



# LAND OF PLENTY: PUBLIC PERSPECTIVES IN CORNWALL

CONVERSATIONS ON THE FUTURE OF  
CLIMATE, NATURE AND FOOD

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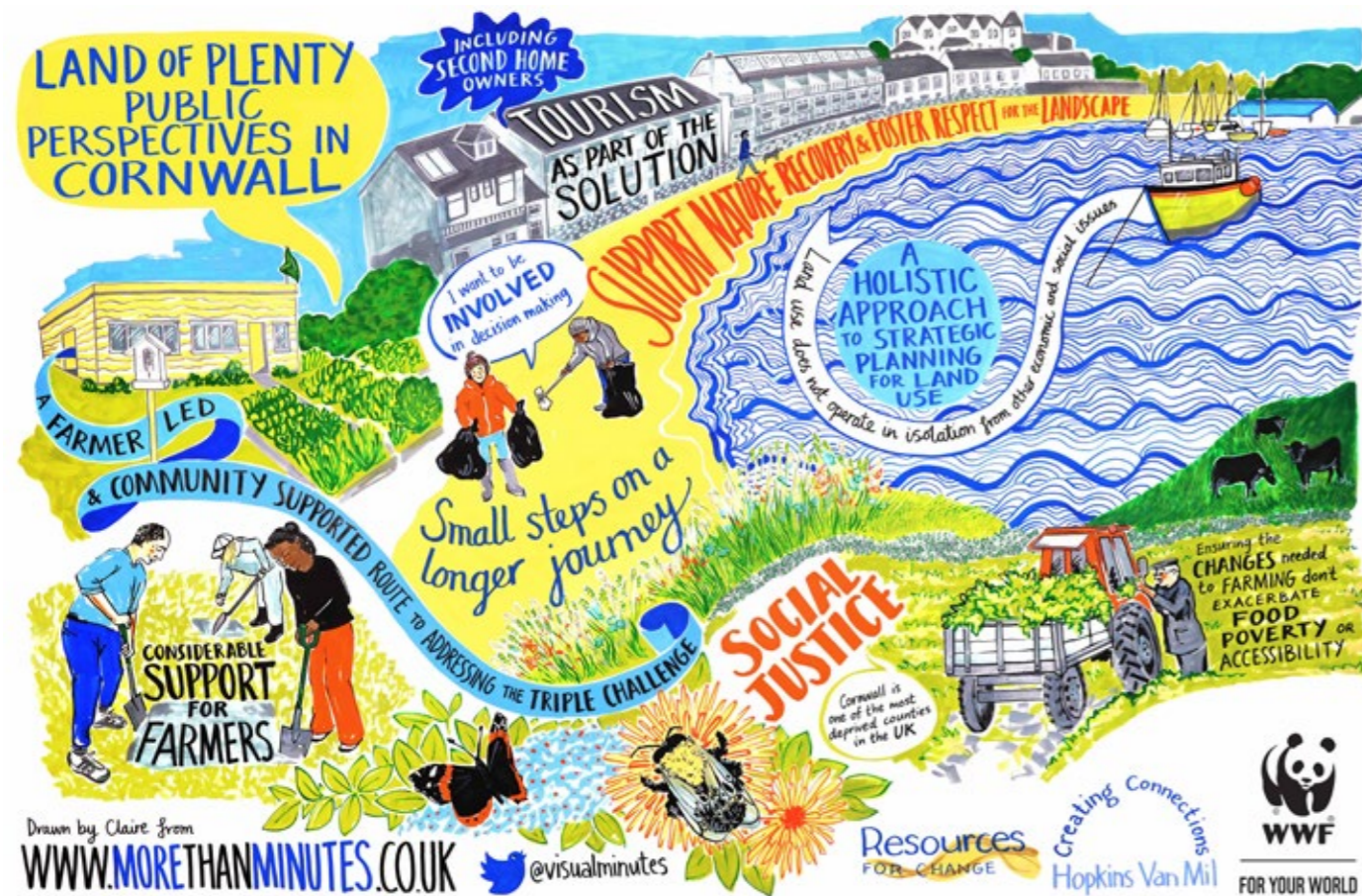


This public dialogue was commissioned by WWF-UK. This report has been written by the sustainable development company Resources for Change and the deliberative engagement specialists Hopkins Van Mil. Report authors Henrietta Hopkins, Mike King and Suzannah Kinsella.

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

## 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 – CORNWALL

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 Cornwall:

CALL FOR A HOLISTIC APPROACH TO STRATEGIC PLANNING FOR LAND USE	BELIEVE IN A FARMER LED AND COMMUNITY SUPPORTED ROUTE TO ADDRESSING THE TRIPLE CHALLENGE	WANT TOURISM TO PLAY ITS PART IN SUPPORTING NATURE RECOVERY AND FOSTERING RESPECT FOR THE LANDSCAPE	REQUIRE SOCIAL JUSTICE: ENSURING NECESSARY CHANGES DON'T EXACERBATE FOOD POVERTY OR ACCESSIBILITY	SMALL STEPS ON A LONGER JOURNEY: TAKING TIME FOR PEOPLE TO GET INVOLVED IN LAND USE DECISIONS FOR CORNWALL
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Important points raised by the group in Cornwall include:

### A holistic approach

As participants thoroughly explore the topics of nature, climate change and food & farming they start to see the connections between the issues. They understand that strategies and action implemented to address one issue will have impacts on the others. Participants also saw wider connections, given that land use does not operate in isolation from other economic and social issues. Participants agreed that all these things need to be taken into account when considering the future of land use in Cornwall.

### Farmer led and community supported

There is considerable support for farmers and an equal amount of concern for their future with changes to the subsidy regimes. There is a real feeling that farmers could and should lead initiatives for nature and climate however, it is also recognised that they cannot do it alone. Participants put a high value on collaboration and partnership and above all people want to reconnect with local food, farming, nature and the landscape.

### Tourism as part of the solution

In a similar vein participants feel that tourism (including second home owners) need to be seen as part of the solution. The landscape is what draws many people to Cornwall but once there they often had a negative impact on the very things they had come to see. Participants believe that tourism should contribute to nature's recovery and the mitigation of climate change through some form of financial contribution, whether it be a tourism tax or some other form of levy, taken when visiting places or using facilities.

### Social justice

At the end of many sentence in this dialogue is a 'but'... But it needs to include everyone, but it's got to be affordable, but it's got to address local issues as well as national ones. Cornwall, is one of the most deprived counties in the UK. Participants feel strongly that initiatives around land use must not add to this burden, in fact they need to be designed so as to contribute to addressing some of the social issues Cornwall faces.

### Small steps on a longer journey

Participants agree that 'using land well' to address nature recovery and climate change is not just the responsibility of those directly involved: farmers, policy makers, NGOs and charities, but needs to involve everyone. In fact, participants demand to be involved. However, it is also recognised that the triple challenge is a large and complex subject. As people live busy lives it is acknowledged that people can perhaps only take small steps, but that is alright as long as these steps are in the right direction. Participants feel that they now have, through this dialogue, a much better idea of the direction of travel.

# 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 events<sup>1</sup>. During the process a range of speakers, either live or presented as filmed interviews, gave different perspectives on the triple challenge. These specialists included representatives from NGOs, charities and membership organisations, local councils, academics, policy makers working on various aspects of the triple challenge. Some brought examples of the current challenges, others gave examples of changing land use bringing positive outcomes for food, farming, climate and nature.

Further information on how the public dialogue was designed and delivered is included at appendix. 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 from the Cornwall region, where 19 participants took part in the dialogue. Cornwall is one of the seven locations included in the dialogue process.

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 from the Cornwall workshops to emphasise main points. Some quotes have been edited to remove repeat or filler words. We have made no other edits, so as not to distort speakers’ meaning. Throughout we have provided discussion snapshot boxes, which highlight a longer reflection from a participant, which adds force or emphasis to the points being made in the narrative. 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 CORNWALL STORY

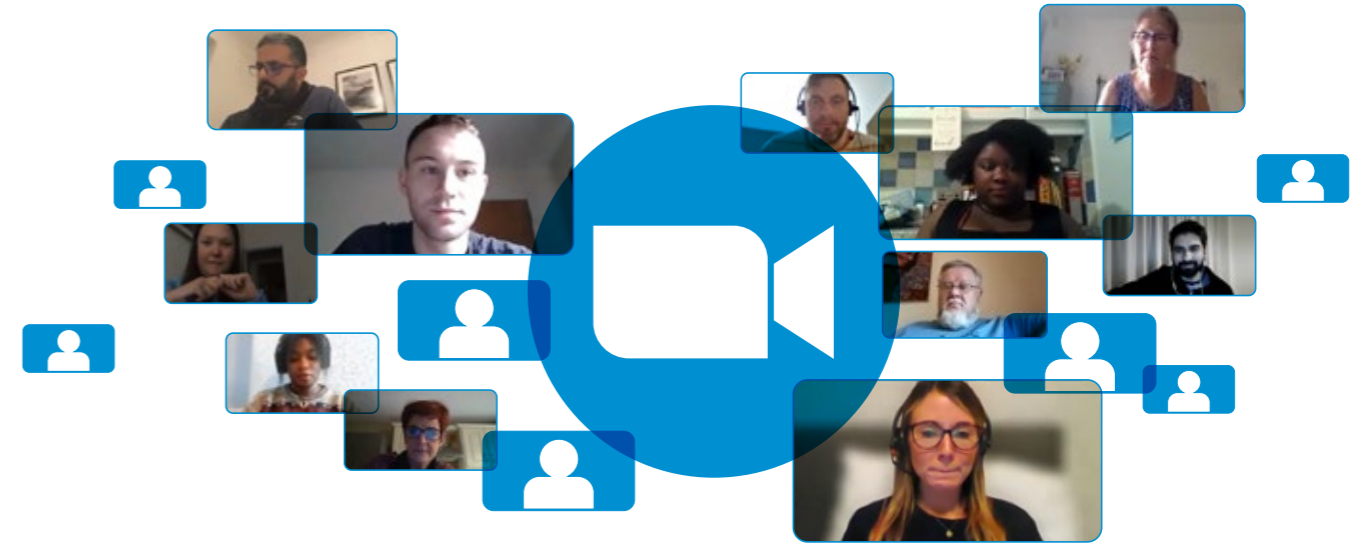


### 2.1. A RURAL COASTAL COUNTY

The words used by participants to describe the landscape of Cornwall at the very start of the dialogue demonstrate a strong affinity with the scenery and the predominantly rural nature of the county. People feel that they live in a beautiful area and many of them have moved to Cornwall for that reason.



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The coast dominates peoples’ perceptions of the landscape and there is a strong feeling that you cannot divorce what happens on the land in Cornwall from the coast and the sea. Discussions in the early stage of the dialogue included those on the varied and often extreme weather that comes off the sea which impacts greatly on agriculture, wildlife, and key industries such as tourism. Participants said that people in Cornwall often have more than one job, including at times a combination of farming and fishing. They said that over exploitation of the sea and the land are part of the same story.

*It's a seascape not a landscape but I do feel that the connection between the sea and the land and the effect on the food chain, it's all in one big loop,*

Participants describe Cornwall’s landscape as ‘wild’, ‘dramatic’ and ‘beautiful’ and they also said in the early stage of the dialogue that Cornwall is rich in wildlife, and all this contributes to it being a good place to live.

*We have such a diverse environment in Cornwall and as a result we have a wealth of nature; it is beautiful, mighty and needs preserving.*

Participants place a high value on nature in Cornwall, as something that helps define the distinctiveness of the county and which gives a sense of wellbeing to those who live there.

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

*I have a strong relationship to nature because it provides me with a sense of well-being. I wish it was cared for more*

### 2.2. INDUSTRY PAST & PRESENT

Participants are quick to point out that it has not always been that way, and that Cornwall has a history of industrial activity that has left its mark on the present day landscape. However, in the discussions participants also recognise that this heritage is one of the things that makes Cornwall different and is an important tourist attraction.

*It's a picture from Kennall Vale Nature Reserve which is the site of a nineteenth century gunpowder works. Now it is a nature reserve, home to some quite rare species of plants and animals, but what I think is really interesting about the site, is that it links back to Cornwall's industrial heritage and a lot of the landscape that's been changed by human activity.*



Agriculture is seen as the modern industry that is shaping the landscape. Farming is a key component of Cornwall life, is diverse and helps create much of the scenery that helps drive the tourism industry. Participants feel this is because farming in Cornwall still runs on traditional lines, although people did highlight concerns about things such as the use of chemicals by farmers.

*I think we're quite blessed here in Cornwall in that we don't have any of the large agri-businesses. Most of our field boundaries are intact, they've not been ripped up, ploughed up etc. and here, when you look around the rural landscape, there's an awful lot of green fields, pastures, meadows, that sort of thing.*

Participants spoke passionately about being able to purchase locally grown food from the plethora of farm shops and local markets, some of which had started trading in response to the Covid Pandemic. They shared in their discussions that Cornwall also has a strong tradition of community food growing projects. These were established to help people access good quality, environmentally friendly food and to address issues of inequality, ensuring that such food is available to those on low incomes. This idea of inclusion is highly valued by Cornwall group members.

*This is a photo of the Seven Community Farm, it's just outside of town. It's a community interest farm that has been open since 2012, so they're trying to just do farming a little bit differently and bring the community into producing their own food and learning about organic growing and things like that. It does seem like a nice example of a way of producing food without wrecking the landscape and trying to involve nature rather than abusing it really.*



Participants in Cornwall said how much they value and support farming 'done well' and in Cornwall, in their view, this is usually the case.

*I was interested to hear how much land is used for agriculture, in Cornwall. A large percentage of this land is used for dairy farming. I feel Cornwall has much higher standards than compared with other places and countries, but I don't know how good the standards are. I am aware of schemes such as 'Red tractor' and RSPCA but I would love to know more and develop more of a connection with the food I eat and how it is produced, with nature and climate change in mind.*

### 2.3. A LANDSCAPE UNDER PRESSURE

Two areas of the Cornwall story that emerge throughout the dialogue process are not seen in such a positive light - tourism and housing. Tourism is seen as a double-edged sword, essential for the Cornish economy but detrimental in many ways to the landscape, nature and local communities in the county. Participants said that tourism pressure has been increasing due to the Pandemic with many more people choosing Cornwall for their staycation. This has considerable impact on landscape and nature according to participants. They report that with more people visiting Cornwall there has been a greater disturbance of wildlife, erosion of footpaths and other outdoor facilities, and considerably more litter. They said that this is causing considerable tension within local communities in tourist areas.

*Tintagel castle brings through the huge numbers of visitors to the village which we want of course, but it also creates chaos with the huge crowds it draws!*

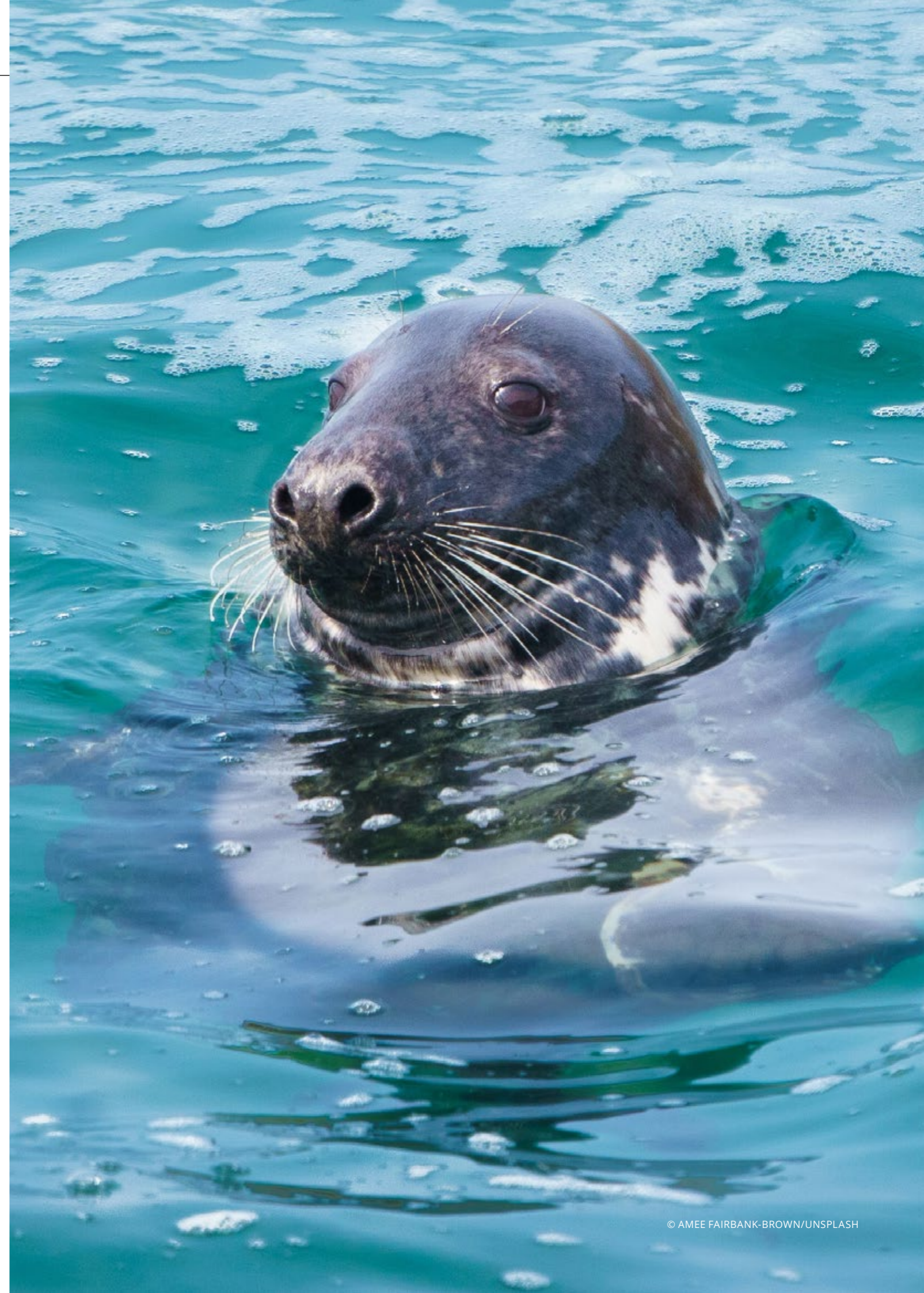
Housing development is seen as perhaps the biggest threat to the landscape of Cornwall with participants repeatedly raising concerns about new building developments on greenfield sites. For participants these concerns are heightened by their sense that the new houses being built are frequently sold as second homes at prices that preclude their purchase by local people.

*There's going to be a massive amount of houses. Locally, Holman's, the mining equipment company, was sold and they've built houses on it, well that's fine because it was brown site. But a green field site, an existing farm, it's crazy.*

### 2.4. A STRONG SENSE OF PLACE

Participants shared that there is a strong identity within the county which includes a pride in its natural environment and landscape. Part of this identity is to do with its location and the fact that it feels separate, and a bit different from, the rest of the UK. Participants described a strong loyalty to the county and a passion to see it do well.

*We are naturally liberal. The Cornish are a naturally liberal race and people migrate here because of their liberal nature I think. We are quite supportive, very tolerant. Unless you come from Devon and put your cream on the wrong way. But, on the whole we're pretty good I would say, and I think we'd be very willing to change. And, I think that's pretty true of most of the people down here.*



people.

### 3.2. DEVELOPMENT

Participants heard that only 6% of UK land is used for built developments. Nevertheless, they believe there is currently a great deal of house building taking place in Cornwall. This raises many issues for participants in respect to landscape and land use. They suggest that good farmland or land that could be used well for nature is being taken over for development. This is seen as an even more critical issue when it is perceived that housing built for second homeowners rather than locals does not appear to fulfil developers' responsibilities for protecting nature.

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

One of the problems shared by participants is that they sense that many individuals and companies put making a profit ahead of looking after the environment. There is a widely shared concern that future land use change needs to find a better balance. It is not acceptable for people to make excessive profits from future actions to address climate change and look after nature.

*I wouldn't want it to be a private sector or a private company getting contracts and getting their hands on looking after the nature in Cornwall.*



### 3.3. SOCIO-ECONOMIC CONDITIONS

Participants are very aware and kept coming back to the fact that Cornwall is one of the most economically deprived counties in the country, in part because of its reliance on the seasonal tourism industry.

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

It is a strongly held conviction that communities are under a lot of pressure, as there are few permanent jobs and limited worthwhile career options for young people. Participants said this has left many leaving the county to find opportunities elsewhere. For those young people that stay their financial situation becomes increasingly hard and many require support from facilities such as food banks. This whole situation is seen by participants to be exacerbated by the prevalence of second homes in many of the most popular parts of the county which are changing the nature of community life.

*Well, it was meant to have housing put there for local people to live in the local area to work and it's 95% holiday homes.*

A specific issue that came up frequently in dialogue discussions is the cost of food and how decisions about how food is grown seem to negatively impact the least well-off in society. Many participants in the Cornwall discussions feel that food is too cheap and that if society wants farmers to farm better or differently it has to be prepared to pay for it.

*We want the farmers to farm in a more ecologically sound way so they're getting less per acre. We have to be prepared to pay for it, we want them to do it, we have to pay for it and not import it instead.*

Considerable concern is expressed by participants about the likely increase in the cost of food in order to achieve higher environmental and welfare standards. Participants agree that the standard of living in Cornwall is often low for the many people in insecure, seasonal employment and there are many issues related to the socio-economic conditions in the county that mean food affordability is a critical issue.

*I live in Falmouth town, so there's a farmer's market and there's the Natural Store in Falmouth where you can buy local and organic stuff. The problem is that it is just not affordable, especially if you're trying to feed a family.*

*Ultimately, it always needs to be affordable, because good quality produce is quite often stretching low income families' bank accounts. It's not always doable for everyone, so I think that's always got to be factored in, because we've all got to make changes collectively for it to be a worthwhile change. Financially, it would need to be doable for anyone.*

This is not just seen as a farming issue but one to do with the whole supply chain and in particular the role of supermarkets in the food production system, particularly in their perceived efforts to drive down the cost of food.

*Unfortunately, maybe, it is the likes of the supermarkets that are destroying the ability for farmers to produce that good quality and get a decent return for their produce and pay their staff an appropriate wage.*

### 3.4. LOSS OF NATURE

Participants stress that they feel their landscape has changed and they are daily witnesses to nature loss.

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

### 3.5. PRESSURES ON FARMING

Participants in Cornwall said that they recognise that there are a lot of pressures on farming, some of which need to be factored into any decisions about land use. Participants feel that:

- Good farmland is being lost to development
- Small family farms are being bought up by larger businesses and farmed more intensively
- Agricultural support systems are changing post Brexit
- Farmers are being asked to do more for nature and climate without incentives or support.

Considerable concern is shared among participants for the future of farming.

*David, thanks. I learnt loads from that. I just want to clarify something. So I know that I've understood it. You said in, I think it was written down here, 2027 we're potentially going to lose a lot of farms in Cornwall, because that's when this Basic Payments Scheme is going to be phased out and presumably that's going to be echoed nationally, across the UK. I find this incredibly alarming actually.*



## 4. LAND USE DECISIONS

During the dialogue participants from Cornwall heard from three speakers from Cornwall Council who gave their own perspectives from both a professional and personal point of view on the implications of the triple challenge in the county.

- Carl Warom, Senior Environment Officer, talked about Cornwall’s Nature recovery strategy. Participants were very interested to hear that Cornwall was one of the early adopters of the ‘nature recovery approach’ and would soon be consulting on its strategy.
- Mike Holmes, Carbon Neutral Cornwall Manager, presented the Council’s Carbon Neutral programme, showing how all sectors of Cornish society had a role to play in reducing the county’s Carbon Footprint. He made it clear that the way land was used and managed had a significant impact on that footprint and that Cornwall was well placed with significant areas of peat, extensive agricultural land and space for large scale tree planting to really embrace nature-based solutions.
- David Rodda, although also a council employee, spoke from a personal perspective as someone from a seven-generation farming family about the challenges of farming in Cornwall, the uncertainty around current agricultural policy and economic pressures that farmers are under. He also spoke about how farming was addressing many of the aspects of the triple challenge and participants were particularly taken with the demonstration of the methane driven tractor.

Participants’ initial reaction to each presentation was one of surprise that so many positive things were going on and concern that these are not better known about. Communication, or lack of it was a theme of discussions throughout the dialogue and will be addressed more fully in Chapter 6.

The input from each speaker helped participants develop a collective and informed view on the opportunities for using land well which are summarised below.

### 4.1 NATURE RECOVERY AT THE HEART OF LAND USE DECISIONS

The group in Cornwall said that they believe nature recovery has already started in the county, but the process needs to speed up. They spoke about the Cornwall Beaver project<sup>2</sup>, the return of otters to many Cornish rivers and increased sightings of species such as hedgehogs in their gardens.

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

*We’ve got otters, it’s quite a big secret but we have.*

*My other point was we’ve actually had a hedgehog in our garden for the first time in six years this year. I’m not quite sure where it has come from.*



© SHUTTERSTOCK

It is felt that decision-making centred on nature recovery could be achieved in the following ways:

- Continue to protect the ‘best bits’ of the county: Cornwall has many nature rich areas already, but these are not always well protected and cared for. This should be seen as a priority.

*Something I think that we do well at this end of the world, of course, is-, we’ve touched on peatlands and boglands. Of course, there are very, very large areas whether it’s in West Penwith, Bodmin Moor, etc. And to my mind, they’re preserved very well. They’re not interfered with. They’re left alone. Great carbon sinks. Good job.*

- Make the most of opportunities to reintroduce species and rewild Cornish landscapes: Although these nature rich areas exist, participants feel there are many other opportunities for nature recovery across the county building on the strong track record of species reintroductions, such as the chough and beaver.

*So, introducing more species like beavers back into the country and rebalancing our land use with nature.*

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

- **Changing the way non-agricultural land is managed:** Much discussion focussed on farmed land, but participants also believe that other organisations involved in the management of public spaces have a role to play in nature recovery, particularly for municipal land.

*In Cornwall there are lots of grass verges etc and during lockdown they were left to grow. It was lovely to see the wildflowers blooming. Let's do more of that and would save the council the job of cutting back every 2 weeks.*

- **Taking personal action:** people shared many inspiring stories about what they are doing or what they have seen other people: friends, family, local community, are doing for nature. There is a strong feeling that this is everyone's responsibility and that 'we can't expect farmers to change if we are not willing to'.

*Spreading awareness in terms of private gardens could also have a big impact as many gardens now are so over manicured and clinical that they act as a resistance to nature. I know I have personally seen the benefits of avoiding strimming, letting my grass grow and letting nature in; I have seen a hedgehog pottering about, birds sheltered and sang from the bushes and bees and insects relished the clover and wild flowers.*

*It's been important and hopeful to hear very coherent views among us from a range of backgrounds/areas. I think this shows some power in citizens which will empower us to make change.*

*Making gardens more hospitable for nature and reconnecting with nature is a way we can all play a part.*

- **Create strong links from nature and land use to health & wellbeing:** participants said that the links between nature and health are becoming increasingly well known, especially as a result of lockdown. They said this could be a powerful driver for engaging many more people in nature's recovery, because it highlights the personal benefits that come from being involved.

*That would be a really wonderful thing, and I think nature is really therapeutic, it makes you feel really good when you're out in it, to protect it and conserve it is really important.*

- **Generating revenue from tourism & second homes to fund nature recovery:** the current view is that tourism (including second homes) does not contribute to the upkeep of the county. Second home owners, for example, don't appear to pay any Council Tax. There is no clear view on how such contributions might come about (e.g a tax, levy, voluntary donation etc) but there is a strong consensus that there is a potential revenue stream here that could help pay for nature recovery.

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

*Any monies raised should be tightly controlled with accountability. I would expect at least 90% of any monies raised to be used directly towards nature conservation and done through a proper value for money scheme. No waste of the money on fat cat wages or luxury cars.*

## 4.2 CHANGING FARMING

As has already been mentioned farming is seen as a key component of the Cornish landscape and Cornish life and people are very supportive of farmers. They also recognise that change is needed if the triple challenge is to be addressed. Participants agree that this change needs to be towards a less intensive, sustainable way of farming with a strong local focus.

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

I think the farming industry needs an overhaul! It needs to be more sustainable and viable but also it needs to remain! Farming is a big part of Cornwall and important for our economy.

Participants believe this can be achieved in the following ways:

- **Crop Diversification:** Participants point out that Cornwall has one of the best 'growing' climates in the UK, but farming is dominated by flowers, brassicas and dairy. Participants believe that there are many more options and that this goes hand in hand with dietary change and lateral thinking about crops used, for example, for fuel.

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

*Let's not forget with climate change we maybe can be looking at alternative crops that we can grow given the new climate conditions. There are plants that you could grow that would provide all the fuel that all the diesel and petrol cars in this country would need. Hemp can provide ethanol, it cleans the ground, building materials, clothes, medicines. I know English and Irish farmers are desperate to grow it and the government won't give them the licenses to and if they do it's prohibitive, really expensive.*

- **Increased support for the small-scale producer and family farms:** support for farmers is greatest for what participants perceived as the traditional family farm. Farms that seemed to be part of the landscape and the community, rather than working to remote and industrial processes. Participants express the view that if this is to be a reality these farmers will need local support, including people being prepared to buy more locally and seasonally.

*I subscribe, as I've said before, to the small unit, diverse family farming units, rather than the large conglomerates which really are only interested in profit. We need to get away from that.*

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

*Farmers and local communities need to become more connected to help end food waste and move towards sustainable small scale enterprise*

- **Adopt Agroecology approaches:** Participants are interested in new approaches to farming that they have heard about either through the dialogue or from their own exploration of the subject of land use. Regenerative, organic, agroecological approaches were all mentioned by participants. What matters to participants is that there should be a move towards the types of agriculture that works with nature rather than against it.

*I think my priority would be agroecology because it provides food for people, provides space with nature and biodiversity and it sequesters carbon. So, I think going forward that would have to be the kind of process*

*I totally agree that agroecology and restoring nature go together, so, I'll vote for that one.*

People spoke of a 'happy medium'. Decision making about farming and farm land management which take the best from small-scale farming and make the food produced affordable and accessible as well as sustainable for nature.

*We've got so much agricultural land, so much farming land and we seem to have this spectrum. We've got organic farming on one side and then intensive farming on the other and I just wondered if we could have more of a happy medium, somewhere in between where we're not necessarily having to get that organic certification, which is expensive and time consuming and just hit a happy medium, where it respects the land more and we get better produce.*

### 4.3 FOOD SYSTEM DECISION MAKING

A lot of the discussion in Cornwall focuses on how land use is part of a bigger system and how we produce, process, purchase and consume food all have an impact on how land is used. The participants' view is that you cannot hope to change how land is farmed without changing the food system.

*I think consumers and the big five supermarkets do themselves have a very big hand to play as well because it's the consumers and the supermarkets which seems to be partly shaping what's happening out there on the land and with the food production.*

#### The importance of changing the food system

- **Connection to food:** participants strongly expressed the view that people across society have little understanding of how their food is produced. They suggested that people mainly buy the cheapest and convenient options through habit and to suit their budgets. They agree that people do not give much thought to the consequences of their food buying decisions. As a result they want to create mechanisms in the system for people to reflect on their choices.

*I think developing our connection with food and nature is critical. I do feel we have this important connection and this is reflected in what and how we buy and; our reliance on ultra-processed convenience food.*

*I mean, there's a real problem at the moment in health as well. We got this ultra-processed diet so I think growing the connection of where our food comes from is really important. And that we can hopefully invest more in food and then a better, fairer deal for farmers.*

- **Dietary change:** participants identified the fact that the issue of reducing meat consumption is something they are hearing more about through the media and in discussions with friends and family, but until the dialogue had not really understood the reasoning behind it.

*I didn't fully appreciate the link between food production and climate and the impact increasing a plant-based diet could have.*

*I wonder how many people would be onboard to make radical changes to their diet and 'sacrifice' the amount of meat that they eat? I think it would have a huge effect on health too if we can switch to a much more plant-based diet. Switching to kinder practices for the land would also have a knock-on effect with regards to animal welfare.*

- **Prioritising local production & consumption:** participants were shocked when David Rhodda, the speaker from a farming family, spoke it being easier for his family farm to send cabbages to the Midlands for processing than it is to supply shops locally. Participants expressed a strong and common view that this is wrong.

*I'd also like to see how we can create an environment so that it's easier to sustain ourselves with less food miles. So, you can grow and consume more things that come from a smaller radius.*

*I think it's really important farming in Cornwall, and I think there should be more of it. I think we should be focussing more on not importing our food and doing more with our land here.*

- **Affordable and convenient:** participants were clear that a key challenge is to create a new food system that provides affordable and convenient food as well as being nature and climate friendly.



*My thoughts were that we have to take the lead, we can't sit around, wait for the council or the government to do things. We've got to take the initiative, and the biggest change that we can make is to alter our habits. Let's support the local shops, the local farmers, eat and buy locally. But it needs to be affordable and it needs to fit in with your average person's lifestyle. Unless we're very lucky, we all have to work for a living and we don't have the time to be able to go running from one farm to another, it needs to be convenient. But yes, that's where it starts.*

#### 4.4 COMMUNITY CONNECTION TO LAND

There is a strong feeling amongst participants from Cornwall that everyone needs to have a role in land use decision making. Key to this is to improve people's understanding of the issues and help reverse the perceived decline in people's connection with the land and nature. Ways of achieving this are seen as being many and varied:

- **Better links between farmers and the community:** participants said that they feel disconnected from farming and how their food is produced.

*I agree on the basis I came back from Southeast Asia to Cornwall and their farming methods are pretty different and it's very much village orientated, and you don't get the food miles*

*There's a disconnect there and it's really strange. People want to buy local produce. They want to feed their families well. I know so many people, they want access to the land yet we're dependent, often, on these bigger organisations. So yes, I think that would be really important.*

- **Community food growing:** local food growing initiatives as drivers for land use decision making were discussed and admired. It is felt that Cornwall is good at taking this approach, but there is agreement that more can be done.

*If we all grew more of our own food, we would take the pressure of the farmed land. We might not all have gardens to do this in but more land for allotments could be found. How about if new housing development had to set land aside for food growing? I believe there is a real demand for this sort of thing.*

- **Land use education:** this is an important topic whenever potential solutions were discussed in the workshops. A common participant lament is that cooking is no longer taught in schools and there is perceived to be little space on the curriculum for teaching children about food, farming and the environment.

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

- **More volunteering opportunities:** to give more people a stake in land use decision making it is seen as an important step for NGOs, charities and local authorities to encourage voluntary involvement in land management schemes.

*Things like beach cleans have become a lot more popular over the last 12 to 18 months and those types of things. It might only just be a handful of people collecting a little bit of rubbish but over the course of 6 months or a year, the number of beach cleans that have appeared, have had a huge impact on some marine waste and the nature and the coastal environment.*



## 5. OPPORTUNITIES FOR FUTURE LAND USE IN CORNWALL

Having given consideration to decision making to achieve the changes that they feel need to come about if land is used well for nature, climate and food production in Cornwall, participants then identified key opportunities for change. Before discussing these opportunities, it should be noted that participants are keen to highlight that all these elements are connected and that a 'joined up' approach to addressing the opportunities is essential.

*I want to emphasise the point I made about an opportunity to marry up climate action and mental wellbeing. Gardening provides connection to nature, stimulation, social interaction, a sense of achievement and community and there's always a need for more community mental wellbeing services/activities in Cornwall. People struggling with their mental health could be signposted to rewilding groups, killing two funding birds with one stone so to speak*

### 5.1. NATURE

A view expressed by many participants is that there needs to be a rebalancing of policy priorities - with nature being seen as important as other priorities such as the economy and public health. If this happens it is felt that nature would start to recover quite quickly.

*I'd just like to see in the future somewhere where we don't prioritise our needs over above and beyond the rest of nature just because we're humans.*

*I know 10 years is probably not long enough but the species that have been in decline hopefully we'll start to see that the declines start to even out and hopefully start to increase in some areas.*

There is a real interest in what is happening in other parts of the country, in learning from that and having a shared approach which Cornwall could be part of. There is widespread agreement amongst participants from Cornwall that their landscape would lend itself well to 'pro-nature' strategies.

*The thought of returning all this land back to the wild is magical; having a more wild landscape where nature can blossom; where we understand the complexities of nature and respect those processes that are vital for a harmonious planet.*

Health & wellbeing is seen as a key 'hook' to achieve this wider engagement. It is felt that people will value and prioritise nature if they can see direct benefits from doing so. Participants talked about how nature had helped them and others through the Covid-19 pandemic and this provides an opportunity to really promote the personal benefits of nature.

*I think how amazing it could be, if there was nature everywhere. That would be a really wonderful thing, and I think nature is really therapeutic, it makes you feel really good when you're out in it, to protect it and conserve it is really important.*

Participants were impressed to hear that Cornwall has been chosen as one of five areas in the country to trial the development of a Nature Recovery Plan and feel that the county is well placed to provide leadership in this area. They feel that this approach will further help engage people, building as it would on a strong local identity and a pride in Cornwall.

*Wouldn't it be amazing and I don't know what the answer is or how we do it but wouldn't it be incredible if could actually lead the way in terms of actually inspiring everybody to a systemic change? In just how we do stuff and the impact that has on nature.*

### 5.2. CLIMATE

This dialogue took place when climate change was very much in the news because of the COP26 Conference in Glasgow. However, participants feel that attitudes towards climate change are changing, and that people are beginning to realise how serious the challenges are.

*There were a lot of similarities in comments and thoughts between all groups. This reflects on the general opinion of the public in my opinion and shows that the majority of people are prepared to do whatever it takes to help the climate.*

Participants said that there are solutions to be found and that the real challenge is to adopt them quickly enough and create momentum for change.

*I feel that there's a whole bunch of current alternative technologies out there, wind turbines, solar panels, etc., etc. electric cars but how long are we going to have to wait to see the benefits of offsetting with these approaches*

*Being interested in engineering, what David was saying about this new methane (from cows) powered tractor. I think that's absolutely brilliant, and my hopes would be that that can be successful and sustainable and going forward, will improve a lot of farms by again, bringing the energy back onboard the farms and not outsourcing the energy.*

Renewable power is seen as a big opportunity for Cornwall but with some frustration expressed that more is not being done to turn this into a reality.

*I think it also brings to mind a lot of potential that there is in Cornwall for harnessing renewable energies like hydropower or wind power and how reimagining those sites could give a way forward to help move the climate crisis, by using some of those natural resources that we have here and try and work more in harmony with nature and with the sites that have been used previously as well.*

*This weekend they've been celebrating 30 years of the first commercial wind farm at Dilbar which is just up the road from me which is a great thing, that it's been going 30 years and there are more and more popping up. It still just baffles me how we don't use the sea for power. The tidal reach we get here every day, twice a day and we do nothing with it, baffling.*

### 5.3. FOOD & FARMING

Participants believe that opportunities for new ways of delivering food through farming should be adopted in Cornwall. This is driven by a recognition that without farming the county would be very different and for the majority of participants, a worse place. The continued support for farmers in economic and policy terms is seen as critical if farming is to play a role in helping to find land use solutions to the nature and climate crisis.

*Because it seems to me that farmers have got the biggest role to play in how healthy and positive the outcomes are from the land use in Cornwall.*

Participants welcome proposals for dietary change and see this as providing a big stimulus for managing the land in different ways. They want to see an emphasis on crops being grown for human consumption rather than land used for meat and livestock feed.

*The youngest of my 3 boys made his own mind up 18 months ago that he didn't want to eat meat anymore. He is now 13 and he has been trying to educate me and I now realise how important it is to him as it's now important to me too. I think there's a lot we can do to help. Meat free days would be a good start.*

## 6. COMMUNICATIONS AND AWARENESS RAISING

When communicating land use change, participants believe that the following points are important:

- Publicise projects and initiatives better so that more people are aware of what Cornwall is doing to shift the way it manages land.

*Looks like some great initiatives are being funded but I'd never heard of many of them - maybe we need to look at how such initiatives are made more accessible to the general Cornish population so they know about them and how can we encourage them to get involved?*

- NGOs, local and national government need to talk to more people and run more conversations such as the public dialogue. Participants agree that speaking out about the triple challenge across society will tie the issues to things that matter and are 'real' to people. This will prevent the subject being something that is seen to be affecting others and demonstrate the real benefits for people in Cornwall.

*I know many people in my village that would just see these schemes as something that's not for them - they associate green issues with the 'hippies and lefties' - attitudes are changing but how can we make these ideas more mainstream so people feel personally responsible? Maybe more village hall type initiatives or using the pubs and churches etc to spread the word and get more involved...*

- Participants spoke of 'information overload'. There is a concern that information on these issues is not at the moment simple, clear and direct – and it should be so as not to overwhelm people.

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

- Transparency in communications about what is really happening to our food, our land and the nature around us is seen as essential.

*I think there needs to be more transparency, otherwise it will just turn into greenwashing because one of my friends grew up on a farm, and if something says it was grown in Cornwall, someone will think, 'Yes, that's local food, that's great.' But it's most likely being shipped to Birmingham to be packaged, so that's adding more CO2 onto the product, and then it's shipped back down to Cornwall to be sold.*

- In conveying messages about land use and the triple challenge participants proposed that NGOs, local and national government use 'real people' who talk to people in ways that they can identify with.

*And like him or loathe him, having watched the Jeremy Clarkson series and his stupidity, I think he has actually promoted farming quite well.*

Participants were asked who they trust to provide them with information about issues to do with nature, climate change and farming. There is a fair degree of consensus around who they do not trust including: government, the media and social media but far less agreement about who they do trust. In fact this is seen as a big issue, not knowing who or what information to trust. On the whole people feel that they trust 'local information', material that had been generated by people who understand the local situation and also are close to them like community members and friends & family.

*I think it's very difficult these days to find anyone that you can literally trust. We have access to so much information from so many sources these days, as I mentioned previously, I'm unconvinced by climate change. I put equal weight towards the fact there is no climate change versus those that say there is climate change. So, we're bombarded with information from both sides, and I think this is a very, very fundamental question.*



# 7. KEY MESSAGES FROM CORNWALL

## 7.1 HOLISTIC APPROACH

As participants thoroughly explored the topics of nature, climate change and food & farming they started to see the connections between them and understand that strategies and action in one area will have impacts on the others. They also started to see wider connections, the fact that land use does not operate in isolation from other economic and social issues. In Cornwall land use and sea use are woven together, water pollution being a key example, with run-off from farmland affecting marine wildlife. The economy is dependent on what happens to the land and sea, not just directly in terms of food production but indirectly from the tourists who flock to admire and enjoy the Cornish landscape. So for participants the future of the tourism industry is tied up to some extent with the future of land use. It is felt that all these things need to be taken into account when considering the future of land use in Cornwall. All sectors of society needed to be involved and hopefully benefit from addressing the triple challenge.

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

*I mean what really came across for me in the last session was the fact that it's not enough for us to do things as individuals and it's not enough for businesses to do things and it's not enough for the government to do it. We all need to be-, there's got to be some joined-up thinking around it and how that filters down.*

There is a word of caution from people in Cornwall, about managing uncertainty. Participants feel that there is a lot of uncertainty in Cornwall related to the long-term impact of Covid-19.

Will staycations continue or will tourism go back to its normal level? Will the current trend of people moving out of the cities and demanding bigger properties so they can 'work from home' in places like Cornwall continue? What impact will this have on the demand for housing land? In the light of these questions participants wonder if it is perhaps a bit too early to think about plans for the future of land use.

## 7.2 FARMER LED AND COMMUNITY SUPPORTED

There is considerable support for farmers amongst participants in Cornwall and an equal amount of concern for their future with changes to the subsidy regimes. There is a real feeling that farmers could and should lead initiatives where land is used to address climate change and nature recovery, however, this comes with recognition that they cannot do this alone. Participants feel strongly that they should be supporting farmers more, through a variety of mechanisms that include buying more local produce but also providing both political and practical support. In discussions about collaboration and partnership participants stress that they want to reconnect with local food, farming, nature and the landscape.

*I would like to maybe see food and farming in Cornwall develop and provide quality at local level, as opposed to quantity at cheaper level, with more local initiatives. So they become the people's farm. I've enjoyed this week because I came in as not so much interested in farm land and conservation, but as this week has progressed it's really changed my view and understanding of what's going on outside my front door, and I've looked at it in a hugely different way*

## 7.3 TOURISM AS PART OF THE SOLUTION

In a similar vein participants believe that tourism needs to be seen as part of the solution. The landscape is what draws many people to Cornwall but once there they often have a negative impact on the very things they have come to see. Participants want tourism to contribute to nature's recovery and the mitigation of climate change through some form of financial contribution whether it be a tourism tax or some other form of levy taken when visiting places or using facilities. This money could then be reinvested into projects and programmes that address some of the challenges under discussion. The same thing people feel should apply to the purchase of second homes.

*If there was some kind of a visitors' tax that they knew was going directly to the environment. Once you start having to pay for something, you tend to value it a bit more. It would actually, possibly, raise a bit of awareness about fragility of the natural landscape in Cornwall, if every time you come to visit Cornwall you have to put a bit of money towards keeping it sustained.*

## 7.4 SOCIAL JUSTICE

At the end of many a sentence in this dialogue is a 'but'... But it needs to include everyone, but it's got to be affordable, but it's got to address local issues as well as national ones. Cornwall, as has already been said, is one of the most deprived counties in the UK and there are already many social issues and injustices such as the unaffordability of local homes for local people. People feel strongly that initiatives around land use must not add to this burden, in fact they need to be designed so they contribute to helping address some of the social issues faced in Cornwall.

One of the key issues here is food affordability. Participants are keen to see local food production better supported, providing access to healthy and nutritious produce to everyone in society. They also see good food as something that could greatly enhance health and wellbeing in Cornwall, a real win-win.

*Well, we all understand we need to eat well and better and save the planet at the same time, but my concern is, because I'm involved with a local food bank in these parts, is the fact that people live in food poverty in this area and their shopping habits are driven by the price sticker. How do we help people to be able to make better choices when they don't have the financial resources to make any kind of choice at all?*

## 7.5 SMALL STEPS ON A LONGER JOURNEY

Participants believe that 'using land well' to address nature recovery and climate change is not just the responsibility of those directly involved: the farmers, policy makers, conservation and environmental NGOs, but needs to involve everyone. In fact the people in the dialogue are demanding to be involved. However, it is also recognised that this is a large and complex subject and most people led busy lives. Participants conclude that people might only take small steps initially, but that is alright as long as those steps are in the right direction. Participants feel that through the dialogue process they now have a much better idea of the direction of travel.

*I'm a bit of a grain of sands person. I think you can make lots and lots of little changes and it all adds up. So for me it was looking at something small like a bumble bee on a dandelion and actually it was symbolic of the complexity of the system that if we could make lots and lots of small changes they can add up to have a big impact.*



# APPENDIX 1: DIALOGUE METHODOLOGY

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

## 1. A DELIBERATIVE PROCESS

Before setting out our approach in detail it is worth reflecting on why the public dialogue approach fulfilled the needs of the project. Public dialogue is not a 'we tell you this and you tell us what you think about it' information exchange. Dialogue works when participants interact on a level playing field with specialists in this case academics, environmental groups and those that inform and make policy. In this dialogue these included twenty one specialists<sup>3</sup>: two, three or more in each location. Speakers gave presentations and answered questions from participants. In addition WWF-UK observers attended sessions, some of whom also responded to participants' ad-hoc queries during small group discussions.

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

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

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

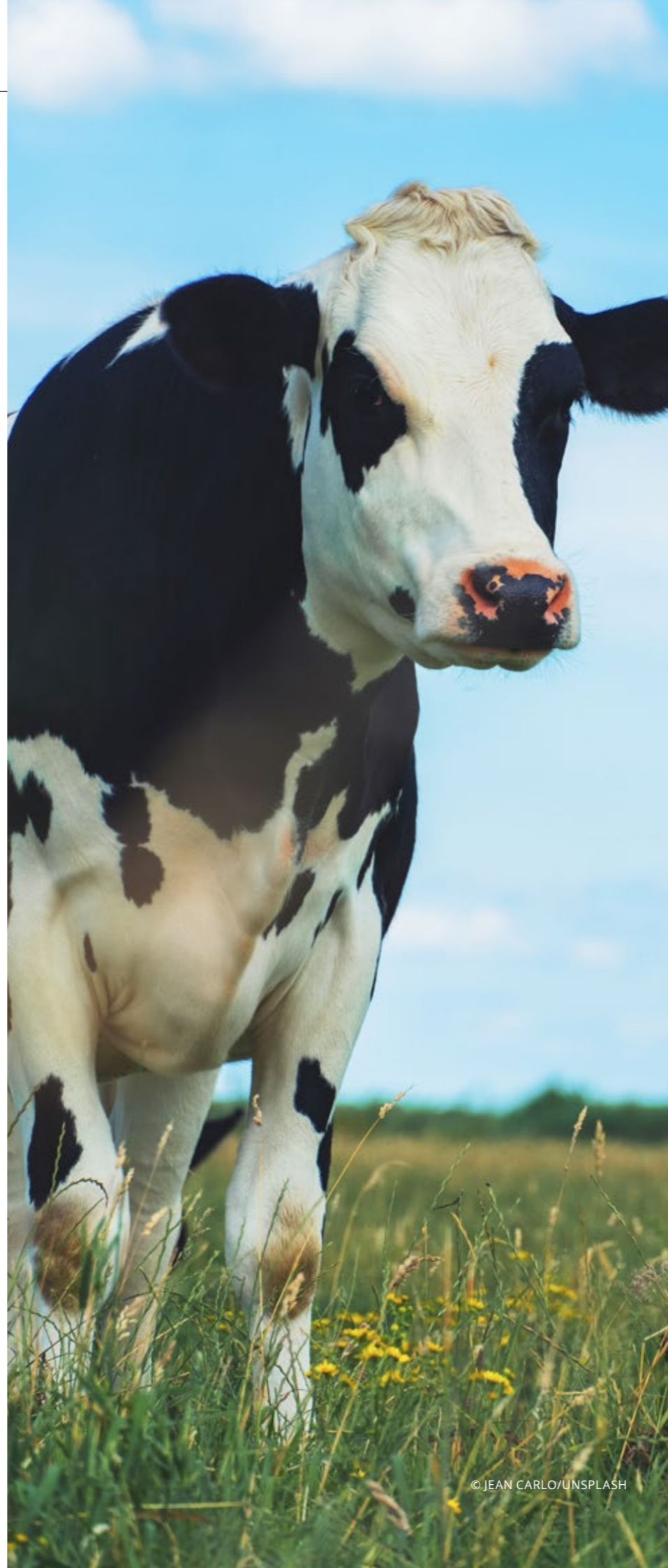
This leads to an understanding of what people value, what they see as benefits and harms, their trade-offs and redlines and, in this case, the areas they consider must be prioritised in order to address the triple challenge.

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

## 2. RECRUITING THE PUBLIC DIALOGUE PARTICIPANTS

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

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



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

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

- Aberdeenshire - Scotland
- Belfast – Northern Ireland (a predominantly urban sample)
- 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 online using Zoom. Digital inclusion is an essential part of recruitment for an online dialogue. No one who wished to participate in the dialogues was excluded because they did not have the hardware, software or technical knowledge to attend an online workshop. Before every set of workshops, HVM ran a 'tech support' session in which people could run through, in an informal way, how to use the key elements of Zoom. We opened the workshop 30 minutes before each session so that participants could check their technology was working. Each workshop also had a dedicated tech support team member to get people back online if they lost their connection and find solutions for loss of sound or visuals.

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

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



### 3. WHAT DID PARTICIPANTS DO?

For all participants the dialogue involved three main elements:

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



Figure 1: The dialogue workshop process

Examples of the 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 specialists<sup>4</sup> who contributed to the dialogue in the following ways:

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

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

### 4. ANALYSIS AND REPORTING

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

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

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

This report now continues with an analysis of the key themes that emerge from the dialogue when participants from Cornwall considered land use.

<sup>4</sup> A full list of specialists is presented at Appendix 3



# APPENDIX 2: RECRUITMENT SPECIFICATION

**Client:** WWF-UK

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

**Deliberation contractor:** Resources for Change and Hopkins Van Mil

**PURPOSE:**

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

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

**RECRUITMENT SUMMARY:**

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

**GENERAL SCREENER TO INCLUDE:**

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

# APPENDIX 3: INFORMATION PROVIDED TO PARTICIPANTS

## 1. SPEAKERS IN THE CORNWALL

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

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

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

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 Cornwall.

# Welcome Pack

## UK Land Use Conversation Public Dialogue

Cornwall

Tuesday 26<sup>th</sup> October  
**Webinar: 6 to 7pm**

Wednesday 27<sup>th</sup> October  
**Workshop 1: 6 to 8:30pm**

Monday 1<sup>st</sup> November  
**Workshop 2: 6 to 8:30pm**

Wednesday 3<sup>rd</sup> November  
**Workshop 3: 6 to 8:30pm**

Saturday 6<sup>th</sup> November  
**Workshop 4: 10am to 1pm**





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

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

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

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

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



[2]



## What’s Inside?

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

### PLUS – at the end of this guide:

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

#### Workshop preparation checklist

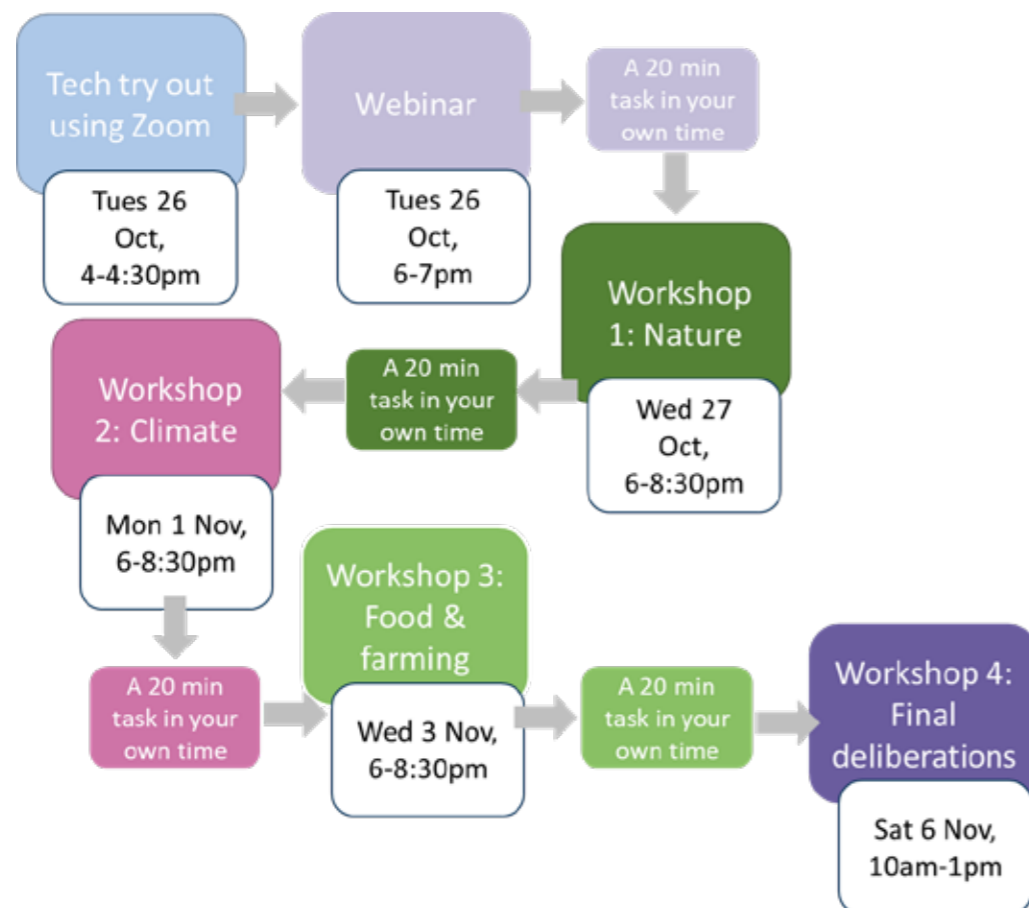
Read through this guide
Test out Zoom
Find a suitable space where you can join the online workshop
Join the tech try out session at 4pm on Tuesday 26 <sup>th</sup> October if you have never used zoom before, or you want to refresh your knowledge of using zoom, or to ask questions about the online homework space
Have your smart phone charged and with you to take part in online polling
Have a pen and paper handy and ready to take notes during the workshops



[3]



## 1. When are the workshops and reflection tasks?



[4]



## 2. What are the workshops for?

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

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

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

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

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



[5]



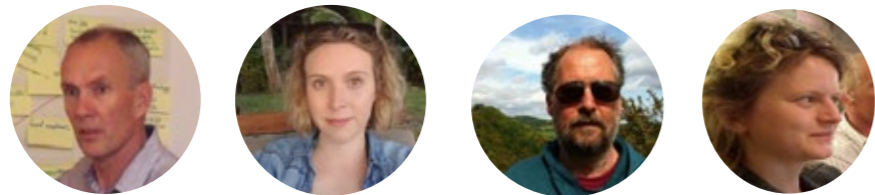
### 3. Who will be involved in the workshops?

There will be 21 people participating in the workshops. They have been recruited, as you were, to provide a range of ages and backgrounds from across Cornwall. 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: Mike, Ellie & Rod. They will make sure that you, and everyone who takes part, has opportunities to share their views and thoughts. Jemima 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 Cornwall
- share your views on this with your fellow participants and
- listen to what they have to say too.



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



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



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

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

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



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



[8]

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## 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 26 October, 4-4:30pm. Please come along to this session if you've not used Zoom before or would like any technical support.
- **Sign up to the online homework space** by following the email link sent to you from Hopkins Van Mil at Recollective.
- **Come to prepared to workshop 1 with an image which reflects your view on land use in your region** – You can either go out into the local landscape around Cornwall 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 Wednesday 27 October**.
- **Find a suitable space where you can join the online workshop** - Find somewhere **quiet and comfortable** to take part in the online workshop. You will need a reliable internet/Wi-Fi connection and somewhere to charge your computer, laptop or tablet. Don't worry if people or pets pass in view, many of us are working at home and are in the same boat.
- **Have your smart phone charged and with you** so that you can take part in our online polling through menti.com – this is a quick, easy and instantly visual way of gathering your views during the workshop. If you do not have a smart phone, you can open menti.com on a browser on your laptop or tablet.
- **Have pen and paper handy to take notes** - We will be showing you some videos during the workshops, and you might find it helpful to take notes.



[9]

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## 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 26 October**. Please **do not share this with anyone else**. You will be emailed a new Zoom link before each workshop.

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



### Joining from a computer

To join a Zoom meeting click the link or go to [zoom.com/join](https://zoom.com/join) and Enter the Meeting ID and click 'Join'.

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

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



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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](https://zoom.com/join) and Enter the Meeting ID and click 'Join'. Or if you prefer, you can download the Zoom Cloud Meetings app from the App/Play Store after you click the meeting link.

There are some useful video tutorials on the Zoom website [www.zoom.us](https://www.zoom.us)

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

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

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



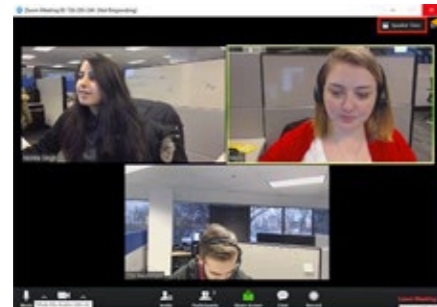
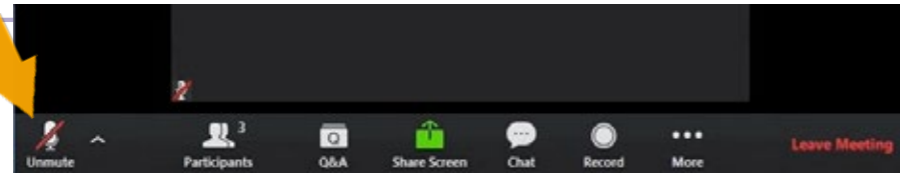
[11]

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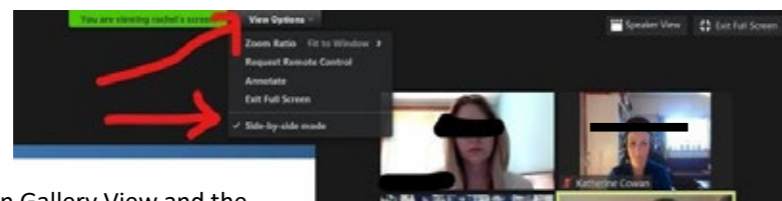
## 8. Tips for using Zoom

- 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.

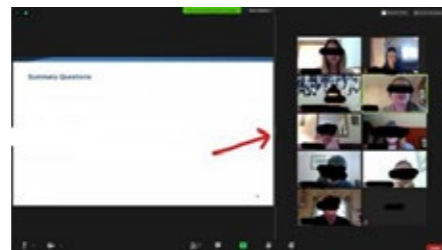


If you use Gallery View (top right-hand corner), you can see everyone at once, rather than just the speaker.

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:



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## 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 
- Jemima 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 26 October at 5.45pm for the webinar. The following pages in this guide provide important information on recording and how we use your data, and the agenda for each session.



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## UK Land Use Conversation: Public Dialogue

### Research consent form

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

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

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

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

### How we protect your personal information

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



[15]



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

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

#### Sharing information with others

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

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

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

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

#### Storing information

Your responses to this research will be stored securely by Hopkins Van Mil and Resources for Change. All personal data is securely held for no more than a year after completion of the project unless we have agreement with research participants to continue to hold their data for research purposes. As such all personal data will be securely destroyed by 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](mailto:info@hopkinsvanmil.co.uk). You can also contact the Information Commissioner's Officer via their website at [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns) or at:

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



[17]



## Webinar & Workshop Agendas

### Webinar: Tuesday 26 October 6 - 7pm

#### Webinar: Tuesday 26 October, 6 - 7pm

6:00	Welcome, introduction & quick questions using <a href="http://www.menti.com">www.menti.com</a>
6:15	What is public dialogue and the aims & objectives of this dialogue 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 <a href="http://www.menti.com">www.menti.com</a> questions
7:00	Thank you & see you on Wednesday



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### Workshop 1: Wednesday 27 October 6 - 8:30pm

#### Workshop 1: Wednesday 27 October, 6 - 8:30pm

6:00	Welcome, introduction & quick questions using <a href="http://www.menti.com">www.menti.com</a>
6:15	Small group discussion 1: 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 <a href="http://www.menti.com">www.menti.com</a> questions and homework briefing
8:30	Thank you & see you on Monday



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Hopkins Van Mill

## Workshop 2: Monday 1 November 6 - 8:30pm

### Workshop 2: Monday 1 November, 6 - 8:30pm

6:00	Welcome, introduction & quick questions using <a href="http://www.menti.com">www.menti.com</a>
6:15	Small group discussion 1: climate and land use
6:35	Film on land use and the climate crisis
6:45	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 <a href="http://www.menti.com">www.menti.com</a> questions and homework briefing
8:30	Thank you & see you on Wednesday



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## Workshop 3: Wednesday 3 November 6 - 8:30pm

### Workshop 3: Wednesday 3 November, 6 - 8:30pm

6:00	Welcome, introduction & quick questions using <a href="http://www.menti.com">www.menti.com</a>
6:15	Small group discussion 1: food, farming and land use
6:35	Film on land use and food & farming
6:50	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 <a href="http://www.menti.com">www.menti.com</a> questions and homework briefing
8:30	Thank you & see you on Saturday



[21]



## Workshop 4: Saturday 6 November 10am - 1pm

### Workshop 4: Saturday 6 November, 10am - 1pm

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



[22]



# Welcome Pack

## UK Land Use Conversation Public Dialogue

Cornwall

Any questions?

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

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



[23]



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

[wwf.org.uk](http://wwf.org.uk)

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

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

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

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



For a future where people and nature thrive | [wwf.org.uk](http://wwf.org.uk)

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