

LAND OF PLENTY: PUBLIC PERSPECTIVES IN BELFAST

CONVERSATIONS ON THE FUTURE OF
CLIMATE, NATURE AND FOOD

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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 landscapes. 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 – BELFAST

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

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

<p>BELIEVE THEY ARE CONNECTED TO NATURE IN AND AROUND THE CITY, IN PART BECAUSE OF THE PROXIMITY AND VISIBILITY OF THE BELFAST HILLS</p>	<p>HAVE A STRONG DESIRE FOR GRASS ROOTS COMMUNITY INVOLVEMENT ACROSS BELFAST – NOT SMALL POCKETS OF CHANGE</p>	<p>DESIRE A SHIFT AWAY FROM PASTURE LAND AND MEAT CONSUMPTION - BUT BELIEVE THIS IS A CULTURAL CHALLENGE</p>	<p>WANT NATURE RESTORATION TO BE AN IMPORTANT PRIORITY AND BELIEVE POSITIVE MESSAGING ON THIS SHOULD BE WIDELY SHARED</p>	<p>ARE AMBITIOUS FOR ACTION ON CLIMATE CHANGE BUT ARE CONCERNED THAT A POLITICAL WILL FOR SUCH CHANGE IS LACKING IN NORTHERN IRELAND</p>
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Important points raised by the group in Belfast include:

- A call for a Citizens Assembly on land use to bring people who live and work in and around Belfast together with land use stakeholders such as farmers, local and national government, NGOs and industry. Participants said this should bring about seismic change in attitudes to the land as people develop their understanding of their part in the landscape ecosystem.
- An interest in NGOs, including WWF, developing positive messaging on nature recovery and climate and the role of individuals and communities in mitigating against and adapting to climate change.
- Working with policy makers to become advocates rather than barriers to change. Participants see this as requiring close co-operation with landowners, particularly farmers who will need to pivot their ways of working to nature and climate challenges.
- Participants believe education for all ages is vital in creating the conditions for valuing the nature around them and understanding the need for change in, for example, how we grow our food and what we consume. They have more hope of being able to create behaviour change in younger generations and see that as one way of future-proofing policies which address the triple challenge.
- Above all participants in Belfast, join with other locations in the land use conversation public dialogue in calling for a holistic, joined up and strategic approach to land use policies.

1. INTRODUCTION

1.1. AIM AND SCOPE OF THE DIALOGUE

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

THE TRIPLE CHALLENGE:

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

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

The Land of Plenty public dialogue:

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

1.2 WHAT PARTICIPANTS DID DURING THE DIALOGUE

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

Further information on how the public dialogue was designed and delivered is included at appendix 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 Belfast where 21 participants were recruited from Belfast and surrounding towns.

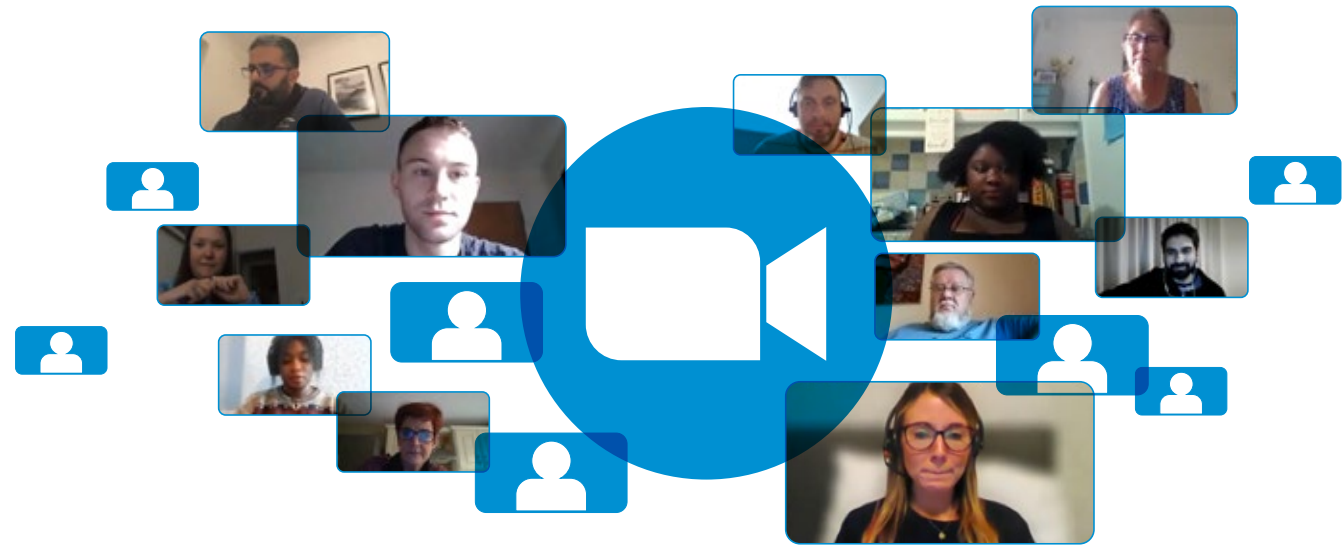
It is worth noting that participants were not given information on WWF’s role in the dialogue until they joined the first workshop so as not to bias the recruited sample to those who felt they had something specific to say to WWF.

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. The images included in the report are those shared by participants to illustrate their views of land use before attending the first and fourth workshops.



2. THE BELFAST STORY



The words participants used when asked to describe the landscape of Belfast in three words show contrasting views, with some commenting on litter, buildings, urban and industrial as emblematic of Belfast, and others speaking more of trees, mountains and the 'potential' in the area.



2.1 A GREEN CITY

Whilst this three word exercise revealed differing perspectives on the landscape, in subsequent discussions participants highlight how much they value living in a city in close proximity to the Belfast Hills, Loughs and what they see as being a beautiful and green landscape. These words were put at the centre of initial discussions.



Others emphasise the drama of the landscape, one person calling it 'endangered' and another 'schizophrenic'. Participants shared that they feel their city and the surrounding area has many facets which co-exist, from the river, loughs and mountains to industrial landscapes, urban and suburban areas.

In Belfast, you're right in the city centre, you can look up and you can see the hills. 5 minutes from a forest, 5 minutes from the river. So, I really think we're very fortunate in what we have.

If I literally go to the end of my street, I have the (River) Lagan there. That is 20-30 feet from my house and it's a completely different world. There's a lovely walkway on the left hand side there, with all these trees and bushes, masking rows and rows of terraced houses. There's a train track there and there's a big, not industrial centre, but a big business centre behind there. But you would never ever know that to look at it. On the opposite side of the road then there's a big park.

People spoke with pleasure about the pockets of green within the city such as Ormeau Park, the area around Stormont, other parks and tree lined residential suburban streets. For some these urban green spaces were the reason they moved to where they live now in Belfast.

This is actually the road that I live on and one of the reasons why we chose to live on this road was because it was so suburban. It's so close to the city but also has that nice feel about it with the trees and the mix of buildings and greenery. We're quite close to Stormont as well so it's quite a large open space. It's a great place to go for walks and take the kids. Yes, again, probably like most people have said, it's just nice to be able to live in a city where everything is so accessible. You can be one minute in a very busy built up city and the next moment you're in a very suburban green space.



Participants express a strong sense of connection with the landscape around them and place a high value. They spoke with great pleasure about walks in the Belfast Hills, along the river bank and with rare and special encounters with wildlife. One participant mentioned that she saw a seal in the river on her walk to work one morning, and another marvelled at having spotted a pine marten for the first time. Others shared their experience of waiting for over fifteen years for an allotment and the joy he and his family now have in growing their own food there. Participants also spoke about growing projects in their own gardens, which also gave rise to discussions about the differences in attitudes to growing food now and when they were children, with memories of sharing garden produce being a regular part of life.

I remember my gran, when I was growing up, if people had called. She'd have went away out to the garden, she's pulled them a few leeks, they'd have got some parsley, they'd have went home with all they needed to make a pot of soup. And they would have brought something with them as well, when they came to visit. So, it was a bit of a barter system. You brought something; you took something away with you.

2.2 FARMING

Whilst no one in the group mentioned farming in their initial summing up of the Belfast landscape, it quickly became a significant point of discussion. For some participants farming is perceived as a thriving industry in Northern Ireland which adds value to the landscape as well as providing food.

I think it's a beautiful part of the world. You can go for walks and it's just beautiful countryside, really a lot of farming in it. A lot of farms and it's obviously very important for producing food for human consumption and also it's pretty thriving.

Some participants, although not farmers themselves, come from a farming background and see farming as a central chapter in the Belfast story. These participants spoke of the importance of farming 'being done properly' using traditional, non-intensive, methods which have been handed on through generations. They too emphasised the concentration of many landscape facets in the Belfast area and how much they value that.

If farming is done well, it's something that we do need. I think it's lovely seeing all the animals in the fields, being able to go out into the country. I love the fact you're so close to everything. You've got your nature, you've got farm land, you've got your city. I think if we work together it can all work well. It's just finding a way. I think this is really interesting that WWF are trying to do this.

Some participants feel that farmers get a bad press for putting too much pressure on the land when the returns for their work are limited with the price for meat and milk, for example, being constantly pushed down by market pressures. They compare farming in Northern Ireland to parts of England and said that the farming they know of in their area is more respectful of nature than other parts of the UK. These participants highlight land set aside for nature, of fields being kept small and nature being managed alongside farming practice. They see the small-scale of farms around Belfast as an economic problem, because they can't compete in a wider UK market with large-scale intensive farming predominating. They shared that part of the Belfast story is the valuable and well-lived lives of farmers working the land,

Farming is a way of life and it's so much more than just earning a living. I envy my neighbours. They go up and down in their tractors, they cut silage, they put the silage bales in and they go out and feed the cattle. Sometimes it's simple. It's hard to make a living but my goodness, it's a lovely living. It's a nice way to make a living but hard.

Some participants speak of concerns about intensive farming, for example in never letting the soil rest and intensively farming root vegetables, such as the Comber potato, year after year. This is seen as a negative shift, causing harm to soil quality.

Years ago, you'd have seen the land, maybe every couple of years they'd have let the land rest but now they'll take it and stretch it. You'll see the crops go in and you'll see it 6 years in a row, it's just work, work, work, work. And they seem to rest the land less and less.

Participants also recognised that farmers are diversifying in order to make a reasonable living. For some this means adapting farm land for other purposes such as cheese making, floristry courses, bed and breakfast and holiday lets. Others described family members who take on jobs in addition to their farming work, for example, driving the school bus, 'the custard' bus in the mornings and evenings, while during the day running their own beet farm.

However farms are run, and however much diversification has been required to keep a sustainable family income, participants said that agricultural and livestock farming remains the backbone of land use in the Belfast region.

2.3. A CULTURE OF MEAT PRODUCTION AND CONSUMPTION

We find that participants from Belfast consider meat consumption to be an important part of the culture of the Northern Irish, particularly, they said, amongst men. They spoke of meals not being complete without meat, with some saying that even lettuce in a burger bun would be removed, because not only is meat part of every meal, but it could also be the only part of a meal. Many, many dialogue participants in Belfast stress the importance to them of addressing climate change, and they see this part of the Belfast story as a barrier to that. They question how it will be possible to mitigate against climate change in the Belfast area if people wouldn't accept seismic changes both to the food produced and consumed in the region. This links to the narrative about positive messaging around climate change which we pick up in Chapter 6 of this report on communication and awareness raising. One participant expresses the views of many in saying that the meat eating tradition in Northern Ireland is strong, and hard to dismantle.

There's very much a cultural thing in Ireland about men and meat for their dinner, very much so. I mean, I've been a vegetarian for 30 years and it's fantastic but a lot of my family, if you say, 'Shall we just have vegetarian?' Always the guys go, 'No, no, we need beef, chicken or whatever.' I think it's a big cultural thing in Ireland. How will we shift that mountain?

2.4 THE POLITICS OF NORTHERN IRELAND IMPACTS ON LAND USE

Participants said that discussions about land use in and around Belfast cannot be separated from the political landscape. They speak of political apathy towards the climate crisis and that issues around nature and land use are low down on the political agenda. They describe the impacts of this at a local level, with the planning process allowing new developments and industrial parks to be built without due consideration for the impacts on nature of using the land in this way. The fractured political landscape in the region is seen as an important part of the Belfast story with Brexit also having an impact.

Participants express little faith in either regional or national government being able to make a difference. They hope they will be proved wrong, but are concerned that the lack of political unity will negatively impact on the story Belfast will be able to tell in the future about its land use decisions. They are also concerned that a lack of a coherent strategy for land use also be detrimental.

I think the government maybe need to be doing more, because I'm sitting here trying to think the last time I heard any MLA, or anybody in government even talking about nature or the importance of it when it comes to things like planning development and whatever, it's never mentioned. It doesn't seem to be taken as being important, they don't seem to consider things like that, or it's maybe they see the economy and development and things like that as more important.

As Belfast moves on from thirty years of The Troubles, it is felt that the political discourse is focused on economic development rather than sustainable development which seriously takes into consideration land use decisions.



3. CONCERNS ABOUT LAND USE

3.1 NATURE LOSS

As we have seen in the initial story of Belfast, participants feel that the landscape their city is in is green. They also see it as a land of contrasts, with some beautiful spots, with connections to green space, but also a land which is extensively farmed and is used by industry. When participants heard from speakers and read in their stimulus materials that nature is depleted in Northern Ireland they expressed great concern about the extent of nature depletion.

Participants realise that they have observed nature loss in the Belfast region, but they had not really considered it too much before the dialogue. They reference:

- Trees being cut down and hedgerows being removed
- A lack of wildlife and a predominance of farmed animals
- Species that they used to observe as children, for example red squirrels, reduced or gone altogether
- A reduction in pollinators, particularly bees and butterflies
- Wilder areas in domestic gardens and municipal areas replaced by concreted over front gardens for parking, decking and 'tidied' lawns and borders and Astro-turf instead of real grass

In my own back garden, I have a whole family of birds and I keep trying to grow nature friendly plants, but I have noticed less starlings in my area and definitely less butterflies as well. This year, there were nowhere near as many butterflies in the garden as there would normally be.

Discussions on nature loss led directly to a concern that as Belfast makes every effort to regenerate and become a 21st century city with a thriving economy, less and less attention will be paid to nature. Participants have observed in recent years an intensification in the number of housing and industrial developments which appear to be encroaching onto areas which would previously have been open countryside or fields. This is part of the loss that they are experiencing, and it is a significant concern to them that more and more land will be used for building developments in the future. It was understood that currently 6% of UK land is used for the built environment and 70% plus is used for farming and food production, nevertheless, they see an increase in such developments as a potential threat to nature. One participant expresses the concerns of many in saying,

For me, my concern would just be very much over-development of the city, just because compared to a lot of other cities in the UK or Europe, in terms of development it lags behind, it doesn't have the feel of a modern European city, and it's just the worry that they will sacrifice nature to catch up in those terms. Especially catch up in a lot of hotels popping up to drive tourism, to the detriment of nature.

Participants also highlight farmers selling their land as being unsustainable in business terms and that land then being sold for housing and industrial developments. They see a future in which planning permissions are granted because the impacts on nature are not being considered. This is a serious concern to all those who took part in the dialogue.



3.2 WASTED OPPORTUNITIES FOR CHANGE

Participants express concern that opportunities to use urban land well for nature, the climate and for sustainable food production are being missed. They have observed land being neglected which could be re-purposed for nature led community projects.

There's quite a lot of land in Belfast itself that's just lying dormant. Whether it's lying there because the owners are just sitting on it for investment reasons or whatever, but surely there's potential for a lot of it to be used, even in the interim, for communal gardens or something like that.

A number of participants mentioned the land where the Harland and Wolff cranes are. This is seen as an iconic part of the Belfast skyline, but a wasted opportunity for the land around it which they feel could be managed for nature and the environment bringing benefits to the community and the climate.

Some participants also share their view that there are a number of sizeable recreational spaces in Belfast dedicated to football pitches or are simply stretches of grass. They said that some of these could be used for allotments, for which there is currently a long waiting list, and community growing projects. A key concern here is 'apathy' that local decision makers continue in the ways in which they always have rather than thinking dynamically and proactively about opportunities for change.

Another significant wasted opportunity for change in the eyes of participants is not taking the raised profile of nature and climate with COP26 further and creating significant behaviour change. They see this in their experience of:

- A food system which prioritises unhealthy, convenience food over preparation of food using fresh ingredients from scratch
- Dietary change which could be positive in addressing climate change being dismissed as a 'fad' or a 'fashion'
- The excitement and interest expressed in new David Attenborough television programmes not being translated into a new respectful attitude to nature, for example people continuing to drop litter
- Disconnects between people and nature being perpetuated.

Participants are concerned that society will continue to perpetuate traditional behaviours, demonstrate apathy and nothing will change.

My concern is the apathy, that we'll not get away from what we've always done. I do think that just if there is land that could be used sensibly that we need to look at the potential of more places. That's really it, we just need more of an effort to do things sensibly and make use of full potential.



3.3 FLOODING

Participants were shown climate projections for Belfast which showed that by 2050 much of central Belfast could be submerged. This was shocking to many and led to the following list of concerns - that:

- The nature loss experienced including more use of concrete in gardens, loss of tree cover in the land above Belfast and increasing housing developments will exacerbate the problem
- Climate change is causing more extreme weather events
- New road systems in and around Belfast are not holding up against increases in rainfall and are flooding regularly
- Man-made rather than natural flood defences do not seem to be working.

This brought the issue close to home for many participants.

I think for me it was seeing how much of Belfast could be under water if nothing was done by 2050. When you think about low level places that are liable to get flooded that are in the news, you think of places like Venice, and places that are prone to a lot of flooding. Belfast wouldn't have been one that I would have particularly even thought of, so that was shocking to find that it was so close to home, yes.

It also made some participants wonder how what is done in Belfast will help to prevent flooding when what is happening globally could have more of an impact.

I think it was really interesting to get a local perspective, because obviously that's our doorstep, that's our hills, so it's important to support that and encourage any work that's being done here. But what about globally? What the Woodland Trust does here is not going to stop sea levels rising, and the sea level rise is the biggest threat to lowland communities. So, I suppose just to sum it up, we need to put in context what we're doing locally, and how that fits globally.

4. LAND USE DECISIONS

4.1 INSPIRING WORK IN THE AREA

During the dialogue participants from Belfast heard from Peter McEvoy, Director of Land Use at Ulster Wildlife who spoke powerfully about the landscape of the Belfast region. He reviewed the nature loss in the area, and the impacts of invasive species on indigenous species. Participants are surprised to hear that nature in Northern Ireland is depleted but having heard it they remarked on what they had observed, for example the loss of red squirrels and the ubiquity of grey squirrels. Peter also gave examples of nature restoration, for example oysters being seen in Belfast Lough which delighted workshop participants,

I was really surprised to hear about the oysters in Belfast dock. As a child I swam in Belfast Lough. If you dived under the water, you couldn't see a foot in front of you, it was so dark. I mean, I used to go rowing on the Lagan and you had to get a tetanus injection to go rowing. So, whether it's coming from the Lagan into Belfast Lough, I'm not quite sure how this has happened. But it's extraordinary and a really good story.

This led participants to the conclusion that people will be more willing to accept the land use change required if they hear more positive news stories about the benefits such change could bring.

Ian McCurley the Director of the Northern Ireland Woodland Trust spoke of the Trust's work to develop woodland areas in the Belfast Hills, giving the case study of Glas-na-Bradán Wood, a strategic site on the edge of Belfast where the Trust is working towards planting 150,000 trees. This presentation also impressed participants. They could see that the tree planting programme will bring benefits for nature restoration and for people in terms of mitigating against climate change, including impacts such as flooding, and bring benefits to health and wellbeing with opportunities for greater connection to nature.

Participants said that the passion demonstrated by Ian and Peter, for their work and their ability to take people along with them and get their support for what they are trying to achieve, is inspiring. They admire the coordinated approach being taken to ensure that all stakeholders are brought along on the journey and see the Woodland Trust and Ulster Wildlife as being impressive advocates for nature. As such they want to know why the work isn't better known amongst the people of Belfast and why the Government are not more interested in supporting such programmes.

I'm blown away. I've listened to that and I'm just blown away at the great work that's going on. I feel absolutely ashamed I didn't know about it. So, why is the government not getting behind this and funding it? These are organisations which have got real-, that guy's an absolutely credit, he's so clued in. There are so many aspects to what he's doing, from the point of view of mental health, getting outside. It's everything. So, why is the government not putting money in that?

Participants in all Belfast groups expressed trust in charities and NGOs more broadly as they heard about the land use decisions which are being informed by their work. However they put this in stark contrast to government decision making on land use. Many participants said that government environment ministers lack credibility on climate change in particular, and although some had farming backgrounds, they were not seen to be in tune with society's demands for action on climate change. Participants are disappointed that more support hasn't been given to NGOs to drive forward focused action to address the triple challenge. Equal disappointment is shared by many in government inaction on this. In participants' eyes one of the roles of government is to develop policies to address societal challenges and they felt the lack of decision making and leadership on such a major challenge as climate change is distressing and frustrating.

The point I was making with the government departments is you would think when we're in a climate crisis, that this would be more a government kind of thing, and again, they don't seem to be leading the direction in which we should be going. The government need to pull their finger out a lot more. We're all fed up.

Participants also share the view that at a local government level attitudes to land use are not consistent with their ambitions for nature. They say the focus is on funding for 'sanitising' and 'neatening' areas of green space rather than allowing nature to run its course. Participants find this aggravating when they are so enthused by the work of conservation and environmental charities in and around Belfast. Some said they found local government overly focused on pleasing a small minority of vocal people in communities who see urban green space as something that must be tidy in the same way as you would keep your house clean.

I think they're trying to please a very vocal, 'it must be neat brigade', where I am. So, very low cut grass, no weeds, everything that is not in a flowerbed is a weed. And, flowerbeds must be very neat and tidy. It's an absolute nightmare.



4.2 DECISIONS ON FARMING AND FOOD PRODUCTION

Participants recognise that farming has shaped the landscape around Belfast for centuries and many have connections to farming communities either in where they live or through their families. They see farmers as integral to any decision making on land use in the short, medium and long-term as they are landowners and stewards, and essential for the creation of a sustainable food system in Northern Ireland. Participants can see a contradiction in the way the land is used for farming in the UK – in that:

1. Farmers need to sustain the land in order to ensure they have a livelihood in to the future
2. Whilst intensive practices, use of pesticides and putting too much stress on the land and on livestock is harming the very thing that provides farmers with a living.

They put this contradiction down to the pressures that farmers are put under by having to produce a high density yield from their farms whether that is in crops or livestock. Such pressures are seen to come from:

- Their own need to earn a living
- Supermarkets demand for more produce for increasingly less money
- Consumers continuing to demand meat and dairy produce in high quantity.

For some, land use decisions need to start with reducing the amount of meat produced in Northern Ireland, and creating the conditions for behaviour change so that the consumer no longer demands so much of these products in the system.

I think just informing in general, our food production, I suppose, is linked to farming. I think it's a really complex area and I wouldn't say I blame the farmers. I would blame the supermarkets or blame X, Y, Z. But there are a lot of difficulties, I think, that are around the whole area, intensive practices to all sorts of other complications, use of pesticides on the land and hormones in the animals. So, I think, for me, first and foremost, trying to find a way to move away from animal production. So, to cut human consumption of other animals would be a good starting point.

Throughout the land use conversation in Belfast participants stress the complexity of land use decision making. They speak of a cycle which demands more and more from our land without ensuring that soil can regenerate, and nature can play a part. Participants feel farmers receiving a raw deal in terms of the price supermarkets will pay for certain produce, they gave examples of lettuce being bought for under 30 pence when it costs more than that to grow; of low prices for milk and meat. The example shared in the quotation below is typical of the views of many who said that farmers are not being treated fairly by the supermarket system,

I listen to what people say about farmers and I actually think maybe that they to some extent they get a raw deal. I'm just thinking about the type of money they receive for their milk and it's ridiculously low. It's the supermarkets that are driving that behaviour - that the farmers must do ever more for their money.

Participants think that the food system is now a complex entity which looks at food production from the wrong end of the lens with the focus being on how to make money from selling food, rather than how to ensure that affordable and high quality food is available to everyone in society. Some people put the responsibility for this at the door of large scale food retailers who they see as creating a food system which perpetuates unsustainable land practice.



I think that's where the supermarkets come in because the supermarkets are operating food on the basis of, 'Well, we make money off the food. We buy it from these farmers,' as opposed to, 'We're distributing this food to feed people.' You end up with a cycle of intensive farming, poor practices, lack of ethics, lack of sustainability in order for supermarkets to keep their milk cheap and keep their buying prices down at the same time.

Others see individuals as part of the problem of how land is used for food production. This led participants to think seriously about how to join up and coordinate all parts of the food system and policies for nature and environment so that everyone can play their part in making effective land use decisions.

I think that's from my perspective, I'm very much aware that I, as a consumer, am part of the problem. But also, hopefully, part of the solution.

4.3 GREATER ACCOUNTABILITY AND RESPONSIBILITY

Playing the blame game is seen as easy. What participants thought would be more challenging for the Belfast region is for individuals, communities, industry decision makers, policy makers and land owners to understand their own accountability and responsibility for addressing the triple challenge. Some small groups' discussions highlight the role humans have had in shaping the landscape and the importance now of society taking responsibility for the impact people have had on the land. A minority felt that humans have had their chance to do things well and have failed, these participants expressed the view that nature now needs to take priority over human need in order to restore balance,

I think we have a responsibility to work out how can we let nature take its course, without us disturbing it or creating any further disturbance. I think we've done enough so far. I don't think people can be trusted with nature if that makes sense. We've demonstrated that.

These participants felt that the best decisions for land use would be to leave nature alone in many places around Belfast to restore a balance they feel has been lost in pursuing food production as the main course of land use. Participants in one small group questioned whether land should be owned, they are more comfortable with the concept of farmers and others being stewards of the land. A few felt that no one has the right to own any part of the land. They said that a community or communal custodianship is a concept that makes sense to them where no one individual owns the land but everyone has a collective responsibility for caring for it for the public good.

The land was there for billions of years before you came. Who said that it's okay to purchase land or to own land or to be gifted land by some king or queen or whatever? So, I think that's at the heart of this whole conversation, land use, land ownership. Who decides whether we have the right, as people, to own bits of the earth? It just doesn't make sense to me, it's crazy.

Participants across the Belfast groups said that with land ownership comes responsibility and the need to be accountable for your actions. The values participants applied to exercising that responsibility are that land must be used:

- Ethically to meet the needs of humans, nature and the planet
- Sustainably as a resource which needs to work well for generations to come
- In a fair and just way, putting food, animal welfare and employment standards
- With the needs of local populations in mind in terms of food production, and global populations in mind in terms of protecting the climate

In a future which takes account of these values in land use decisions, politicians and all those in decision making roles need to be seen to demonstrate leadership. Participants call for an audit process so that accountability can be shown in all land use decisions. They also want individuals to understand their own roles and responsibilities in demonstrating respect for the land, in their purchasing decisions, in who they vote for and in holding those who are elected to account.

We voted the politicians into the roles they have and we need to ensure that they're more accountable. And I think we're all just fed up with how politics is working in Northern Ireland and we actually need to see action from them and make those individuals come out and say, 'This is exactly what we're going to do.'



5. OPPORTUNITIES FOR THE FUTURE OF LAND USE

When thinking about future land use in Belfast, five main opportunities for change are put forward by participants:

- Education and awareness raising
- Tree planting and rewilding
- Incentives, regulations and support for change
- Local food system renewal
- Economic opportunities.

These are discussed in this chapter.

5.1 EDUCATION AND AWARENESS RAISING

In this section we focus on sharing comments made by participants on the importance of ensuring that people across society are aware of the triple challenge. They see this as essential so that everyone can make their contribution to the issues.

An initial focus is on educating children and young people on the issues. Many see this as important as children and young people will need to take forward any changes to land use agreed on now. Others reiterate the meat eating culture of Northern Ireland, saying that it will be easier to educate younger people on the importance of dietary shifts with climate change in mind, than try to and change the behaviour of older people. Participants spoke of:

- Embedding environment and nature topics across the school curriculum, from pre-school nursery children upwards
- Continue to develop programmes which have already begun in some Belfast schools such as:
 - Joining the eco-schools network
 - Food growing clubs
 - Seed planting activities
 - Nature trails
- Parents modelling behaviour which benefits nature and the climate at home such as recycling waste, consciously discussing reducing household food waste and going out to connect with nature
- Working with existing groups for children and young people such as Duke of Edinburgh Awards Scheme, the Scouts, the Gaelic Club and sports groups.

Hockey clubs, everybody, you get them all involved, and you make them realise their hockey pitch is built on a site, let's go and plant trees around the side of it. You just work with young people and you try to engage them

Some participants feel that children and young people are far more aware of environmental concerns than their parents, and that the roles needed to be reversed, with parents listening to their children about actions that can be taken.

Have you heard of these eco bricks, where people are taking rubbish and compacting it, as best they can, stuff that can't be recycled, because they're making these bricks out of the repurposed material? My daughter is really keen to do that, but I can't find a place locally enough that will do the pick-ups. More of that would be great because it's good to encourage our children while they've got the impetus to do something.

I think there has been a lot of progress, in terms of education. I think young people are probably more clued in than I was at their age. When you look at young people speaking out now on climate change and on the issues that affect their futures, I think they're pretty knowledgeable and pretty clued in.

Over the course of the dialogue participants also began to speak of the importance of raising awareness of the triple challenge across the adult population by:

- Charities and NGOs providing clear demonstrations to people of the impact of their choices on nature
- Putting this in the context of land use so that people re-connect their food buying choices with how food is grown, and the land and resources used to produce it
- Using communication tools in the landscape to demonstrate the processes that are going on, for example, using signage about respect for nature in newly wooded areas
- Raising awareness of the small things every individual can do to make a difference:
 - Recycling
 - Volunteering to plant trees as part of a wider project
 - Taking the initiative to plant trees in your own area
 - Planting plants attractive to pollinators in the garden
 - Having bird feeders and encouraging wildlife to thrive
 - Respecting the land, including addressing litter and explaining why litter should be taken home, setting up litter picking groups.

Participants are also keen for the opportunities for education and awareness raising to extend to farmers and farming communities. They suggest that many young people have left farming and those that remain are the older generation who have been farming in the same way for their entire lives. Participants feel that farmers in this older age group are often unlikely to know about sustainable farming practices or shift their behaviour without such knowledge.

I think locally here some of the farmers here are 75, flat cap, massive Ferguson tractor 30-year old. God bless them they're the best spuds in the world, but they wouldn't have a clue about regenerative farming practices. They've always gone to such and such place to get their fertilizer for the last 30 years and that's it.

5.2 TREE PLANTING AND REWILDING INITIATIVES

Given people's concern for nature loss participants are very supportive of the opportunities around tree planting and rewilding initiatives. Participants feel lucky to be connected to the nature in and around Belfast, because of its close proximity to the city. There is also a perception that Northern Ireland statistics for nature loss, although not insignificant, are somewhat better than other parts of the UK. However, there is agreement across the groups that more should be done to plant native trees and manage the land better so that nature can thrive.

One participant of Pakistani heritage was also keen to point to the examples of other countries, including Pakistan, which has a programme to plant ten billion trees, and Japan which has initiatives to plant fast growing trees rapidly in efforts to achieve net zero targets. Participants feel looking to global examples for inspirational nature and biodiversity positive action is important.

Participants are inspired by the work of the Woodland Trust and Ulster Wildlife and feel there is a substantial opportunity to do more to create space for nature in and around Belfast. They highlight their desire for community involvement in tree planting and rewilding initiatives so that people:

1. Understand the change needed in the landscape
2. Feel pride in and have ownership of the changes being made as a cherished resource

I think it's amazing the way that the Woodland Trust is involving the community, and the planting days that they've organised for the next 5 years, because hopefully that will give people ownership, and they will want to take care of the place and look after it.

Participants do not restrict their thinking on this to the rural areas around Belfast, they also say that initiatives to rewild should be brought into the heart of the city. They have noticed that in lockdown people whose houses are linked by alleyways, but only have a small yard at the back of their own houses, have been making use of the alleys for pots to plant shrubs and flowers.

Where I live, nobody has a garden. We've got little tiny back yards but there's been a real explosion of people using their alleys, between the streets, for gardens, and it's absolutely fantastic, little plots, patches of greenery for the first time here, which is great.

Participants have also noticed more people being interested in growing their own food in the gardens or allotments. They felt such opportunities should be strongly encouraged and become part of the Belfast way of life.

As we have seen participants would like to see local authorities in Belfast doing more with waste land including:

- Campaigns to plant more native trees and shrubs
- Concerted efforts to identify who owns the waste land and incentivise them to use it for the benefit of nature and the environment
- Using derelict land for housing and industrial developments rather than encroaching further on brown and green field sites.

Participants see the community as being a core part of urban rewilding projects and community food projects. They feel this is best done in collaboration with local initiatives including those designed by environmental trusts and local government. There is also an eagerness to understand what other initiatives for tree planting and rewilding are happening in other parts of the UK, in the Republic of Ireland and globally.

If we think we need to do something here in Belfast, are there any cities that currently work better than us? Can we copy them? Can we copy that model at all here? Because not every model can be copied to a different country and actually work over there, but at least we can work out from that maybe that model works better in this country, why not copy them?

5.3 SUPPORTING AND CREATING CHANGE: INCENTIVES AND REGULATIONS

Given participants' connections to and interest in farming there is a strong ground swell of support expressed for farmers. Participants say that retaining and supporting farming as an industry in Northern Ireland is essential and they do not want to see more farms closing, or farmers losing hard won income, as changes to farming practices are introduced. They stress that such support should come in the form of subsidies and grants to do the right thing for the land.

It's a thankless job and I think they don't probably get paid anywhere near enough for the hours, the sheer manual labour that goes into producing everything. Is it a case that the government step in and subsidise or help out with farming so that they don't have to work the fields as much and they can give them time to rest in between crops growing and things like that?

Participants underline that such support will make it more attractive for farmers to work with, rather than against, nature. Participants propose that subsidies and incentives could encourage farmers to:

- Use land currently cut for silage for wild flower meadows
- Maintain, manage and plant more hedgerows
- Farm less intensively without the use of chemical fertilizers and pesticides

Participants also feel that individuals and communities can be incentivised for example, to plant pollinator friendly shrubs in their gardens, recycle plastic and glass with cashback offers, and free compost made from recycled food waste.

For some participants incentives should be part of the package of support, but they also feel that legislation is required in addition to ensure that the changes made stick. They spoke, for example, of binding regulations issued by planning authorities to ensure that developers must include an element of urban biodiversity. They feel that developers can present a patch of green grass as an environmental benefit, but there should be a legislative framework which ensures that nature is given space to flourish with the planting of trees, shrubs and wildflowers.

Is that not something we should have, so when we do develop an urban site, there's a requirement to have what urban biodiversity to encourage birds, butterflies and nature to come into the city.

There need to be clear regulations that people are held to and then there are very definite things that happen if you do not stick to these. I mean one of the things we have is that builders have to include social housing, or they get fined. But the fine is nothing in comparison to the profit they make of not having social housing. So they need to put in regulations, and they need to make sure that people are held to them and that whatever the incentive or disincentive will actually make a difference and all of those policies, any policies that involve building or doing anything in the landscape should have environmental issues front and centre.

5.4 LOCAL FOOD SYSTEM RENEWAL

In the light of challenges with food shortages due to changes following the UK's exit from the European Union, plus the context of discussions on climate and nature in relation to food production, Belfast participants are keen to see a re-focus on locally produced and sold food. It seems odd to participants that it is cheaper to buy meat imported from New Zealand than from farms in Northern Ireland. So as well as wanting a reduction in the amount of meat people eat, they also want to know that the meat that is consumed comes from local sources.

Their thoughts are not confined to meat here. Participants spoke with pride about Comber potatoes and apples grown in County Armagh and they saw little need for over 45% of UK food to come from overseas.

I think we have an opportunity there to, I guess, cut down on imports and try to be more self-sufficient. That in itself would give more money back into our economy, our farmers, would also cut down on emissions. Food's travelling quite a distance.

Participants speak with great pleasure about farm shops that farmers have established to diversify their income. Those who have direct experience of this felt it could be an important part of the Belfast economy, if food sold direct from farms could be made affordable, accessible and valued by local communities.

I hope for better food grown locally, available, accessible and affordable. I think it's, for me, and I do have my veg shop down the road. So, available and affordable, that's it. And it hasn't travelled all the way from Argentina or wherever it is, it's just from up the road but it's well grown. Maybe it's organic, whatever. Whatever way it works.

Others listening to these advocates for farm shops are attracted by the idea if it could be made to work in terms of price, access and convenience. Given busy lives, people have become used to buying all their produce in one shop.

It's the convenience. My husband's parents live a 20 minute drive from Belfast, not even. And you'll pass houses and farms that have their eggs all set out, and there's an honesty box, you can go and get your eggs, and then there's another farm on down the road and you can go and grab something else. And it's really quite nice, and we've stopped a few times and got things. But it is then going, 'Okay, I've got my eggs, but I haven't got anything else.' Yes, I think sometimes it could be around convenience as well.

Participants also recognise that to make this work would require substantial behaviour change - moving people away from the expectation of 24 hour, all season, availability of all foods, to a more seasonal and less diverse approach.

5.5 ECONOMIC OPPORTUNITIES

Participants see economic opportunities in a shift to more nature and climate positive practices if the trade-offs between economic drivers and nature can be addressed. The view is shared that decisions have to be made about what we value as a society and then follow that through with our decisions on nature. If our priority is mainly financial and developing Belfast as a city keeping up with modern equivalents for size, different choices need to be made about how we manage the land. But this will be less acceptable for participants who want pro-nature policies that tackle climate change to predominate.

Tourism is seen as an important opportunity, using Belfast as a green city as a promotional tool. Currently participants feel that mistakes have been made for example, the Titanic experience could have been the catalyst for more green and wild spaces around it, instead concrete walkways have been built which do not allow for nature to flourish.

It's become really concrete around there hasn't it? There are lovely walk ways but there's not a pick of green to be seen. It's all paved walk ways and I would assume, obviously, years ago, the likes of Victoria Park sits quite close to the shipyards and that area around Titanic. You've got this lovely green area and then it, all of a sudden, just goes to concrete.

The view is strongly expressed by many that different choices should be made from now on which allow Belfast to thrive economically whilst working with nature. Other

participants feel that even in more rural and coastal areas around Belfast strange choices are being made which have set tourism in conflict with nature in ways which are unnecessary.

One of the issues I have particularly around where I am, is that we have a beautiful coastal path. We have a windmill, and we have a lovely forest with nice walks in it. And, all of those are being built on at the minute. They want to widen the path. They put a toilet block in the woods. They're doing a toilet block and a cafe at the windmill. We don't need all that for tourism to work here and provide inputs in to the local economy.

Participants feel that work should be done to enable tourism to contribute to the local economy with nature at its heart.

Participants also feel there are economic opportunities in farming which can and should be exploited without exploiting the land. They spoke of farming needing a 'complete overhaul' so that:

- Farmers are remunerated fairly for their work
- Farming is established as an interesting and valued career for young people
- Land is used effectively without draining all its resources
- Land is used to grow what populations need rather than over-producing and wasting food.



6. COMMUNICATIONS AND AWARENESS RAISING

It is clear in the Belfast land use conversation that participants are keen to know more and do more about nature, climate and the environment. Participants express surprise that they are not aware of rewilding and tree planting programmes on the near edges of their city and want to ensure that more people can engage with and be part of the solutions for the issues they had learned about in the dialogue. A number of participants said they would be seeking out volunteering opportunities as a result of taking part in the dialogue and would welcome opportunities to deepen their understanding of the issues.

I would love to do some volunteer work, most of the organisations that have been giving talks, I knew nothing about them, and I definitely would love to do some voluntary work with some of these organisations (Woodland and Wildlife Trusts). Participating in these projects would be fantastic.

6.1 CLIMATE AND NATURE MESSAGING

Given this desire to know and do more participants dedicated time to thinking about climate and nature messaging in the dialogue. They consider this an important piece of work which should be prioritised by organisations working on the triple challenge agendas so that society can take action as individuals, organisations and decision makers. Proposals predominantly stress the need to make such messaging positive, so stakeholders, including individuals and communities, are made aware of what they can do, why the change is needed and what the impacts for nature, climate and people will be if changes to society's approach to nature and food production bear fruit.

Participants note that larger supermarkets have begun to incorporate meat reduction messages in their marketing campaigns lately, and they welcome this. They also feel that tying some messaging into points about health could be useful as climate change is an issue which feels too remote for some.

People can find the climate conversation a bit disconnected from their day-to-day reality whereas the health messaging could hit home.

In the light of the context of COP26 which was taking place during the Belfast discussions, demonstrating that what we do in the UK can have an impact globally and vice-versa is important. Participants said that it would be positive to demonstrate in climate communications that we are a global community and the issues that might be affecting people who live far from Belfast, might well be the issues that Belfast communities will face in the future.

There are communities who are being impacted and devastated by climate change. We're being impacted in different ways, but at some point in the future that will be us. Belfast, parts of it, will be underwater, because a lot of it, like we said last night, is reclaimed land around the docks area. And the M2 wouldn't exist unless there was reclaimed land, the M2 foreshore. So I think we all have to get the idea that this is a global problem, and we all need to be part of the solution, and it affects communities everywhere.

Messaging which takes this global approach will demonstrate that we are all connected to each other and to nature and if we can make positive changes to how we use the land now, we can work together towards solutions to the significant challenges faced. This is seen as a message of hope which should be shared widely.



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Participants propose that:

- Just as there are daily national updates on Covid-19, there should be a daily update on nature depletion and climate change – showing where progress is being made and highlighting where more work needs to be done
- The opportunity should be seized to hold decision makers and governments to account so that there is an audit process
- Good news stories are published and promoted so that people grow in awareness of the work that is being done to address the triple challenge
- Behaviour change campaigns, modelled on the taxation on sugary drinks and/ or anti-smoking campaigns, are developed for people to understand the inter-relationship between climate, nature and food production
- A degree of caution should be exercised in government and political messaging as participants feel there is little trust in the political process in Northern Ireland and substantial doubts about the commitments Stormont are making to environmental policies
- Change the language from 'making space for nature' to 'putting nature at the heart of everything we do'

We have to get the message out to people that they need to be part of the solution, they need to think about this and seriously and be active in whatever way. One or two people getting real about it, it's not going to make a difference, we have to convince the general population that we all need to change.

The role of the media and social media in this context must also be considered. Participants feel that using these channels for key messages is important. Working with the younger generation to generate messages which speak to their own demographic was seen to be an important tool.

6.2 MEANINGFUL ENGAGEMENT WITH COMMUNITIES

Alongside effective messaging and communications participants feel inspired by the dialogue and see value in extending this kind of deliberative activity to more sections of the community. Participants in one group said they would like a standing People's Forum on the triple challenge to meet regularly and work with land owners, decision makers, local and national government on a level footing to take steps towards the significant policy shifts that they are calling for.

It's giving the voice back to the people. It's letting us decide what we want from the city that we live in. It is our city. We all share it, so why shouldn't we have a decision on what it will look like in 10, 15, 20 years' time or not, if we don't do anything about it.

7. KEY MESSAGES FROM BELFAST

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

- A balanced, joined up and strategic approach to land use
- Creating the conditions for nature recovery
- Community engagement and involvement

7.1 A BALANCED, JOINED UP AND STRATEGIC APPROACH TO LAND USE

Many participants feel that how we manage the land depends on agreeing the correct balance of needs and approaches, whilst recognising that people are part of the ecosystem - not masters of it. For many, taking part in the dialogue gave them reason to believe there is a crisis to be addressed and that the solutions lie in deciding what needs to be done to take positive action.

So, it's a big crisis point and we need to decide, how are we going to move forward? We have to realise we are actually part of the natural world, rather than it being there for us. We are part of the ecosystem and if we put ourselves out of balance, then the whole thing collapses.

Such balance needs to address the fundamental questions of:

- What society demands from the land
- Ensuring we, by over-consuming and having unrealistic expectations of our food, take what we need from the land, not everything that we want
- How we act now so that it's not too late to make change.

In order to achieve this participants advocated for a collaborative approach to strategic planning for land use. They stress that what they see at the moment are individual organisations, government departments and communities working in their own silos, with each making more or less effort to put nature at the heart of policies. They said that without coordinated action to join up policies and programmes, and creating new ones as required, little could be achieved.

If we're going to use land in ways that are ethical and sustainable and that are going to have a positive impact on the planet, then we need to have a strategy for that, we need to have some of making that happen. Just leaving it to individual farmers to say that I can get a subsidy for setting aside some land to try to get a few back. That's not going to do it. It needs a much bigger plan than that.

Participants believe this will require people to ask questions of their politicians, to vote for those who have put nature and climate at the forefront of their agendas and to support NGOs to advocate for such coordination. There is a sense of urgency behind this requirement – participants want action to address climate change and positively change our food system to be in line with nature. And they want swift, purposeful action which shows leadership.

7.2 CREATE THE CONDITIONS FOR NATURE RECOVERY

Participants consider that such a strategic approach, involving all decision makers, gives hope to their desires for nature recovery. Creating the conditions for nature recovery is seen as an essential step in the journey. They propose work which will:

- Put nature at the centre of policies for land use
- Create nature corridors to encourage indigenous species to thrive
- As a matter of course set aside farmland for nature
- Plant 'acres and acres' of trees in the Belfast Hills and demonstrate ambition for nature recovery in the area
- Use urban land well and embed 'for nature' projects in the urban landscape such as bee hives on rooftops, rewilded (not manicured) urban spaces, using derelict buildings for growing projects
- Use nature rather than people-made solutions for flood defence

An integral part of the approach proposed by participants is to encourage farmers to work with not against nature.

I would say that they're saying that 75% of Northern Ireland is for farming. So, three quarters of our land is used for farming, so surely farming is the key to the vast majority of any issues when it comes to land use, climate change and so on. I mean, all of that talk about nitrates, and ammonia, and all of those sort of emissions and stuff. I think it's crucial something is done to make it more sustainable, environmentally friendly, whatever, etc. It is critical.

Participants prioritise this work and, as we have seen, want to support farmers to shift the ways in which they work the land. Again, the joined up strategic approach would be key to the success of this endeavour by engaging farmers in the conversation about how they can support nature recovery and why it is important.

7.3 COMMUNITY ENGAGEMENT AND INVOLVEMENT

Participants said that taking part in the dialogue had, for them, inspired a desire to do more and to be more involved in these issues. Some feel that they now have a role to go out in to their communities and inspire others. They said that WWF might consider a continued relationship with dialogue participants as 'Nature Ambassadors', people who can be supported to go out into the community and discuss and advocate for change. Participants said the Nature Ambassadors could be in the community working for change. In addition they:

- Repeatedly called for a 'People's Forum' a public dialogue or Citizens' Assembly approach where all parts of society can come together to propose and make strategic change
- Said that the Forum could work through the challenge of producing local food which is accessible and affordable
- Want support for community-led initiatives for nature recovery and food production
- Propose support for inter-generational activities where, for example, older people can be inspired by younger people's passion for climate change action and older people can advise on food growing and preparation.

Encourage people, involve people, establish a Forum for people to make real concrete change working with farmers and politicians, and use the Ambassadors that will come from that work to cascade it to others in the community.

Participants feel that such community involvement will bring about significant behaviour change – without which it would be hard to make substantial differences in how we use our land for the long-term.

I think the awareness part is very crucial in terms of priority, because if people are aware they will want to change what they do. They will become pretty effective in advocating for changes in the use of the Belfast land in the short, medium and even long term.

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 specialists²: 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.

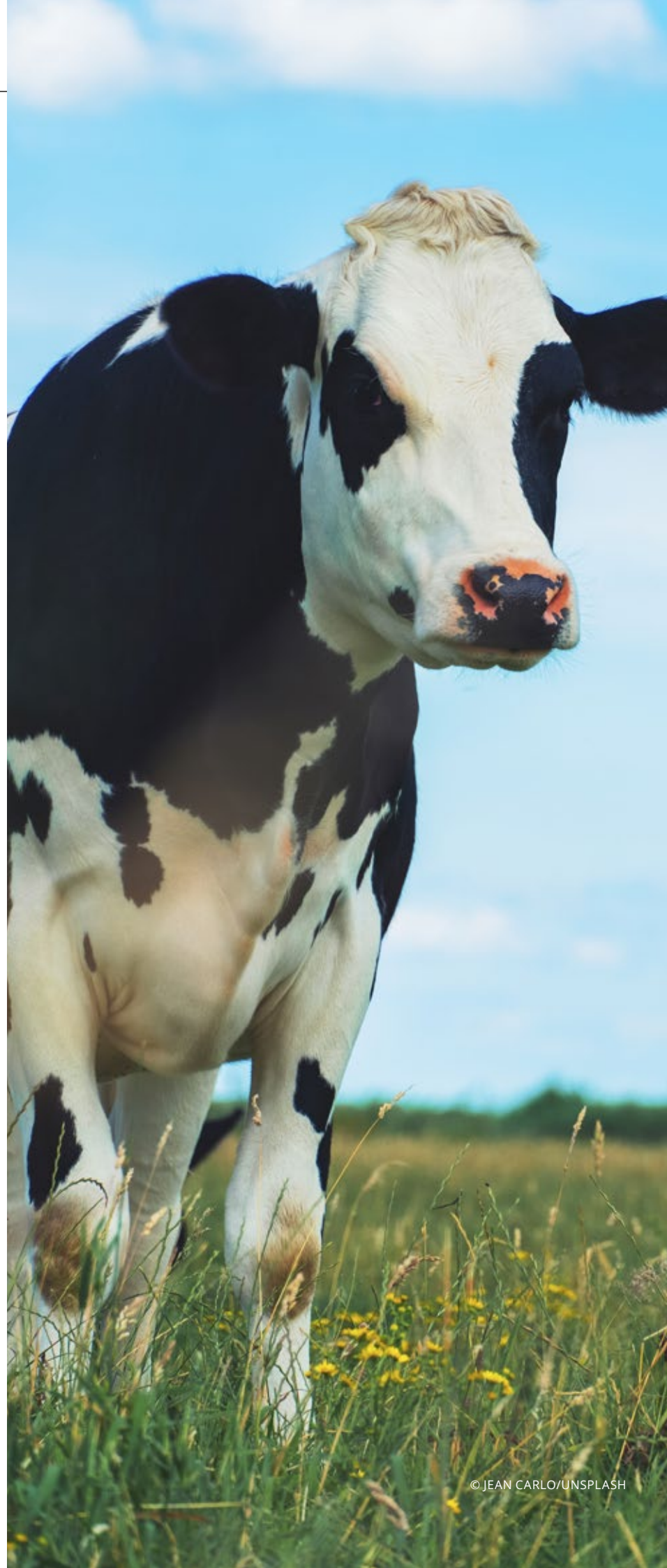
We used a consistent group of HVM facilitators in all dialogue workshops. Each small group comprised no more than seven participants working with one facilitator. Facilitators followed workshop process plans designed in discussion with the Project Team.

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



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

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

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

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

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

² 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 detailed process plans and stimulus materials used throughout the dialogue are available at appendix 3 and 4.

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

Interaction with specialists is an essential element in public dialogue, providing participants with insight into the different perspectives on a topic. In this dialogue we worked with a range of specialists³ 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.

³ A full list of specialists is presented at Appendix 3



APPENDIX 2: RECRUITMENT SPECIFICATION

Client: WWF-UK

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

Deliberation contractor: Resources for Change and Hopkins Van Mil

PURPOSE:

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

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

RECRUITMENT SUMMARY:

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

GENERAL SCREENER TO INCLUDE:

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

APPENDIX 3: INFORMATION PROVIDED TO PARTICIPANTS

1. SPEAKERS IN BELFAST

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 Belfast and Northern Ireland situation.

- Workshop 1, Nature and land use: Peter McEvoy, Director of Land Use, Ulster Wildlife
 - Presentation on the key elements of nature in Belfast including nature depletion, connectivity of habitats, species and ecological principles.
- Workshop 2, Climate and land use: Ian McCurley, Director, Northern Ireland Woodland Trust
 - Presentation on the opportunities of woodland areas through the case study of Glas-na-Bradán Wood, a strategic site on the edge of Belfast which aims to plant 150,000 trees for nature, people and climate.

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.

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

NATURE

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

CLIMATE

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

FOOD AND FARMING

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

2. PARTICIPANTS' WELCOME PACK

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

Welcome Pack

UK Land Use Conversation Public Dialogue

Belfast

Tuesday 2nd November
Webinar: 6 to 7pm

Thursday 4th November
Workshop 1: 6 to 8:30pm

Friday 5th November
Workshop 2: 6 to 8:30pm

Monday 8th November
Workshop 3: 6 to 8:30pm

Thursday 11th November
Workshop 4: 6 to 9pm





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

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

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

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

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



[2]



What’s Inside?

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

PLUS – at the end of this guide:

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

Workshop preparation checklist

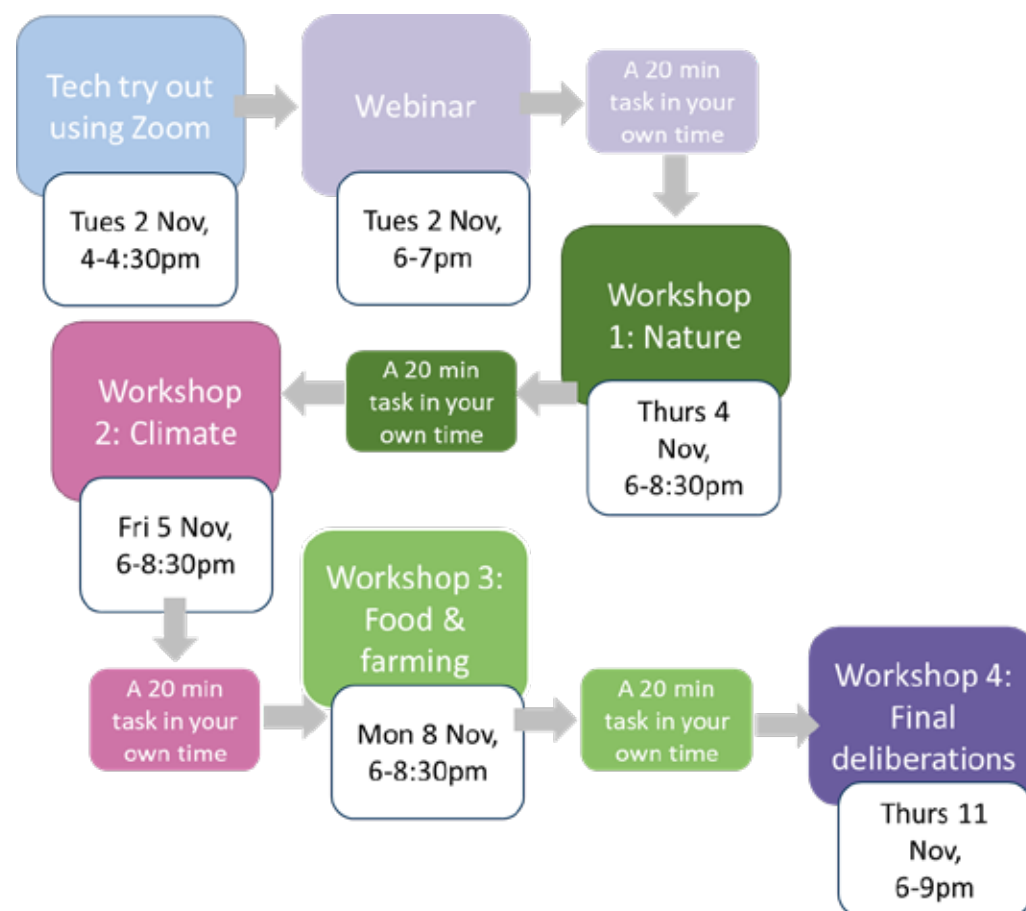
Read through this guide
Test out Zoom
Find a suitable space where you can join the online workshop
Join the tech try out session at 4pm on Tuesday 2 nd November if you have never used zoom before, or you want to refresh your knowledge of using zoom, or to ask questions about the online homework space
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 Belfast 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 13th November, bringing together participants from across the seven landscape locations to discuss the triple challenge and draw conclusions on land use, climate, nature and food & farming.

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



[5]



3. Who will be involved in the workshops?

There will be 21 people participating in the workshops. They have been recruited, as you were, to provide a range of ages and backgrounds from Belfast and the surrounding areas. 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, Mike, & Neil. They will make sure that you, and everyone who takes part, has opportunities to share their views and thoughts. Leila will help run the sessions and give technical support to participants taking part in these online workshops.

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



[6]



4. What will I be doing at the workshops?

At the workshops, we want you to:

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



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



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



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

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

We are also working Paul Wyatt, a filmmaker to create a film about the dialogue. He will be recording some of the workshops and may want to be in touch with you to see if you are interested in sharing your experience of the process in a filmed interview.



[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 will receive an email from Recollective inviting you to join on Tuesday 2 November. You will need to sign up to access the space. You can access the online space by clicking this [link](#). If you don't receive this email, please check your spam or junk folder as invitations sometimes end up there.





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



[8]



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 2 November, 4-4:30pm. Please come along to this session if you've not used Zoom before or would like any technical support.
- **Sign up to the online homework space** by following the email link sent to you from Hopkins Van Mil at Recollective.
- **Come to prepared to workshop 1 with an image which reflects your view on land use in your region** – You can either go out into the local landscape around Belfast and take a picture OR find an image on the internet from your local area which you can share that reflects your view on land use in the region. It could focus on nature, climate and/or food and farming. We would like you to upload this image to the homework space by **lunchtime on Thursday 4 November**. 
- **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]



7. How do I join the workshops?

You will be **emailed the link** to the Zoom workshop ahead the first session: the webinar on **Tuesday 2 November**. Please **do not share this with anyone else**. You will be emailed a new Zoom link before each workshop.

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



Joining from a computer

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

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

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



[10]

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Joining from a tablet (e.g. iPad)



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

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

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

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

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

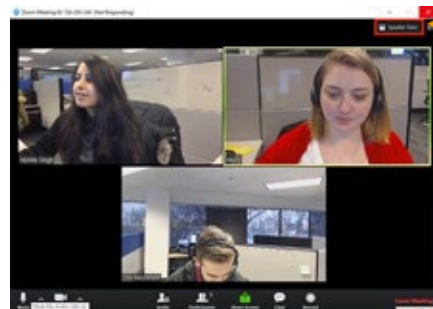
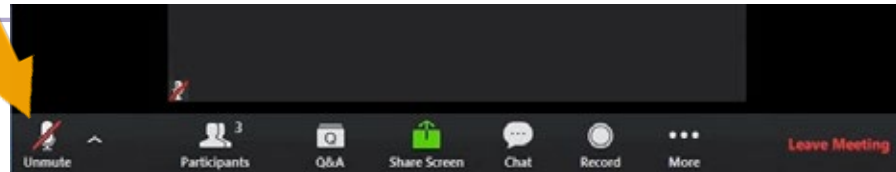


[11]

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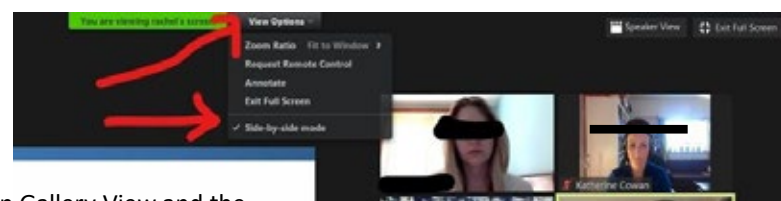
8. Tips for using Zoom

- 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.

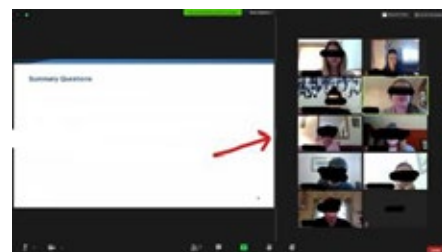


If you use Gallery View (top right-hand corner), you can see everyone at once, rather than just the speaker.

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
- Leila 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 working 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 2 November at 5.45pm for the webinar. The following pages in this guide provide important information on recording and how we use your data, and the agenda for each session.



[14]



UK Land Use Conversation: Public Dialogue

Research consent form

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

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

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

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

How we protect your personal information

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



[15]



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

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

Sharing information with others

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

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

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

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

Storing information

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

Your data protection rights

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

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



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

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

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

Your right to complain

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

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



[17]



Webinar & Workshop Agendas

Webinar: Tuesday 2 November
6 - 7pm

Webinar: Tuesday 2 November, 6 - 7pm

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



[18]

Resources
FOR CHANGE

Creating Connections
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Workshop 1: Thursday 4 November 6 - 8:30pm

Workshop 1: Thursday 4 November, 6 - 8:30pm

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



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Resources
FOR CHANGE

Creating Connections
Hopkins Van Mil

Workshop 2: Friday 5 November 6 - 8:30pm

Workshop 2: Friday 5 November, 6 - 8:30pm

6:00	Welcome, introduction & quick questions using www.menti.com
6:15	Small group discussion 1: climate and land use
6:35	Film on land use and the climate crisis
6:45	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 www.menti.com questions and homework briefing
8:30	Thank you & see you on Monday



[20]

Resources
FOR CHANGE

Creating Connections
Hopkins Van Mill

Workshop 3: Monday 8 November 6 - 8:30pm

Workshop 3: Monday 8 November, 6 - 8:30pm

6:00	Welcome, introduction & quick questions using www.menti.com
6:15	Small group discussion 1: food, farming and land use
6:35	Film on land use and food & farming
6:50	Presentation on the local landscape in relation to food and farming
7:00	Q&A
7:20	Break
7:30	Small group discussion 2: hopes and concerns
8:20	Final www.menti.com questions and homework briefing
8:30	Thank you & see you on Thursday



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Resources
FOR CHANGE

Creating Connections
Hopkins Van Mill

Workshop 4: Thursday 11 November 6 - 9pm

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6:00	Welcome, introduction & quick questions using www.menti.com
6:15	Summary presentation
6:30	Small group discussion 1: Opportunities and constraints
7:35	Break
7:50	Small group discussion 2: Priorities for land use
8:35	Plenary feedback
8:50	Final www.menti.com questions
8:55	Closing remarks
9:00	Thank you



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Resources
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Welcome Pack

UK Land Use Conversation Public Dialogue

Belfast

Any questions?

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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.

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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

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