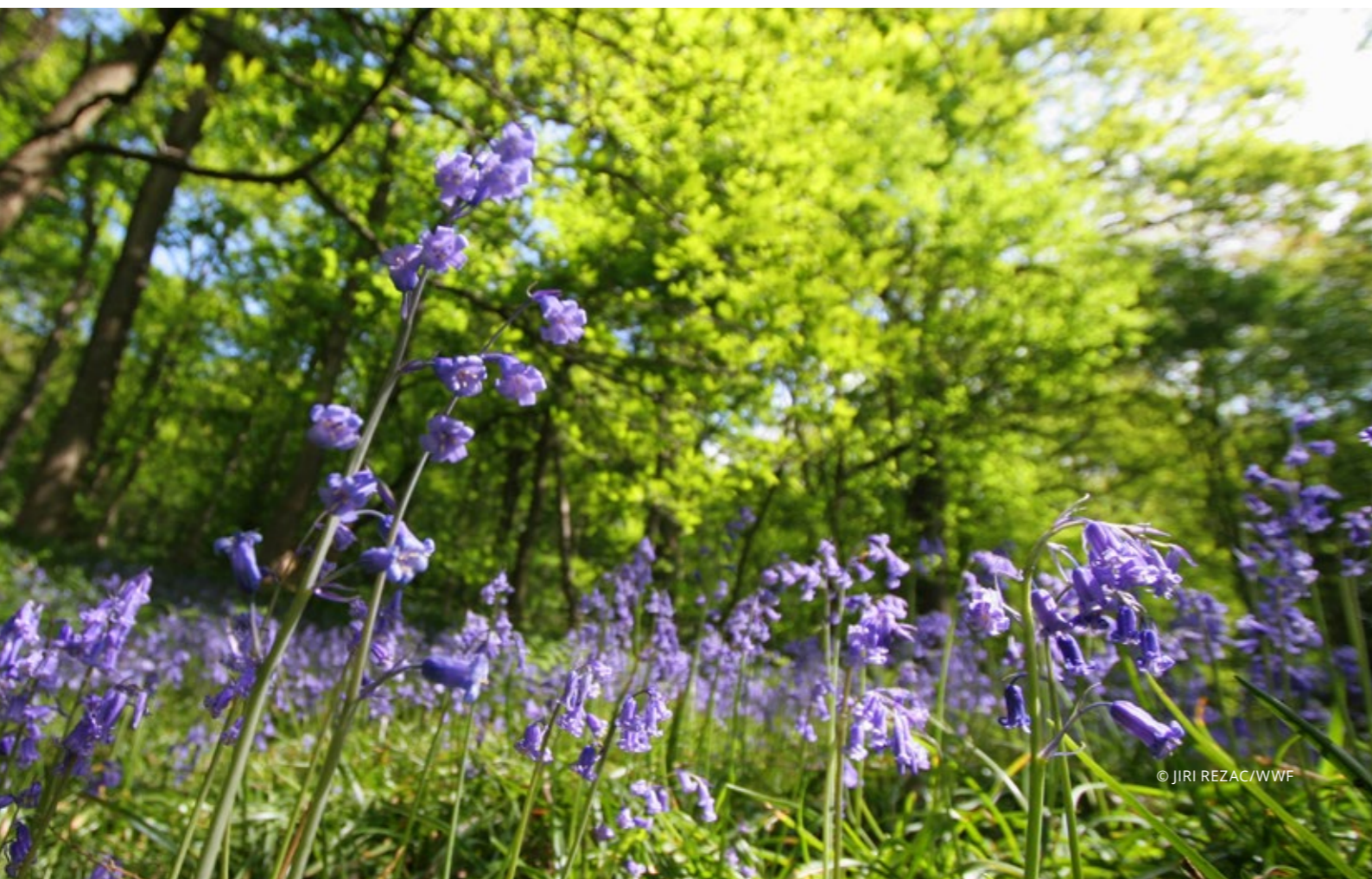
### YORKSHIRE DALES

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 the Yorkshire Dales. Participants heard from:

- Workshop 1, Nature and land use: Jonathan Leadley, North Regional Manager, Yorkshire Wildlife Trust
- Participants viewed a pre-recorded presentation on local efforts working towards nature recovery through the Wild Ingleborough project, followed by a Q&A with the Yorkshire Wildlife Trust

- Workshop 2, Climate and land use: Dr. Cat Scott, NERC Independent Research Fellow & University Academic Fellow, Institute for Climate and Atmospheric Science (ICAS), School of Earth and Environment, University of Leeds
- Presentation on a vision for a wilder future through the Wild Ingleborough project highlighting the benefits to climate through allowing the recovery of natural processes
- Workshop 3, Food, farming and land use: Prof. Rob Fish, Deputy Director, Division of Human and Social Sciences School of Anthropology and Conservation, University of Kent
- A social science perspective on food, farming and land use

Following all presentations, participants were given the opportunity to gather their questions for a Q&A session with the expert speakers and WWF 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.



© JIRI REZAC/WWF

## APPENDIX 4: PARTICIPANT WELCOME PACK

Before joining the dialogue participants were emailed a welcome pack. The following pages set out an example of this pack – the ones received by participants were tailored to the specific information in their location. Examples of these can be found in the appendix of each regional report.

# Welcome Pack

## UK Land Use Conversation Public Dialogue

Hull

Tuesday 28<sup>th</sup> September  
**Webinar: 6 to 7:30pm**

Thursday 30<sup>th</sup> September  
**Workshop 1: 6 to 8:30pm**

Monday 4<sup>th</sup> October  
**Workshop 2: 6 to 8:30pm**

Tuesday 5<sup>th</sup> October  
**Workshop 3: 6 to 8:30pm**

Saturday 9<sup>th</sup> October  
**Workshop 4: 10am to 1pm**





Resources  
FOR CHANGE



Creating Connections  
Hopkins Van Mil

**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](mailto: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 Tuesday 28 <sup>th</sup> September 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

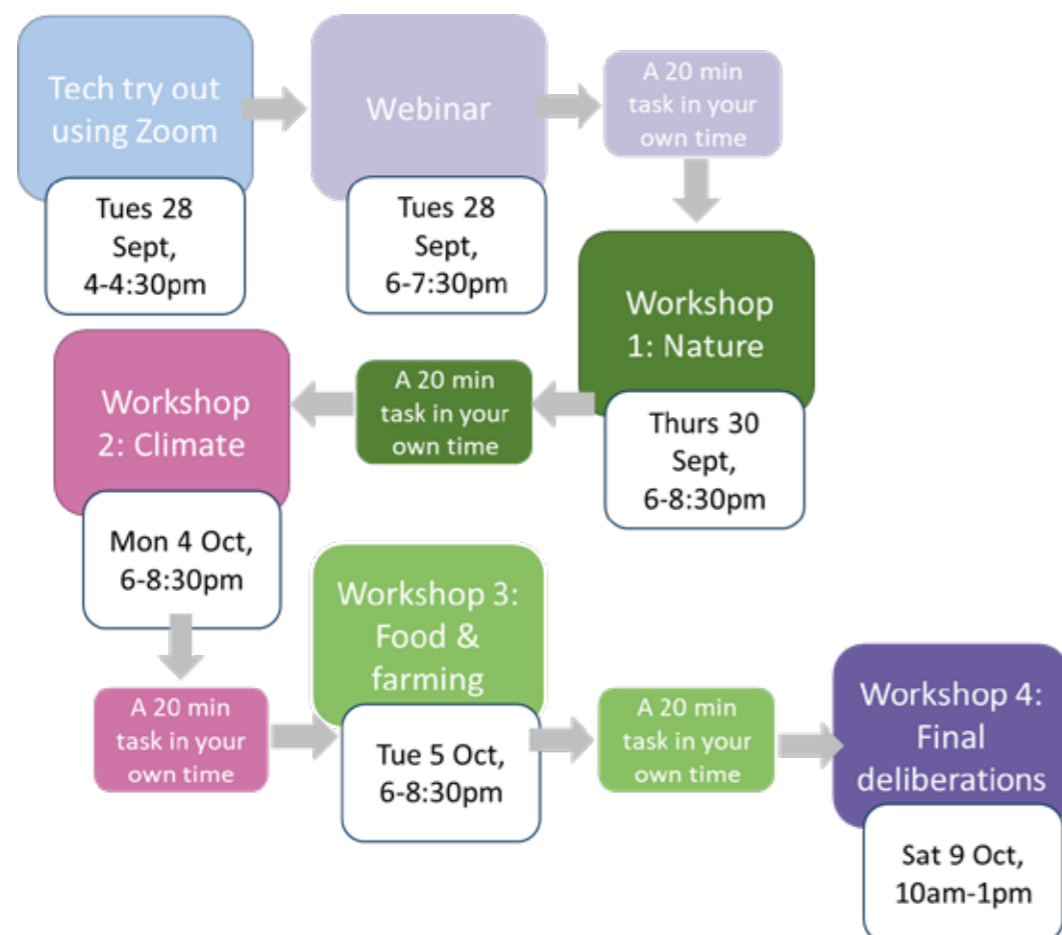


[3]





## 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 Hull and the surrounding areas 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 13<sup>th</sup> 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 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 the Hull region. 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: Henrietta, Sophie and Grace. 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, the Hull region
- 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](http://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 Tuesday 28 September. 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](mailto: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 Tuesday 28 September, 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 Hull, Humber or East Riding landscape and take a picture OR find an image on the internet 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 Thursday 30 September**.
- **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 the day before the first session: the webinar on **Tuesday 28 September**. 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](https://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 Mil

### Joining from a tablet (e.g. iPad)



If you are joining from a tablet, click the link provided or go to [zoom.com/join](https://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](https://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.

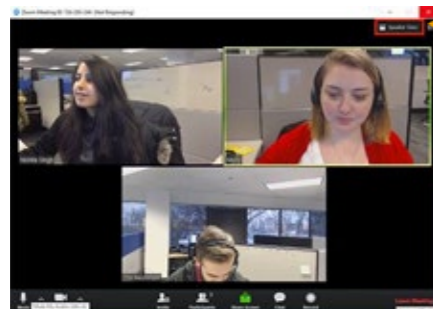
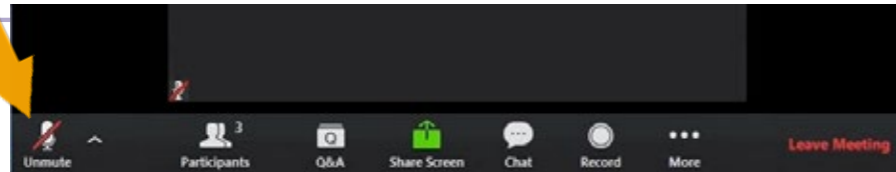


[11]

Resources  
FOR CHANGECreating Connections  
Hopkins Van Mil

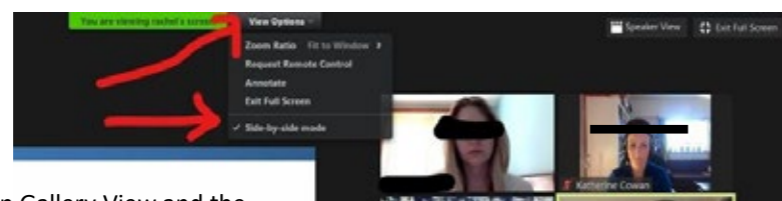
## 8. Tips for using Zoom

- 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.

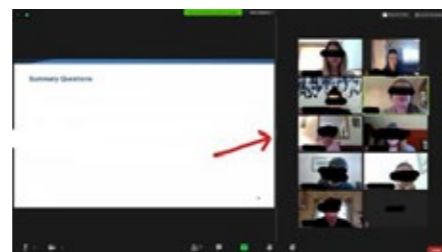


If you use Gallery View (top right-hand corner), you can see everyone at once, rather than just the speaker.

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 Tuesday 28 September 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 in Hull. 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 <b>will not</b> 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](mailto: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 12/11/2022 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]

Resources  
FOR CHANGECreating Connections  
Hopkins Van Mil

[17]

Resources  
FOR CHANGECreating Connections  
Hopkins Van Mil

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](mailto:info@hopkinsvanmil.co.uk). You can also contact the Information Commissioner's Officer via their website at [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns) or at:

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

## Webinar & Workshop Agendas

Webinar: Tuesday 28 September  
6 - 7:30pm

Webinar: Tuesday 28 September, 6 - 7:30pm

6:00	Welcome, introduction & quick questions using <a href="http://www.menti.com">www.menti.com</a>
6:15	What is public dialogue and the aims & objectives of this dialogue
6:30	Introductory presentation: local landscape
6:45	Comfort break
6:50	Reflections comments and questions: process and local landscape
7:20	Using Recollective, the participant pack & final <a href="http://www.menti.com">www.menti.com</a> questions
7:30	Thank you & see you on Thursday



[18]



## Workshop 1: Thursday 30 September 6 - 8:30pm

Workshop 1: Thursday 30 September, 6 - 8:30pm

6:00	Welcome, introduction & quick questions using <a href="http://www.menti.com">www.menti.com</a>
6:15	Small group discussion 1: introductions
6:40	Film on landscape and nature in relation to the triple challenge
6:55	Presentation on the nature challenges for the Hull region
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 <a href="http://www.menti.com">www.menti.com</a> questions and homework briefing
8:30	Thank you & see you on Monday



[19]





## Workshop 2: Monday 4 October 6 - 8:30pm

### Workshop 2: Monday 4 October, 6 - 8:30pm

6:00	Welcome, introduction & quick questions using <a href="http://www.menti.com">www.menti.com</a>
6:15	Small group discussion 1: climate and land use
6:35	Film on land use and the climate crisis
6:40	Presentation on local landscape in relation to the climate crisis
6:55	Small group discussion 2: gathering our questions
7:20	Break
7:30	Speaker panel Q&A
7:55	Small group discussion 3: constraints and opportunities
8:20	Final <a href="http://www.menti.com">www.menti.com</a> questions and homework briefing
8:30	Thank you & see you on Tuesday



[20]

Resources  
FOR CHANGE

Creating Connections  
Hopkins Van Mil

## Workshop 3: Tuesday 5 October 6 - 8:30pm

### Workshop 3: Tuesday 5 October, 6 - 8:30pm

6:00	Welcome, introduction & quick questions using <a href="http://www.menti.com">www.menti.com</a>
6:15	Small group discussion 1: food, farming and land use
6:35	Film on land use and food & farming
6:45	Presentation on local landscape in relation to sustainable food and farming
6:55	Speaker panel Q&A
7:20	Break
7:30	Small group discussion 2: hopes and concerns
8:20	Final <a href="http://www.menti.com">www.menti.com</a> questions and homework briefing
8:30	Thank you & see you on Saturday



[21]

Resources  
FOR CHANGE

Creating Connections  
Hopkins Van Mil

## Workshop 4: Saturday 9 October 10am - 1pm

### Workshop 4: Saturday 9 October, 10am - 1pm

10:00	Welcome, introduction & quick questions using <a href="http://www.menti.com">www.menti.com</a>
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 <a href="http://www.menti.com">www.menti.com</a> questions
12:55	Closing remarks
1:00	Thank you



[22]

Resources  
FOR CHANGE

Creating Connections  
Hopkins Van Mil

# Welcome Pack

## UK Land Use Conversation Public Dialogue

Hull

Any questions?

[grace@hopkinsvanmil.co.uk](mailto:grace@hopkinsvanmil.co.uk)

[info@hopkinsvanmil.co.uk](mailto:info@hopkinsvanmil.co.uk)



[23]

Resources  
FOR CHANGE

Creating Connections  
Hopkins Van Mil

# APPENDIX 5: PUBLIC DIALOGUE PROCESS PLANS – A SAMPLE OF THE FULL SET FROM THE DALES

## WEBINAR PROCESS PLAN: WEDNESDAY 7TH OCTOBER 6-7:00PM

### Ingleborough & Yorkshire Dales Final

#### DIALOGUE AIM:

This project aims 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 Britain – building a picture both local to those places, and collectively across the nations. The six locations are:

- Hull region, England
- Aberdeenshire, Scotland
- The Soar Catchment, England
- Yorkshire Dales incl. Ingleborough, England
- Cornwall, England
- Pembrokeshire, Wales
- Belfast & surrounds, Northern Ireland

The aim is not to build consensus or seek to influence, but to listen and identify any themes that emerge.

#### CONTEXT:

This is part of a wider programme of WWF work funded by the Quadrature Climate Foundation (QCF). The WWF QCF programme has an overall objective of cutting emissions from UK land use and food consumption, through changing policy, winning the public narrative and understanding our supporters.

The dialogue locations have been selected to align with a project to create more targeted regional 'blueprints' for the future of landscapes in Britain. This Blueprint project will enable informed stakeholders to explore the different pathways available for meeting the 'triple challenge' (meeting food needs, while tackling the climate crisis and reversing the loss of nature) in UK landscapes by 2030. It will examine the trade-offs and decisions that will be required within each pathway and explore both the opportunities and constraints associated with choosing different priorities for land use.

#### OBJECTIVES – THE UNDERSTANDING GAINED THROUGH THIS PROJECT WILL INFORM THE WORK OF WWF IN 4 WAYS. IT WILL:


1. Form a critical building block of WWF's work to develop a shared narrative, talking about land use in a unifying way that reconnects people in Britain with land and food.
2. Be used alongside the outputs of the Triple Challenge Blueprint project to form a shared vision for British landscapes that takes in to account expert opinion, scientific thinking and the views of the public.
3. Will provide valuable background as to the history, existing activities, needs and concerns within each area to inform the Movement Building work likely to be undertaken in a number of these areas (TBC) in support of the Blueprint work.
4. Provide the grounding for WWF's policy asks and wider policy advocacy in this area so that all British governments' approach to achieving thriving net zero landscapes takes into account the views of people collectively across Britain.

As a result of the dialogue in each location the WWF will have:

- New insights on the views of the British public to land use – priorities, commonalities and differences
- Identify how people talk about these issues, the words and language commonly used
- Highlight critical local issues within each landscape
- Provide creative content for WWF communications on the project





TIME	AGENDA	PROCESS	PROCESS TOOLS	EXPECTED OUTCOMES
6:15-6:30 (15 mins)	What is public dialogue + Aims and objectives of this dialogue	Comments throughout collected in the chat and encouraged. LF: Make it clear we'll have a discussion after this drawing on all the questions in the chat. So please add questions you have there as we go along.	The Chat	Stresses the importance of what participants are doing & taking part in all of it.
6:15-6:20 (5 mins)		1. LF summary of what public dialogue is <ul style="list-style-type: none"> <li>• Time to reflect in/ in-between workshops</li> <li>• Interaction with specialists in the area under discussion</li> <li>• Working towards a policy impact– in this case meeting the ‘triple challenge’ which we’ll hear more about in a moment</li> </ul> LF to share the aim, objective visual on the screen and point to it in the participant packs (introducing the commissioning bodies p. 2 and aims/ objectives p. 5). Encourage questions in the Chat. Explain we’ll be dealing with all of them after an introductory film.	Participant packs PP	Stressing the purpose of this dialogue, who has commissioned it and why, what the findings will feed into.
6:22-6:30 (8 mins)		Show vox pop film introducing the dialogue, its purpose, and how the findings will be used. Explaining why it is important to hear the views of citizens on this issue, make it clear what the findings from the dialogue will feed into – including why it is happening now. WWF team members are filmed in advance to produce the film. End with visual on the triple challenge <b>The Challenge we are discussing</b> 	Tech support to share the film	A film consistent for all locations will help contextualise the information being received.  Important that there is a common understanding of the triple challenge.
6:30-6:40	Henrietta	An introduction to the landscape we are discussing: <ol style="list-style-type: none"> <li>1. Generally what makes up different land uses</li> <li>2. Specific elements to the Belfast</li> </ol>	PP Live presentation	Contextual info on the fact that land use does change/ can change
6:40-6:50 (10 mins)	Reflections, comments, questions	Drawing on the questions/ comments in the Chat. WWF observers to answer questions on anything relevant to the vox pops – and other questions as possible. Explains how the answers to others which can't be answered this evening will be shared on the online space and/ or woven into the subsequent discussions.	The Chat Commissioning body responses	Clarity on purpose for all participants. Initial questions answered.
7:50-7:00 (10 mins)	Recollective/ participant pack & menti	<b>www.menti.com</b> <b>Q1: One point you will take from this evening into our first workshop</b> LF introduces the online space for individual tasks, demonstrating that the materials from tonight’s webinar are there and can be reviewed again whenever participants wish to. Share screen to show participants <ol style="list-style-type: none"> <li>1. The home page on Recollective – particularly to note the participant pack (which they should also have received via email) and the timetable</li> <li>2. The activities page – where their homework is – highlight the landscape/ image homework below which will be up there.</li> </ol> LF One final stress on the importance of attending all workshops & completing homework tasks – emphasise that the incentive payments are tied to completion of both not one or other. Our first workshop is on Thursday 4th November. Please come prepared to talk about this subject – with a focus on nature. Arrive at 5:45 for the first workshop for a prompt 6pm start.		Gathering reflections/ questions from the webinar  Understanding that all these elements are important for a successful public dialogue.
Reflective task in own time	Review all the webinar materials again Check the Jargon Buster report - any terms that you heard this evening that you'd like to add/ have further explanation on? Add any further questions you have as a result of this evening (answers will go up on Recollective)  Either go out into the landscape we are discussing or find one on social media/ the news/ through a search engine. This image should reflect your views on for example nature, climate, and/ or food and farming. Upload the image to Recollective with a note on any topics you would like to discuss in relation to the triple challenge in this dialogue. We'll be using your images in our first discussion and again at the national summit.			

## WORKSHOP 1 PROCESS PLAN: THURSDAY 14TH OCTOBER

### DIALOGUE AIM:

This project aims 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 Britain— building a picture both local to those places, and collectively across the nations. The seven locations are:

- Hull region, England
- Aberdeenshire, Scotland
- The Soar Catchment, Englan
- Ingleborough, England
- Cornwall, England
- Pembrokeshire, Wales
- Belfast

The aim is not to build consensus or seek to influence, but to listen and identify any themes that emerge.

### CONTEXT:

This is part of a wider programme of WWF work funded by the Quadrature Climate Foundation (QCF). The WWF QCF programme has an overall objective of cutting emissions from UK land use and food consumption, through changing policy, winning the public narrative and understanding our supporters.

The dialogue locations have been selected to align with a project to create more targeted regional 'blueprints' for the future of landscapes in Britain. This Blueprint project will enable informed stakeholders to explore the different pathways available for meeting the 'triple challenge' (meeting food needs, while tackling the climate crisis and reversing the loss of nature) in UK landscapes by 2030. It will examine the trade-offs and decisions that will be required within each pathway and explore both the opportunities and constraints associated with choosing different priorities for land use.

### OBJECTIVES - THE UNDERSTANDING GAINED THROUGH THIS PROJECT WILL INFORM THE WORK OF WWF IN 4 WAYS. IT WILL:

1. Form a critical building block of WWF's work to develop a shared narrative, talking about land use in a unifying way that reconnects people in Britain with land and food.
2. Be used alongside the outputs of the Triple Challenge Blueprint project to form a shared vision for British landscapes that takes in to account expert opinion, scientific thinking and the views of the public.
3. Will provide valuable background as to the history, existing activities, needs and concerns within each area to inform the Movement Building work likely to be undertaken in a number of these areas (TBC) in support of the Blueprint work.
4. Provide the grounding for WWF's policy asks and wider policy advocacy in this area so that all British governments' approach to achieving thriving net zero landscapes takes into account the views of people collectively across Britain.

As a result of the dialogue in each location the WWF will have:

- New insights on the views of the British public to land use – priorities, commonalities and differences
- Identify how people talk about these issues, the words and language commonly used
- Highlight critical local issues within each landscape
- Provide creative content for WWF communications on the project



**Workshop 1 focus: Nature**

TIME	AGENDA	PROCESS	PROCESS TOOLS	EXPECTED OUTCOMES
5:30-5:50	Set-up	<p>1 Lead Facilitator (LF) for each location, plus Tech Support (TS). Observers: HVM facilitation team</p> <ul style="list-style-type: none"> <li>• Test link, and camera. Mics are off for this session.</li> <li>• Transfer host/co-host function to relevant team members and ensure it is allocated to the right team member(s) for sharing screens.</li> <li>• Change screen name to NAME HVM/R4C – Facilitator/ Tech Support</li> <li>• Test screen share function for presentations (TS to screen share)</li> <li>• Update on sign up status</li> </ul>	<p>PP Slides</p> <p>Film</p>	Project team set up and ready to go
5:45-6:00	Check-in	<p>Open www.menti.com on smart phones/ tab on their computer. Explain about the code.</p> <p>Reminder that one of the homework tasks was to upload an image from the landscape under discussion. As we're settling in you could take a minute to recall what you'd noted down about what you'd like to discuss. We'll talk about this in our first small group discussion this evening.</p> <p>Participants encouraged to get a pen and paper and have their participant pack with them. Once settled they can mute/ turn video off/ get drinks and snacks before we start promptly at 6pm.</p> <p>TS to run a register as people join and change screen names as necessary.</p>		
6:00-6:15	<p>Introductions &amp; workshop purpose</p> <p>Menti.com</p>	<p>Lead Facilitator: Warmly welcomes participants. Explanation that this is the first of 4 workshops. It will not run in the same way as the webinar as we will be working in small groups to allow a really useful discussion and so that you can get to know other people in your location better. As such the workshops are much more interactive and give lots of space for discussion in small groups and time to listen to specialists in the room. We'll be focused on the subject of nature in this discussion. LF:</p> <ul style="list-style-type: none"> <li>• Asks HVM/ R4C and WWF team members to introduce themselves: Name, organisation, role, passing the baton to the next team member</li> <li>• Shows visual of whole programme and all the groups that will run</li> <li>• Shares timings for the workshops</li> <li>• Reminder about the participant pack – what's in it and how we are using it.</li> <li>• Reminder that this is one location of 6 (7 tbc) + national conversation summit</li> </ul> <p><b>Move to menti.com on smart phone:</b></p> <p><b>Q1: When I say 'nature' what comes to your mind?</b></p> <p><b>Q2: Write one short sentence about what you feel about the nature in Cornwall.</b></p>	<p>PP Purpose &amp; Agenda Slide</p>	<p>Participants know the purpose and format of the workshop</p> <p>Understanding the language used by participants and get a feel for initial priorities.</p>
6:15	Tech support to move us to small groups: 3 groups of 7			

TIME	AGENDA	PROCESS	PROCESS TOOLS	EXPECTED OUTCOMES
6:15-6:40 (25 mins)		<b>Recorder on</b> This evening our focus is on nature. We are thinking about nature loss and nature recovery in terms of land use. But to start thinking about this more broadly we're going to talk about the images you shared with us on the online homework space. Let's start with introductions:	Jam Board	Gain an idea of the range of views on nature/ land use
6:15-6:25 (10 mins)		1. Say hello to the group, say where you live and briefly describe the image you shared with the group. LF to share screen with the images from Recollective.	Collage of the 7 images shared by group members.	Initial exploration of what's important to people about nature
6:25-6:40 (15 mins)		2. Given our focus on nature this evening. What do you want to discuss in this dialogue in relation to nature/ nature loss/ nature recovery and land use?  Prompts <ul style="list-style-type: none"> <li>• What's important to you about nature?</li> <li>• Examples of land use in your area</li> <li>• Thoughts on the diversity of plants, animals and insects in your area</li> </ul> This is an initial conversation – there will be more... <b>Recorder off</b>	More important to get to know participants than take visible notes.  6:37 TS to give 3 minute warning	
6:40	Tech support to move us back to main space.			
6:40-6:50	WWF/ local rep presentation	Montage film: What is nature and what are the challenges we're talking about in relation to it.	PP/ or film	Understanding of the evidence on how nature fits with the triple challenge
6:50-7:00	Pete McEvoy	TS to record presentation for Recollective – just the presentation  Director of Land use at Ulster Wildlife  TS to stop recording presentation	PP in db	
7:00	Tech support to move us back to same small groups.			
7:00-7:20 (20 mins)	Gathering our questions	<b>Recorder on</b> <b>Q2: What questions do you want to ask at this point to clarify your understanding?</b>  Prompts:	Facilitator visible notes to capture questions using JamBoard.	Questions generated around nature, land use quick factual questions answered in group.
7:00-7:15 (15 mins)		<ul style="list-style-type: none"> <li>• What's news to you?</li> <li>• What do you want to know more about?</li> </ul>		An opportunity to understand what the group knows/ does not know about land use and nature already
7:15-7:20 (5 mins)		<ul style="list-style-type: none"> <li>• Was anything unclear: language/terminology? (We'll add new terms to the glossary of terms)</li> <li>• What did you find most interesting or relevant to you in relation to nature and land use?</li> <li>• What did you find least interesting or relevant to you in relation to nature land use?</li> </ul> What are the 2 main questions/ comments we want to explore with the whole group after the break? Can be a volunteer if that feels appropriate. Otherwise the facilitator to do it. <b>Recorder off</b>	7:17 TS to give 3 minute warning	
7:20-7:30	Break – coming back to main plenary for discussion			
7:30-7:55 (25 mins)	Speaker panel discussion and q&a	<b>TS to record Q&amp;A</b> LF go round each group. Ask one question first, then do a second round with the second question.  Pick up questions that can be answered. Questions that can't be answered either for time/ content reasons will be responded to before the next workshop and answers shared on Recollective.  Speaker panel responses to the questions. Broader discussion as time allows <b>Recorder off</b>	Facilitator sharing JamBoard with questions on	Understanding on the impacts on nature of land use. Clarity on the triple challenge in relation to nature.
7:55	Tech support to move us back to same small groups.			





## WORKSHOP 2 PROCESS PLAN - CLIMATE: MONDAY 18TH OCTOBER 2021 INAL INGLEBOROUGH & YD

### DIALOGUE AIM:

This project aims 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 Britain– building a picture both local to those places, and collectively across the nations. The six locations are:

- Hull region, England
- Aberdeenshire, Scotland
- The Soar Catchment, England
- Ingleborough, England
- Cornwall, England
- Pembrokeshire, Wales
- Belfast, Northern Ireland

The aim is not to build consensus or seek to influence, but to listen and identify any themes that emerge.

### CONTEXT:

This is part of a wider programme of WWF work funded by the Quadrature Climate Foundation (QCF). The WWF QCF programme has an overall objective of cutting emissions from UK land use and food consumption, through changing policy, winning the public narrative and understanding our supporters.

The dialogue locations have been selected to align with a project to create more targeted regional 'blueprints' for the future of landscapes in Britain. This Blueprint project will enable informed stakeholders to explore the different pathways available for meeting the 'triple challenge' (meeting food needs, while tackling the climate crisis and reversing the loss of nature) in UK landscapes by 2030. It will examine the trade-offs and decisions that will be required within each pathway and explore both the opportunities and constraints associated with choosing different priorities for land use.

### OBJECTIVES - THE UNDERSTANDING GAINED THROUGH THIS PROJECT WILL INFORM THE WORK OF WWF IN 4 WAYS. IT WILL:

1. Form a critical building block of WWF's work to develop a shared narrative, talking about land use in a unifying way that reconnects people in Britain with land and food.
2. Be used alongside the outputs of the Triple Challenge Blueprint project to form a shared vision for British landscapes that takes in to account expert opinion, scientific thinking and the views of the public.
3. Will provide valuable background as to the history, existing activities, needs and concerns within each area to inform the Movement Building work likely to be undertaken in a number of these areas (TBC) in support of the Blueprint work.
4. Provide the grounding for WWF's policy asks and wider policy advocacy in this area so that all British governments' approach to achieving thriving net zero landscapes takes into account the views of people collectively across Britain.

As a result of the dialogue in each location the WWF will have:

- New insights on the views of the British public to land use – priorities, commonalities and differences
- Identify how people talk about these issues, the words and language commonly used
- Highlight critical local issues within each landscape
- Provide creative content for WWF communications on the project



**Workshop 2 focus: Climate**

TIME	AGENDA	PROCESS	PROCESS TOOLS	EXPECTED OUTCOMES
5:30-5:50	Set-up	<p>1 Lead Facilitator (LF) for each location, plus Tech Support (TS). Observers: HVM facilitation team</p> <ul style="list-style-type: none"> <li>• Test link, and camera. Mics are off for this session.</li> <li>• Transfer host/co-host function to relevant team members and ensure it is allocated to the right team member(s) for sharing screens.</li> <li>• Change screen name to NAME HVM/R4C – Facilitator/ Tech Support</li> <li>• Test screen share function for presentations (TS to screen share)</li> <li>• Update on sign up status</li> </ul>	<p>PP Slides</p> <p>Film</p>	Project team set up and ready to go
5.45-6.00	Check-in	<p>Open www.menti.com on smart phones/ tab on their computer. Explain about the code.</p> <p>Reminder that one of the homework tasks was to upload an image from the landscape under discussion. As we're settling in you could take a minute to recall what you'd noted down about what you'd like to discuss. We'll talk about this in our first small group discussion this evening.</p> <p>Participants encouraged to get a pen and paper. Once settled they can mute/ turn video off/ get drinks and snacks before we start promptly at 6pm.</p> <p>TS to run a register as people join and change screen names as necessary.</p>		
6:00-6:15	<p>Introductions &amp; workshop purpose</p> <p>Menti.com</p>	<p>Lead Facilitator: Warmly welcomes participants. Explanation that this is the second of 4 workshops. We'll be focused on the subject of climate in this discussion. LF:</p> <ul style="list-style-type: none"> <li>• Asks HVM/ R4C and WWF team members to introduce themselves: Name, organisation, role, passing the baton to the next team member</li> <li>• Shows visual of whole programme and all the groups that will run</li> <li>• Reminder of the triple challenge visual</li> <li>• Shares timings for the workshops</li> <li>• Reminder about the participant pack – what's in it and how we are using it.</li> <li>• Reminder that this is one location of 6 (7 tbc) + national conversation summit</li> </ul> <p><b>Move to menti.com on smart phone:</b></p> <p><b>Q1: When I say 'climate' what comes to your mind?</b></p> <p><b>Q2: Write one short sentence about what you feel about climate change at the moment?</b></p>	PP Purpose & Agenda Slide	<p>Participants know the purpose and format of the workshop</p> <p>Understanding the language used by participants and get a feel for initial priorities.</p> <p>Understand existing knowledge/ understanding</p>
6:15	Tech support to move us to small groups: 3 groups of 7			
6:15-6:35 (20 mins)		<p><b>Recorder On</b></p> <p>This evening our focus is on climate. In terms of the triple challenge we are talking about climate change.</p> <p>Let's start with re-introductions – go round the Zoom:</p> <ol style="list-style-type: none"> <li>1. Briefly re-introduce yourself to the group (name is just fine) and share one thing that stuck in your mind from workshop 1 on nature. Note – fast paced intros – no more than 1 minute per person.</li> <li>2. Given our focus on climate this evening. What do you want to discuss in this dialogue in relation to climate/ climate change and land use?</li> </ol> <p>Prompts</p> <ul style="list-style-type: none"> <li>• What, if anything, is important to you about this topic?</li> <li>• Examples of land use in your area that you feel are helping or harming our climate?</li> <li>• Thoughts on net zero</li> </ul> <p>This is an initial conversation – there will be more in this workshop and subsequent workshops.</p> <p><b>Recorder Off</b></p> <p>6.32 – 3 min warning</p>	<p>Jam Board</p> <p>Taking notes – but not necessarily visible notes.</p>	<p>Gain an idea of the range of views on climate/ land use</p> <p>Initial exploration of what's important to people about climate</p>
6:35	Tech support to move us back to main space.			

TIME	AGENDA	PROCESS	PROCESS TOOLS	EXPECTED OUTCOMES
6:35-6:45	Film	An introduction to climate HVM intro Play video – in Dropbox Sarah Mukherjee, CEO of IEMA Cat Scott, NERC Independent Research Fellow & University Academic Fellow in the Institute for Climate and Atmospheric Science, University of Leeds	PP/ or film	Understanding of the evidence on climate change fits with the triple challenge.
6:45-6:55	Ian McCurley	<b>Recorder On</b> Director, Northern Ireland Woodland Trust <b>Recorder Off</b>		
6:55	Tech support to move us back to same small groups.			
6:55-7:20 (25 mins)	Gathering our questions	<b>Recorder On</b> <b>Q1: What questions do you want to ask at this point to clarify your understanding?</b> Prompts: • What’s news to you? • What do you want to know more about? • Was anything unclear?	Facilitator visible notes to capture questions using JamBoard.	Questions generated around climate, land use quick factual questions answered in group.
6:55-7:05 (10 mins)				
7:05-7:15 (10 mins)		<b>Q2: What comments do you want to make in relation to climate change and local landscapes?</b> Prompts: • What’s your reaction to [insert speaker name]’s presentation? • Your thoughts on what is happening locally?	7:17 - TS announcement to all groups: 3 minutes left.	
7:15-7:20 (5 mins)		1 question and 1 comment that’s emerged from that conversation that we want to explore with the whole group after the break? Volunteers. 7.17 – 3 minute warning <b>Recorder Off</b>	TS closes group: 1 minute countdown appears	
7:20-7:30	Break – coming back to main plenary for discussion			
7:30-7:55 (25 mins)	Speaker panel discussion and q&a	<b>Recorder On</b> LF go round each group. Ask one question first, then do a second round with the second question/comment. Pick up questions that can be answered. Questions that can’t be answered either for time/ content reasons will be responded to before the next workshop and answers shared on Recollective. Speaker panel responses to the questions. Broader discussion as time allows <b>Recorder Off</b>	Facilitator sharing JamBoard with questions on	Understanding on the impacts on nature of land use. Clarity on the triple challenge in relation to nature.
7:55	Tech support to move us back to same small groups.			

TIME	AGENDA	PROCESS	PROCESS TOOLS	EXPECTED OUTCOMES
7:55-8:20 (25 mins)	Constraints/ opportunities	<p><b>Recorder On</b></p> <p>Thinking about the interaction of plants, animals and humans in the context of land use, and what you've heard so far this evening -</p> <p><b>Q1: What are the impacts of climate change that you've observed in this area? (e.g. flooding/ fires)</b></p> <p>And what do you think about those impacts in relation to land use?</p> <p>A quick discussion on main things observed</p> <p><b>Q2: What do you think are the constraints and/ or opportunities in this area to address climate change in the way we use the land?</b></p> <p>Prompts to be used as necessary</p> <ul style="list-style-type: none"> <li>• What measures could be taken in this location? E.g. tree planting/ different farming practices</li> <li>• What is stopping those measures being taken? Policies? What people feel about tradition or how the landscape should look? Inaction?</li> </ul> <p>(only if time – spend more time on the previous question if proving useful)</p> <p><b>Q3: How does our conversation this evening link with those we have had on land use and nature in workshop 1?</b></p> <p>Prompts to be used as necessary</p> <ul style="list-style-type: none"> <li>• What connections do you make?</li> <li>• How do you think these might link with the discussions we'll have in workshop 3 on food and farming? (e.g. low-carbon farming practices/ reducing food waste)</li> </ul> <p>8.17 - 3 minutes warning</p> <p><b>Recorder Off</b></p>	JamBoard collation of constraints and opportunities. Two sides of the JamBoard.	Understanding what people are concerned about and hopeful for. Getting a picture of what they understand by needs. Gaining examples from the area as relevant to participants.
7:55-8:00 (5 mins)				
8:00-8:10 (10 mins)				
8:10-8:20 (10 mins)				
8:20-8:30 (10 mins)	Recollective/ participant pack & menti	<p><b>Q1: What has been important, significant or surprising to you about this evening's conversation about climate/ climate change and land use?</b></p> <p>Our next workshop is Next Tuesday evening at the same time. Our focus will be on food and farming. Please come prepared to talk about this subject and the issues it raises. Arrive at 5:45 for a prompt 6pm start.</p>	menti.com	Understanding what participants have drawn from this evening's conversation.
Reflective task in own time	<p>Review the notes from all group's discussion</p> <p>Preparatory materials for food and farming and initial reactions to them e.g. food system diagram and NFS animation</p> <p>Asking family and friends for their views on land used for food and farming</p>			

## WORKSHOP 3 PROCESS PLAN: FOOD AND FARMING WEDNESDAY 20TH OCTOBER FINAL

### DIALOGUE AIM:

This project aims 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 Britain– building a picture both local to those places, and collectively across the nations. The six locations are:

- Hull region, England
- Aberdeenshire, Scotland
- The Soar Catchment, England
- Ingleborough, England
- Cornwall, England
- Pembrokeshire, Wales
- Belfast, Northern Ireland

The aim is not to build consensus or seek to influence, but to listen and identify any themes that emerge.

### CONTEXT:

This is part of a wider programme of WWF work funded by the Quadrature Climate Foundation (QCF). The WWF QCF programme has an overall objective of cutting emissions from UK land use and food consumption, through changing policy, winning the public narrative and understanding our supporters.

The dialogue locations have been selected to align with a project to create more targeted regional 'blueprints' for the future of landscapes in Britain. This Blueprint project will enable informed stakeholders to explore the different pathways available for meeting the 'triple challenge' (meeting food needs, while tackling the climate crisis and reversing the loss of nature) in UK landscapes by 2030. It will examine the trade-offs and decisions that will be required within each pathway and explore both the opportunities and constraints associated with choosing different priorities for land use.

### OBJECTIVES - THE UNDERSTANDING GAINED THROUGH THIS PROJECT WILL INFORM THE WORK OF WWF IN 4 WAYS. IT WILL:

1. Form a critical building block of WWF's work to develop a shared narrative, talking about land use in a unifying way that reconnects people in Britain with land and food.
2. Be used alongside the outputs of the Triple Challenge Blueprint project to form a shared vision for British landscapes that takes in to account expert opinion, scientific thinking and the views of the public.
3. Will provide valuable background as to the history, existing activities, needs and concerns within each area to inform the Movement Building work likely to be undertaken in a number of these areas (TBC) in support of the Blueprint work.
4. Provide the grounding for WWF's policy asks and wider policy advocacy in this area so that all British governments' approach to achieving thriving net zero landscapes takes into account the views of people collectively across Britain.

As a result of the dialogue in each location the WWF will have:

- New insights on the views of the British public to land use – priorities, commonalities and differences
- Identify how people talk about these issues, the words and language commonly used
- Highlight critical local issues within each landscape
- Provide creative content for WWF communications on the project



**Workshop 3 focus: Food and farming**

TIME	AGENDA	PROCESS	PROCESS TOOLS	EXPECTED OUTCOMES
5:30-5:50	Set-up	<p>1 Lead Facilitator (LF) for each location, plus Tech Support (TS). Observers: HVM facilitation team</p> <ul style="list-style-type: none"> <li>• Test link, and camera. Mics are off for this session.</li> <li>• Transfer host/co-host function to relevant team members and ensure it is allocated to the right team member(s) for sharing screens.</li> <li>• Change screen name to NAME HVM/R4C – Facilitator/ Tech Support</li> <li>• Test screen share function for presentations (TS to screen share)</li> <li>• Update on sign up status</li> </ul>	<p>PP Slides</p> <p>Film</p>	Project team set up and ready to go
5.45-6.00	Check-in	<p>Open www.menti.com on smart phones/ tab on their computer. Explain about the code.</p> <p>Participants encouraged to get a pen and paper. Once settled they can mute/ turn video off/ get drinks and snacks before we start promptly at 6pm.</p> <p>TS to run a register as people join and change screen names as necessary.</p>		
6:00-6:15	<p>Introductions &amp; workshop purpose</p> <p>Menti.com</p>	<p>Lead Facilitator: Warmly welcomes participants. Explanation that this is the third of 4 workshops. We'll be focused on the subject of food and farming in this discussion. LF:</p> <ul style="list-style-type: none"> <li>• Asks new WWF team members and speakers to introduce themselves: Name, organisation, role, passing the baton to the next team member</li> <li>• Shows visual of whole programme and all the groups that will run</li> <li>• Reminder of the triple challenge visual</li> <li>• Shares timings for the workshops</li> <li>• Reminder about the participant pack – what's in it and how we are using it.</li> <li>• Reminder that this is one location of 6 (7 tbc) + national conversation summit</li> </ul> <p><b>Move to menti.com on smart phone:</b></p> <p><b>Q1: When I say 'food and farming' what comes to mind?</b></p> <p><b>Q2: Write one short sentence about what you feel about food and farming in the Hull region?</b></p>	<p>PP Purpose &amp; Agenda Slide</p>	<p>Participants know the purpose and format of the workshop</p> <p>Understanding the language used by participants and get a feel for initial priorities.</p>
6:15	Tech support to move us to small groups: 3 groups of 7			
6:15-6:40 (25 mins)		<p><b>Recorder On</b></p> <p>This evening our focus is on food and farming. In terms of the triple challenge we are talking about sufficient food to feed the planet sustainably. But to start thinking about this more broadly we're going to talk about the images you shared with us on the online homework space. Let's start with introductions:</p> <p>1. Given our focus on food and farming this evening. What do you feel is important in the way the land is used in the Belfast region for food and farming?</p> <p>Prompts</p> <ul style="list-style-type: none"> <li>• What's important to you about this topic?</li> <li>• What has changed over time in your view about how food is produced in your area</li> <li>• What is changing now?</li> <li>• What are your views on land use for food and food production?</li> </ul> <p>This is an initial conversation – they'll be more in this workshop and our final workshop.</p> <p><b>Recorder Off</b></p>	<p>Jam Board</p> <p>Taking notes – but not necessarily visible notes.</p> <p>Tech support to give 3 minute warning @ 6:37 before closing the groups at 6:40</p>	<p>Gain an idea of the range of views on nature/ land use</p> <p>Initial exploration of what's important to people about nature</p>
6:40	Tech support to move us back to main space.			





## WORKSHOP 4 PROCESS PLAN: SUNDAY 24TH OCTOBER FINAL INGLEBOROUGH & YD

### DIALOGUE AIM:

This project aims 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 Britain – building a picture both local to those places, and collectively across the nations. The six locations are:

- Hull region, England
- Aberdeenshire, Scotland
- The Soar Catchment, England
- Yorkshire Dales (Ingleborough), England
- Cornwall, England
- Pembrokeshire, Wales
- Belfast, Northern Ireland

The aim is not to build consensus or seek to influence, but to listen and identify any themes that emerge.

### CONTEXT:

This is part of a wider programme of WWF work funded by the Quadrature Climate Foundation (QCF). The WWF QCF programme has an overall objective of cutting emissions from UK land use and food consumption, through changing policy, winning the public narrative and understanding our supporters.

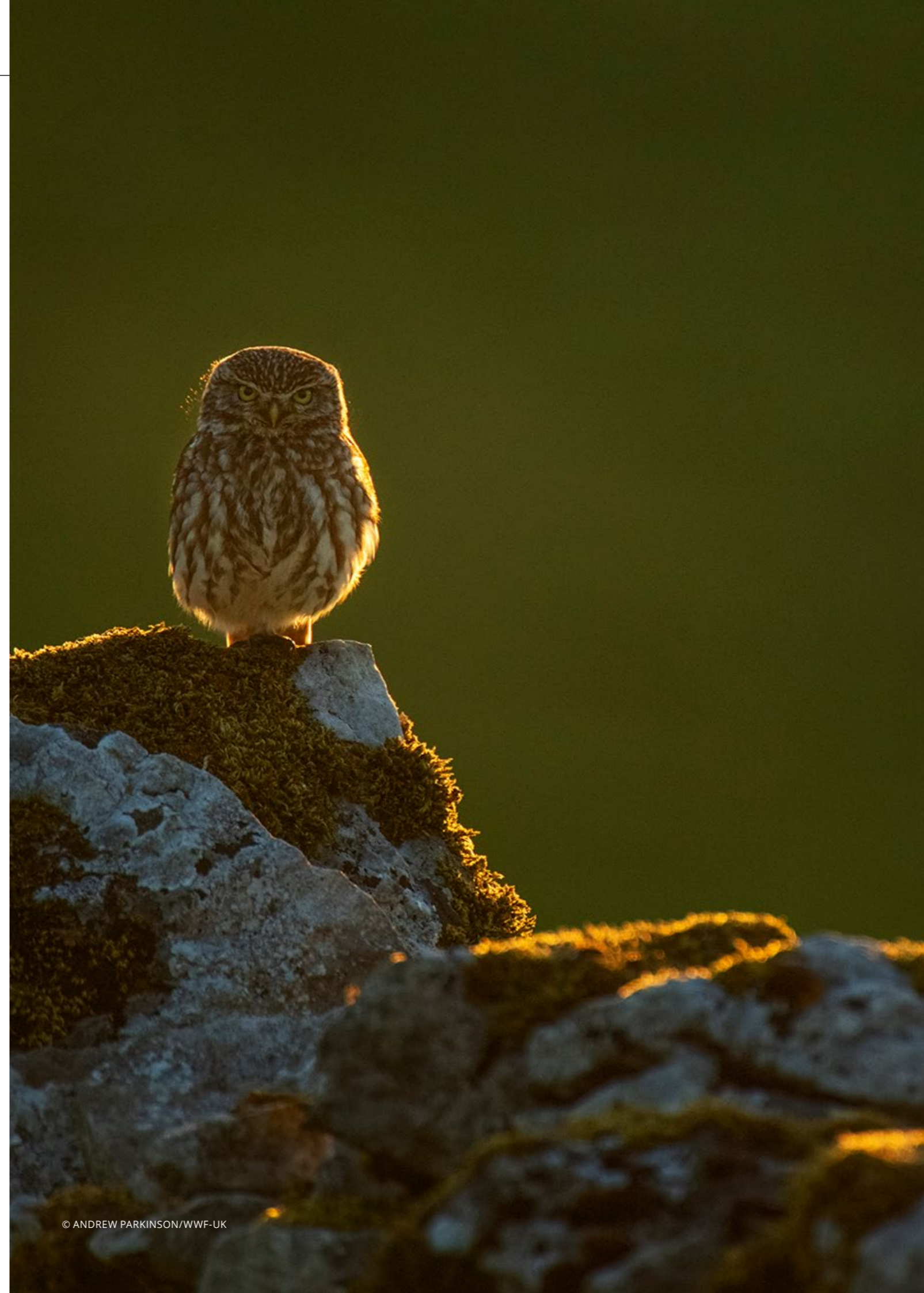
The dialogue locations have been selected to align with a project to create more targeted regional 'blueprints' for the future of landscapes in Britain. This Blueprint project will enable informed stakeholders to explore the different pathways available for meeting the 'triple challenge' (meeting food needs, while tackling the climate crisis and reversing the loss of nature) in UK landscapes by 2030. It will examine the trade-offs and decisions that will be required within each pathway and explore both the opportunities and constraints associated with choosing different priorities for land use.

### OBJECTIVES - THE UNDERSTANDING GAINED THROUGH THIS PROJECT WILL INFORM THE WORK OF WWF IN 4 WAYS. IT WILL:

1. Form a critical building block of WWF's work to develop a shared narrative, talking about land use in a unifying way that reconnects people in Britain with land and food.
2. Be used alongside the outputs of the Triple Challenge Blueprint project to form a shared vision for British landscapes that takes in to account expert opinion, scientific thinking and the views of the public.
3. Will provide valuable background as to the history, existing activities, needs and concerns within each area to inform the Movement Building work likely to be undertaken in a number of these areas (TBC) in support of the Blueprint work.
4. Provide the grounding for WWF's policy asks and wider policy advocacy in this area so that all British governments' approach to achieving thriving net zero landscapes takes into account the views of people collectively across Britain.

As a result of the dialogue in each location the WWF will have:

- New insights on the views of the British public to land use – priorities, commonalities and differences
- Identify how people talk about these issues, the words and language commonly used
- Highlight critical local issues within each landscape
- Provide creative content for WWF communications on the project



**Workshop 3 focus: Drawing the conversation elements together**

TIME	AGENDA	PROCESS	PROCESS TOOLS	EXPECTED OUTCOMES
5:30-5:50	Set-up	<p>1 Lead Facilitator (LF) for each location, plus Tech Support (TS). Observers: HVM facilitation team</p> <ul style="list-style-type: none"> <li>• Test link, and camera. Mics are off for this session.</li> <li>• Transfer host/co-host function to relevant team members and ensure it is allocated to the right team member(s) for sharing screens.</li> <li>• Change screen name to NAME HVM/R4C – Facilitator/ Tech Support</li> <li>• Test screen share function for presentations (TS to screen share)</li> <li>• Update on sign up status</li> </ul>	<p>PP Slides</p> <p>Film</p>	Project team set up and ready to go
5:45-6:00	Check-in	<p>Open www.menti.com on smart phones/ tab on their computer. Explain about the code.</p> <p>Reminder that one of the homework tasks was to upload an image/ collage of images from the landscape under discussion now that you've had time to consider the issues here. As we're settling in you could take a minute to recall what you'd noted down about what you'd like to discuss. We'll talk about this in our first small group discussion this evening.</p> <p>Participants encouraged to get a pen and paper and have their participant pack with them. Once settled they can mute/ turn video off/ get drinks and snacks before we start promptly at 6pm.</p> <p>TS to run a register as people join and change screen names as necessary.</p>		
6:00-6:15	<p>Introductions &amp; workshop purpose</p> <p>Menti.com</p>	<p>Lead Facilitator: Warmly welcomes participants. Explanation that this the fourth of our workshops. In this conversation we'll be bringing together your thoughts about land use in the context of nature, climate and food and farming. LF:</p> <ul style="list-style-type: none"> <li>• Asks new WWF team members and speakers to introduce themselves: Name, organisation, role, passing the baton to the next team member</li> <li>• Shows visual of whole programme and all the groups that will run</li> <li>• Reminder of the triple challenge visual</li> <li>• Shares timings for the workshops</li> <li>• Reminder about the participant pack – what's in it and how we are using it.</li> <li>• Reminder that this is one location of 7 + national conversation summit</li> </ul> <p><b>Move to menti.com on smart phone:</b></p> <p><b>Q1: What would you highlight as particularly significant in the conversations we've had so far about land use?</b></p> <p><b>Q2: Before this dialogue - to what extent have you felt involved in discussions/ decisions about land-use?</b> Never/ Occasionally/ Frequently</p> <p>Tech support to play: Nature Based Solutions video to be played (remembering to maximise for sound and to set it up in advance and pause it at the beginning so you miss the ads):</p> <p><a href="https://www.youtube.com/watch?v=4-unUVfAwsQ">https://www.youtube.com/watch?v=4-unUVfAwsQ</a></p>	<p>PP Purpose &amp; Agenda Slide</p> <p>Menti</p> <p>Tech support to play youtube clip</p>	<p>Participants know the purpose and format of the workshop</p> <p>Understanding the language used by participants and get a feel for initial priorities.</p>
6:15-6:25 (10 mins)		<p>This evening we're bringing together the threads of our discussions since we first met. I'm going to run through who we've met and what we've discussed as a reminder to help us get in to a good place to develop our priorities.</p> <p>Summary of each of the webinar and each of the workshops so far. Visual prompts on the stimulus used. Key points raised by participants summarised.</p>	LF PP slides	Reminders to inform discussions – making sure we build on what's already been discussed.
6:25	Tech support to move us to small groups			

TIME	AGENDA	PROCESS	PROCESS TOOLS	EXPECTED OUTCOMES
6:25-7:35 (70 mins)	Opportunities and constraints	<p><b>Recorder On</b></p> <p>1. Let's go round the Zoom. Each of you have an image/ several images to share.</p> <p><b>Q1: What do these images tell us about how you feel about land use having been through these three workshops?</b> A quick review of the images and why they've been chosen to get us back into the discussion.</p> <p><b>Recorder Off</b></p> <p>2. Facilitator to quickly run through the key points that were made by all groups in Belfast throughout – highlighting areas the group have found significant. Again, a brief review to get people back in the space and to build and develop their conversations.</p> <p><b>Recorder On</b></p> <p>Q1: When you think about all we've discussed, what are the main opportunities around nature, climate and food and farming in relation to using the land in this area?</p> <p>Think about actions that we've heard about for example (don't give all these – use them as prompts to the discussion):</p> <ul style="list-style-type: none"> <li>• Changing how we farm – letting cows and sheep graze on arable land/ using cover crops to restore the soil</li> <li>• Planting more trees</li> <li>• Filling the gaps in hedgerows</li> <li>• Reducing the amount of land used for farming to make way for nature</li> <li>• Using land better to capture carbon and create more absorbent land which helps to prevent flooding</li> <li>• Restoring biodiversity: re-introduction of species/ restoring habitats</li> <li>• Changing what we eat to take less from the land?</li> <li>• Changing what we ask from the land in terms of housing? Transport?</li> </ul> <p><b>Q2: If we do some of these things – what would need to change?</b></p> <p>Prompt:</p> <ul style="list-style-type: none"> <li>• What trade-offs would be needed?</li> <li>• Who would win/ who would lose?</li> <li>• What would we need to do to protect those who might lose?</li> </ul> <p><b>Q4: What, in your view, is the appetite for change in this area? Who should help with the change?</b></p> <ul style="list-style-type: none"> <li>• What do you feel about society's relationship with nature/ land use? (e.g. nostalgic/ keep it the same/ change and adapt/ restore or return?)</li> <li>• To what extent do you think citizens should be involved in discussions around these opportunities?</li> <li>• To what extent is it someone else's role to make these decisions?</li> <li>• Who should be involved?</li> <li>• What is the role of local/ national governments?</li> <li>• What is the role of NGOs like WWF UK?</li> </ul> <p>If time - <b>Q5: Who do you trust to give you information and messages that you can rely on around nature, climate change, food and farming?</b> – or include this question in the next section. Test for first thoughts and then drill down in to why people trust some and not others.</p> <ul style="list-style-type: none"> <li>• Why do you think this?</li> <li>• What's behind your lack of trust for xx?</li> <li>• What's behind the trust you have in xxx?</li> </ul> <p>We'll follow-up on these discussions in our next small group chat.</p> <p><b>Recorder Off</b></p>	<p>JamBoard with collation of the images</p> <p>JamBoard for visible notes.</p> <p>Opps page Constraints page</p> <p>TS 3 min warning @7:32</p>	<p>Developing themes from the dialogue.</p> <p>Understanding what participants think the opportunities and constraints are.</p>
6:25-6:35 (10 mins)				
6:35-6:40 (5 mins)				
6:40-7:00 (20 mins)				
7:00-7:15 (15 mins)				
7:15-7:25 (10 mins)				
7:25-7:35 (10 mins)				
7:35-7:50		Break – coming back to main plenary simply to move back to groups		

TIME	AGENDA	PROCESS	PROCESS TOOLS	EXPECTED OUTCOMES
7:50	Tech support to move us back to same small groups.			
7:50-8:35 (45 mins)	Priorities	<p><b>Recorder On</b></p> <p>Thinking about the opportunities and constraints discussed this morning, the hopes and concerns discussed during previous workshops.</p> <p><b>Q1: What are your priorities for land use in Ingleborough &amp; the Yorkshire Dales?</b></p> <ul style="list-style-type: none"> <li>• What do you think should be prioritised for change?</li> <li>• Think about who is involved</li> <li>• Think about what opportunities feel most important – and what might hold us back</li> <li>• Who should communicate/ engage with communities around any change</li> <li>• Think about who you trust to deliver/ involve people/ share messages around the triple challenge of making a space for nature, addressing climate change and our food needs</li> <li>• Create a list of priorities</li> </ul> <p><b>Q2: What are your top three priorities</b></p> <p>Prioritise the list – all your priorities are recorded. What we are doing is creating a list of the most important to share in the plenary. Volunteers please!</p>	<p>JamBoard collation of hopes and concerns.</p> <p>TS 3 min warning @8:32</p>	Understand the priorities.
8:35	Tech support to move us back to same small groups.			
8:35-8:50 (15 mins)	Feedback	<ol style="list-style-type: none"> <li>1. Each group to share their top three priorities</li> <li>2. WWF to reflect back on what they've heard and what they will do with the findings from this dialogue</li> </ol> <p><b>Recorder Off</b></p>		
8:50-8:55	Final menti	One word of advice for WWF and those involved in continuing the UK Land Use Conversation...	www.menti.com	
8:50-9:00	Wrap up	<p>How to complete the evaluation task</p> <p>When the incentives will be distributed and how</p> <p>Reminder of how to express an interest in attending the national summit using the homework space – if you haven't already (it will be up on Recollective from workshop 3 for all groups)</p> <p>Opportunities to stay engaged with the programme</p> <p>Thanks for contribution.</p>		

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](http://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](http://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)