

LAND OF PLENTY: PUBLIC PERSPECTIVES IN THE HULL REGION

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



KEY FINDINGS - HULL REGION

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 the Hull region:

<p>BELIEVE IT IS ESSENTIAL TO TAKE A HOLISTIC APPROACH TO PLANNING FOR FUTURE LAND USE</p>	<p>WANT SOCIETY TO THINK DIFFERENTLY ABOUT ALL MANNER OF POLICIES SO THAT THE STARTING POINTS ARE CLIMATE AND NATURE</p>	<p>CALL FOR SIGNIFICANT RESOURCES TO DELIVER THE STRATEGIC CHANGE REQUIRED</p>	<p>WANT FARMERS TO BE SUPPORTED TO PIVOT AWAY FROM INTENSIVE FARMING METHODS</p>	<p>SEE KEY TO SUCCESS BEING GREATER INDIVIDUAL AND COMMUNITY INVOLVEMENT IN LAND USE DECISION-MAKING</p>
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Key findings for the Hull region public dialogue participants include:

- An approach which brings all those involved out of their silos to develop a joined up approach to addressing the triple challenge is a priority. Land use planning and policy is currently fragmented and this needs to change to ring about the seismic shifts that participants want.
- Hull participants call for policies for nature, biodiversity, food production and to address climate change to be as important as, for example, policies for the economy.
- Flood risk is a significant consideration for the Hull region: mitigation measures should prioritise those that work with nature and allow nature to take its course while protecting strategic assets.
- Significant resources must be allocated to this repurposed policy agenda without which participants are cynical that the ambition that they are calling for can be achieved.
- Farmers must be supported to shift their methods to non-intensive, pro-nature and climate. However, they are not alone - if society is serious in its commitment to pivoting the food system to sustainable methods which don't harm human health or the planet then food processors, suppliers and retailers must also be supported to change how they work.
- More public dialogue on nature, climate change, and our food system will raise awareness of the challenge and create a powerful catalyst for change: people need to know they are not powerless.

BACKGROUND

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

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

METHODOLOGY

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

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

1. INTRODUCTION

1.1. AIM AND SCOPE OF THE DIALOGUE

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

THE TRIPLE CHALLENGE:

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

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

The Land of Plenty public dialogue:

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

1.2 WHAT PARTICIPANTS DID DURING THE DIALOGUE

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

Further information on how the public dialogue was designed and delivered is included at appendix 1. This includes the materials used, who the specialists were and what they presented, and details of the public dialogue participants and their locations.

1.3 THIS REPORT

This report summarises the key findings for the Hull region where 21 participants were recruited from the region.

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

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

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



2. THE HULL REGION STORY



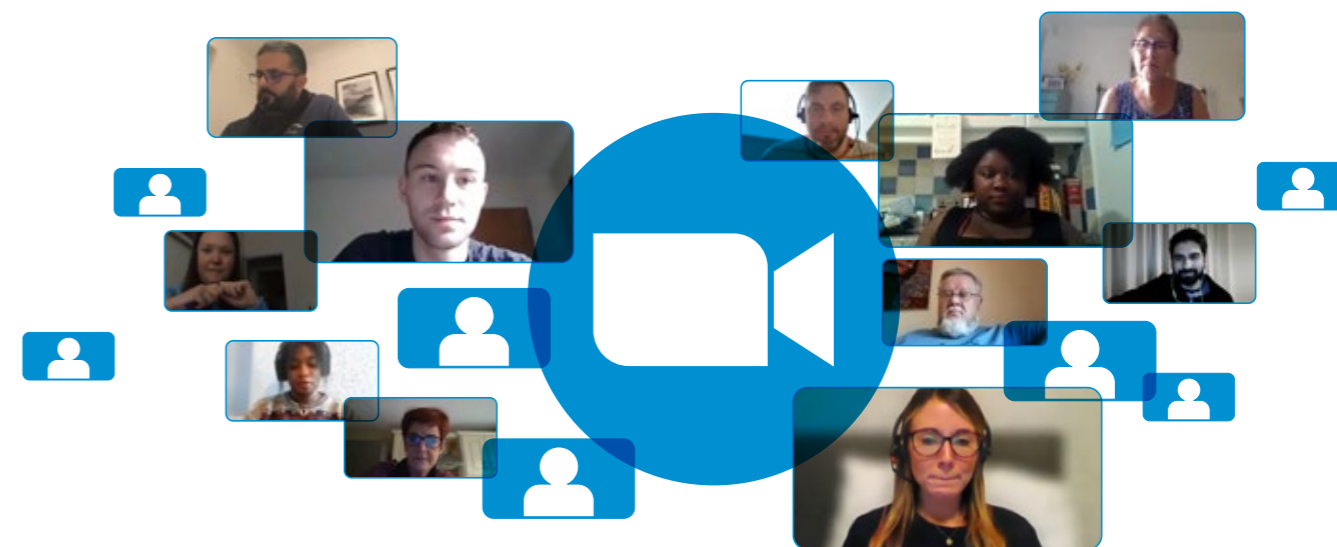
When we first met Hull region participants we asked them to describe the region's landscape in three words. The words chosen provided a picture of a land of contrasts with 'beauty', 'calm' and 'varied' on the same page as 'urban', 'industrial' and 'agricultural'.

'Flat' was a frequently used term, reflecting the reclaimed nature of the land. The coastline came up as a key feature of the landscape, welcome for the value it brings in terms of the fishing industry, beaches and tourism; but also a cause for concern in relation to flooding. Participants mentioned local features such as salt marshes.

When you're going up into Hull, so it's still the estuary, a salt water environment.

Participants spoke of current industry, for example food processing plants, the port, wind farms and wind turbine blade production. They also referred to the industrial heritage of the region and the loss of the fishing industry in Hull and Grimsby.

In discussions on the nature of land use around Hull and the area north and south of the Humber the farming and the industrial heritage of the region came to the fore. The story participants tell about this is of land use by large multinational farming corporations for predominantly arable crops such as sugar beet and peas. For some this is a positive story providing local employment and bringing money into the regional economy. However, many participants present a picture of large corporations providing short term, seasonal, employment which is not sustained.



2.1 FORGOTTEN PEOPLE

An early theme that emerged from dialogue discussions is the belief that the people who live in the region are largely ignored by the corporations that make use of the land for their business activities – despite regularly providing a seasonal workforce to work on the land. Many participants said that the use of the land for industrial scale farming and big business led them to think that the Hull region is not considered in terms of its communities, people and needs; but rather as a resource to use for profit and walk away when used up. As one participant put it,

I don't feel that industry has the interests of Hull and the region at heart. To them the farming land at Hull is simply a money pit.

Participants share that farmer owned and run farms are the exception in the area, with most farmland being owned by larger corporations with often a global rather than local reach. They speak of being rather confused by the fact that this could actually mean more resources could in theory be put into improving the land in the region, but they believe this isn't the priority for the industrial land owners.

This discussion continued into the governmental sphere with participants expressing the view that the people of Hull, Humberside and East Riding have been neglected and even forgotten by the UK government and other parts of the UK. Some see this as both ironic and hurtful because so much of the land is used for UK food production.

I think Hull faces a unique challenge because we get forgotten on a national level don't we? I think a lot times the government could do to pay a little more attention to our area and what we're facing here. We do produce for the nation, and we should be given the same attention.



2.2 A STORY OF CHANGE

Participants are clear that the region has a strong farming heritage. Many spoke of the changes over time in farming practices. They discussed how things have changed with the region moving over time from small-scale farms to industrial farming methods – a shift many have witnessed.

Participants in discussions note that after the Second World War there was a shift in the Hull region to large-scale food production which has changed the character of farming. Participants believe that the drive for scale in agriculture is one of the most significant factors when thinking about harms to land such as nature and soil depletion as well as impacts on climate.

When we look around the Hull region and the whole of East Yorkshire, that's probably the most significant driving factor in these huge swathes of, at this time of year, flat, brown, empty land. And then monoculture crops.

Many shared pictures before workshop 1 of brown ploughed fields, or acres of land dedicated to only one crop type.



Vivid stories were told of some participants' childhoods in which seasonal and local food was the norm and the region still could still be characterised as having smaller fields, farms and small holdings. Participants spoke with nostalgia about this, sharing memories of collecting milk direct from dairy farmers, of working the land differently, including lying fields fallow in the cycle to allow nutrients to be restored. They remember a different approach to hedge management which encourages growth and nurtures the biodiversity of the bushes and tree growth within them, benefitting the wildlife that lives in them.

A lot of those traditional hedging practices have been forgotten and have now been replaced with much more mechanical processes. Those big tractors we see chopping everything down.

A changing landscape due to farming was remarked on frequently, equally the changing coastline was also seen as a feature of the Hull story – and part of participants' thinking on climate change. These two dramatic changes, in a relatively short time, were summarised by participants showing a strong awareness of the speed of change which they believe is highly detrimental to the land and the landscape:

I'm thinking about the changes to the landscape and how shocking that is. In my childhood, I remember going down the River Humber in a little boat that my dad had and having a picnic on the beach at Spurn Point. Then going back recently I've seen how things have changed, the coastline.

How short a period from a post-war frugal, stale, very predominantly old school agriculture, into this acceleration into a massive corporate driven way of doing things. The short length of time it has taken for the landscape to change, both coastal and in-land is scary, how many years have we got left?

Flooding came to the fore for the Hull participants as an ever-present risk for many. Their story includes a number of points connected to flood risk such as:

- A recent debate in the area about salt marsh being encouraged to encroach on beaches: for some this is a threat to tourism in the area; for others a welcome and necessary natural defence against flooding



- Being in an area which is dominated by a strong estuary, river and coastline which makes the risks highly visible
- Concern that sea level rise might increase the salt content in soil, making more land unusable for agriculture in the future, combined with further loss of land due to coastal erosion - both of which they saw as a significant loss of local resource.

3. CONCERNS ABOUT THE FUTURE OF LAND USE

3.1 FLOODING - A KEY CONCERN FOR THOSE IN THE HULL REGION

Participants in the Hull region said they have almost daily reminders of climate change because of flood risk. This is the most frequently discussed concern for Hull region participants. The risk to homes, to livelihoods and to mental health and wellbeing from flooding incidents, together with a consideration for adaptation and mitigation measures, is an ever present part of living in the region for many. Key points participants raise in relation to the triple challenge are concerns that:

- If nothing is done climate projections suggest that Hull will be severely affected by flooding in the future, something participants consistently describe as ‘frightening’
- The mitigation measures put in place, including certain forms of flood defence, are thought to cause harm to nature’s natural processes
- There could be unintended consequences for other areas of the country if water is prevented from taking its natural course in order to protect commercial and residential properties in Hull from flood risk
- The removal of hedgerows and woodland in the last eighty years has taken away natural flood defences from the region, this ties to a concern that short-term thinking contributes to flood risk
- Land which becomes flooded regularly is no longer a useful resource for food production giving rise to harms to the Hull region’s economy as well as to local businesses
- Housing and industrial developments are still being built on flood plains which is seen to be risky and unnecessary.

We’re playing with it all and then we’re complaining about it rather than actually doing something about it. Well, we’ll just stick another big barrier up. We’ll have this bit of land and to hell with the rest. It’s alright, we’ll just put another big flood barrier up and take a bit more land. It’s all the short-term thinking that annoys me.

Some also raised locally contested issues such as the recovery of salt marshes and how they affect local tourism as the salt marsh encroaches on the beaches. Those defending this approach refer to the role of salt marshes as part of a range of methods to prevent flooding and further coastal erosion.

Like we’d said about natural sea defences [the salt marshes are] actually reducing the sea’s energy, so that’s quite a positive, I think, for the future.



3.2 CLIMATE CHANGE

Participants heard during the dialogue that 83% of the land in the Hull region is managed for agriculture and that this was higher than the UK average of 72% for Britain. This was not a huge surprise to many but hearing the statistic did lead people to consider the impacts of such large-scale agriculture on the climate.

Key points participants raise in terms of the triple challenge are:

- Climate change will be harder to prevent in a region with such high-levels of agricultural farming
- High intensity food production at scale is seen as detrimental for many inter-related reasons including the impacts of activities such as food storage, transportation, disposal and wastage
- Participants observe the rhythm of the seasons changing so as to be out of kilter with wildlife activity such as bees visible and frogs spawning in December; butterflies emerging in February; birds nesting in January; and warmer weather in spring and autumn
- The fact that participants have seen and heard about sea birds dying on the coastline as their sources of food being less available is attributed to climate change
- Extreme and more intense weather, including weather events which cause flooding are seen as being more frequent.

You notice the weather patterns are definitely changing, it’s far windier than it used to be, and when we have rain it’s torrential rain, but it’s short bursts of it, it’s not gentle rain all day, it’s real downpours. But the other thing I was going to say is in terms of gardening, I’ve noticed that plants and flowers are either emerging later and flowering later, or flowering twice when they only used to flower once. So, I think weather is changing our gardens in a noticeable way already. Because often you get very late springs, winter is encroaching onto what we used to think of as spring, and it holds things back, and the summer’s just longer, and autumn’s shorter. Things are definitely changing, you can tell they’re changing.

Following flooding, one of the highest points of concern for participants in Hull is climate change. The query on the minds of many is, ‘Is it too late?’ Is the damage caused by land use in the Hull region too advanced to be turned around to address climate change, benefit nature and produce food sustainably?

It seems from an outsider looking in that when it comes to land use, especially farming and trying to fix climate change, there is stuff there, but, it’s very much too little and possibly too late.

3.3 A BIODIVERSITY TIPPING POINT

This concern that we have gone too far to turn things around came to the fore when participants discussed what they have observed in the region and what they have been told in the dialogue about nature loss. Hearing statistics such as 15% of British species are threatened with extinction left participants thinking that:

- a. Urgent coordinated action is needed
- b. We might be only just in time - with the Hull region being at a tipping point for action in which it needs to ensure the right decisions are taken for future generations.

This participant sums up the worst case scenario for the Hull and Humberside if a business as usual model is followed:

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

Contrasts were made with other parts of the country where participants said that there are more hedgerows in farmed land and more opportunities for wildlife and nature to thrive than there are in the Hull region. They applied these terms to what they see around them in the landscape:

- Acres of brown ploughed fields
- Monoculture
- A desert
- Nature has gone

Much of this was attributed to intensive farming methods which they believe have caused loss to hedgerows, woodlands and wildlife.

Yes, I mean even up here now, just every inch that they can farm, they farm. So, all the woods and everything, I mean there are small crops near me, and that's it, there aren't great, great woods that I remember as a kid going through there, that's gone, everything's gone.

Industrial farming, at the expense of small-scale local farmers, is seen as a negative element for the region's land use where the drive for everything to be 'bigger' has had a visible impact on the land. Unlike other areas within the dialogue participants from the Hull region are not surprised or shocked to hear about nature depletion in their area, they are already well aware of it.

I tend to think the problem where I live is because it's all former drained land, in a way all the history's gone out of the land. I mean, 300 years ago it didn't look like the way it does now and that means, effectively, it's a very artificial landscape and I think that shows. There's no overgrown forests, not that there would have been, but it seems very artificial landscape where I live, very treeless, very flat, very barren and I just think that's very strange and quite unnatural.

Their awareness stems not only from the visible signs of industrial scale farming around them but also from the large farm machinery, including food transport vehicles such as milk tankers and HGVs transporting arable crops, taking space on the roads. For many this was the link in the story between what is happening to the land in the region and climate change

Participants were given a presentation by Dr. Robert Andrew from the University of Hull on a programme of hedgerow restoration in the region which focused their minds on this topic. Here too they spoke of loss and even of monoculture because they had observed that when hedgerow planting is done it is of a single species of plant, commonly hawthorn, rather than a diversity of hedging plants. Participants are concerned that the farming mind-set is only focused on getting more and more from the land rather than thinking through what a simple change in hedging plants could do for nature and the environment.

Participants do not see farming as the only cause of nature loss. Some also spoke of gardening as a root cause here as people tarmac or gravel driveways, put decking in their gardens and create pristine lawns.

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

They contrast this with the gardens they remember from childhood where either their parents or grandparents had a vegetable plot, and nature was encouraged. Participants said their concern is that our societal choices for how things look, rather than how they perform for nature, are now so entrenched that it will be hard to reverse the trend.

3.4 DISCONNECTED FROM NATURE

A fear of an irreversible trend was attributed by participants to another concern for nature – that there is no connection between individuals and communities and the land surrounding them. Participants said this might be particularly the case in counties, like theirs, that have become focused on food production as a significant part of the local economy. This disconnect was said to be evident in our focus on supermarket shopping where the packaging for food from - bread to fruit and vegetables - promotes an idyllic sense of the local farm, masking the reality of corporate food production.

One participant used the following memory of childhood to explain this disconnect:

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

Participants are concerned that if children don't gain such an emotional connection now with the land that produces their food this will be a significant harm for efforts to address the triple challenge.

A word applied as a cause for the disconnect is 'greed'. Participants feel that it is in the interests of large-scale food producers to maintain a disconnect between people

and the land so that people continue to purchase the food sold in supermarkets and they maintain profit from industrial agriculture. Greed was seen as driving the need for more, with no visible connection between what we need to feed our population and what we do to feed it.

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

3.5 REGIONAL EMPLOYMENT

Concerns about future employment in the region are tricky for participants. Knowing that food production, whether in farming or processing, packaging and selling, is a high employer in the region creates a dilemma. If the substantial change they would like to see in terms of nature recovery is achieved in the region, it could mean job losses and the subsequent harms to families and individuals through loss of income. Participants are concerned that unless managed well it could be that there is more resistance to change in the region. However much you may want to see action to address climate change, enable nature to recover and to have sustainable farming in place, if you can't feed your family as a result you may not welcome the shift. This is seen as a concern for farming, government and individuals.

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



4. LAND USE DECISIONS

4.1 LANDOWNERS

Participants agree that landowners are critical to any decision making on land use and must be involved in discussions on policies which work towards positive change for nature. They spoke of the range of land owners, with farmers being particularly influential and important in decision making. This was said with the caveat that while farmers are important, they are facing substantial financial pressures in keeping their businesses afloat. A point that was also made clear to participants in the introductory film clip to the food and farming workshop². For this reason they feel that farmers will need to understand the benefits to their businesses in being involved in the decisions required to pivot towards pro-nature, counter climate change and sustainable food production methods.

Obviously, we can't do anything without farmers' consent and their permission and their involvement. So, you absolutely do have to involve them, and I think one of the problems farmers face is because of low agricultural prices, because of the impact of global competition, they often struggle to make ends meet. It's very easy saying farmers should do this, farmers should do that. But farmers do have to keep family businesses going and so I think you almost have to help them help us.

Others felt that the majority of small-scale farmers rent their land and as such have less influence over decisions. They said that it is only the larger industrial agriculture companies that have a real stake in the land in the region and can influence the decisions made. Participants stress that if you are a land owner with rights over the land then you equally have responsibilities. They see these responsibilities as including the protection of nature, making space for wildlife and embedding sustainable practices in food production which don't draw overly on the land's resources. For some this could mean a radical shift in how as a society we perceive land ownership. These participants question whether you can ever be more than a custodian of the land for future generations even if you technically 'own' it. As a minimum people feel that those who are land-owners need to understand their responsibilities including for addressing the triple challenge.

Just because it's your land, who actually owns the hedge? Going forward, what could change? Owning land is a great responsibility, you've got the climate, nature and everything involved in that. It's a great responsibility. If you're a massive landowner and you don't take care of your land and you're just renting it out to whoever for them just to take everything out of the land. May be there should be a test to own or rent land for farming.



4.2 WHO IS DRIVING THE DECISIONS?

4.2.1 BUSINESS

In a region which has a strong industrial past and live industrial future, including in agriculture, it is unsurprising that participants are keen to discuss the decisions made by large corporate entities on land use. A concern was expressed that the government might not fund or prioritise land use changes in favour of nature and climate in the area because they will expect industry to do so given they are the predominant land owners. Participants fear that this might mean that nothing is done to create change because of industry's focus on profit and their commitment to producing at scale.

A number of participants mentioned industrial farming practices that they feel are highly detrimental to the land including use of pesticides and laying down plastic netting under the top soil for short-term ends e.g. to stop moles and worms breaking through the top soil and damaging grass and turf.

Many participants spoke of motivations and values. They feel that the economic model of the UK is always in favour of profit over the environment, and without a shift in thinking from all parts of society and all the land use decision makers, change would be very difficult to achieve.

I think so long as the profit motive is there, and the incentives aren't in place, farmers are not going to change their behaviour out of the kindness of their own heart, the energy companies are not going to invest in renewables out of the kindness of their own heart. You're trapped in an economic system that doesn't reward environmentalism.

Within 'business' participants include those running industrial centres on the banks of the Humber as well as large industrial scale farms. They do not include small farm owners within this definition who they feel are being squashed by the dominant decision making powers of corporate owned farms and supermarket chains.

A farmer is a business, a business must make money. If you want to have an x pence pint of milk, expect for there to be poor animal welfare, expect the farm to be poorly maintained, expect the barriers to be poorly maintained. There's nothing left. We've got to pay the money because not all farms are big corporations, not all farmers run around in big, fancy, four-wheel-drive vehicles.

² Sarah Mukherjee, CEO IMEA said 'farmers can't think about the green unless they are in the black, and more often than not they are in the red.'

4.2.2 SUPERMARKETS

Discussions were held throughout the dialogue in Hull on the role of supermarkets and how accountable they are for decisions being made about land use. Many said that supermarkets are driving unsustainable practices in food production and farming because they are pushing the demand for more and cheaper food. Reflections on how to make supermarkets more accountable for their actions came to the fore in the food and farming workshops. Participants said:

- The drive to sell more, more cheaply, to consumers is likely to undermine efforts to create sustainable farming systems and combat climate change
- That it is not in the interests of supermarkets to change their practices and to do so will require recognition that they are accountable for decisions being made about the land
- Making supermarkets more accountable will require a more joined up and coherent food system that places a higher value on protecting the land that produces our food, and making food production and agricultural practice more sustainable.

We need to make supermarkets accountable. If they are the ones driving this and it's their constant need for cheaper and cheaper food to raise their profit margins to pay their shareholders, then we need to make them, somewhere along the way, pay some sort of offset for this.

4.2.3 CONSUMER DRIVEN DECISIONS

Some participants said supermarket decisions about land use are not only driven by the supermarkets themselves, but also by consumers who have pushed for cheaper and more convenient food over time. In this sense everyone's shopping decisions ultimately influence how supermarkets behave and therefore everyone in society has a role to play in how supermarkets act and use the land.

I think a lot of this is driven by us consumers wanting cheaper, cheaper and less running about, don't we? We drive the supermarkets by wanting everything cheaper and everything on our doorstep.

For others this argument doesn't stack up in a region where the onus is put back on to individuals to make a change, to do things differently, when they have no real influence on what land owners do, including industry.

Everything seems to be, 'You as the consumer must make the choices, drive the change, and be responsible for these things,' and I would say only to a certain degree, but that's a big cop-out. It needs to be the people who own the land and the big businesses that are profiting from the land.

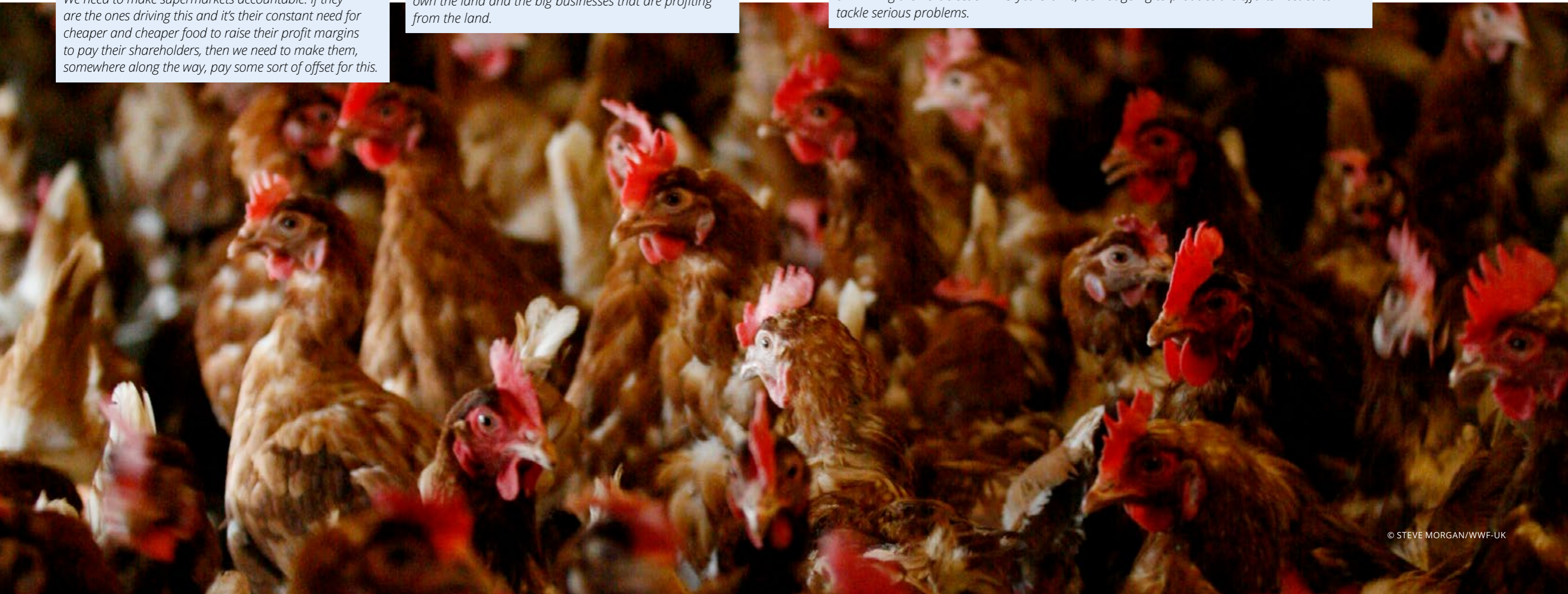
4.2.4 GOVERNMENTAL DECISION MAKING

Participants present a range of views on government decision making. Given their points about national government having forgotten the people of the Hull region, their focus was primarily on local government. They observed that local government planning decisions are complex and at times baffling when, for example, planning permission is given for a new large housing development on a flood plain, or for an industrial complex which will contribute to carbon emissions.

Participants stress that there is a democratic process within local councils to make change and urge co-participants to share their views on how land is being managed with their local councillors. Many feel that the political system locally and nationally has evolved in such a way that individual voices can't make a difference because:

- The system for gathering views and those views having an impact on policy is too long and arduous
- Political motivations are based on getting re-elected on a 4-5 year cycle making it very challenging to create long-term evolutionary change on land use
- Participants perceived that political will is not yet focused with the precision they would like it to be on land use in relation to climate change or protecting and enhancing nature.

We're ordinary people and we're talking about climate change here, and we're talking about by the end of the century, 20 years' time, 30 years' time, and climate change is a problem that's going to be here with us, and our grandchildren will be affected by it, it's a centuries-long problem. And any political system that's based on winning the next by-election in 6 weeks' time, or winning the next election in 3 years' time, it's not going to produce the efforts needed to tackle serious problems.



5. OPPORTUNITIES FOR THE FUTURE OF LAND USE

Given this picture of concern about climate change, nature loss and who is currently making land use decisions, it might be assumed that participants are down-hearted about what is possible in the region. This is not the case. For some the nature they witness is a reason for optimism in and of itself, in part because it is an opportunity to share the benefits of allowing nature to thrive, not least the benefits to wellbeing in seeing living things in the wild.

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

The opportunity to act in ways which will benefit future generations is still seen to be there. With a number of participants speaking of the 'potential' the region has.

The county has still got such a wide range of habitats. You've got that massive coastline, you've got the salt marsh, you've got woodland towards the top, you've got the Wolds. There's a huge amount of potential. It's a large area, there's a lot of open space left. The county has the potential to be something really magnificent, fifty, sixty years down the line. It's just what the routes are to get there.

5.1 EMPOWERING COMMUNITIES

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

- The geography of the region which is large and spread across various interests from rural East Riding to urban Hull and the East Yorkshire coastline
- High levels of economic and social deprivation
- Lack of awareness of the land use challenges and people not being aware of the small changes they can make as consumers
- Vested interests dominating the debate and not actively seeking broader public views

I also think that a lot of the big climate change discussions tend to be dominated by vested interests. So, the local voices, the community voices, probably worldwide aren't being heard. It's always the big corporations who take part, big governments. NGOs do, but you're not hearing public voices normally which is why this discussion has been great.

Given the view expressed that the Hull region is a 'forgotten' region, participants feel that a lack of community involvement in nature, nature conservation and biodiversity is a more urgent issue in their area than other parts of the country. Participants therefore consider this to be a real opportunity for change, to engage people across the region in decision making and involve them in grassroots projects and programmes which could make a substantial difference to how the issue is perceived by decision makers and what action is taken.

Participants propose that specific measures are to involve the community meaningful in change in this area such as:

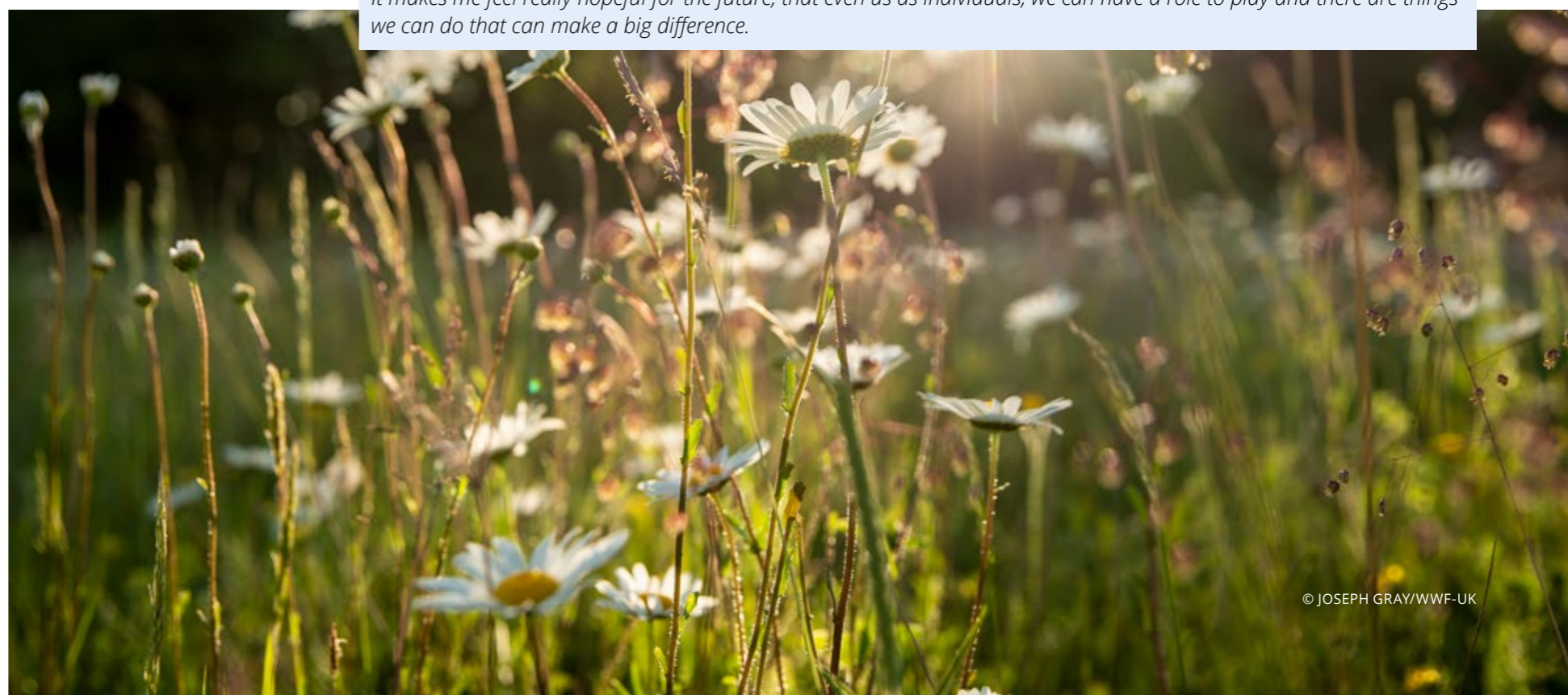
- Creating nature and environment apprenticeships which train young people in, for example, pro-nature agricultural practices and rewilding schemes
- Raising awareness of ways in individuals can make a difference by, for example, planting pollinator friendly plants in gardens or making different food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

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

- Involving community volunteers in tree planting schemes
- NGOs working with communities to share best practice from other parts of the country so that people in Hull, East Riding and Humberside can feel part of a larger groundswell of change and action.

If we knew something was a problem in our area we could get passionate about it.

It makes me feel really hopeful for the future, that even us as individuals, we can have a role to play and there are things we can do that can make a big difference.



5.2 ADDRESS CLIMATE CHANGE

Strong views come from Hull region participants on the need to take all possible opportunities to address climate change. Their first thoughts on this issue are consumer led, exercising their power as individual purchasers of food, energy, transport and other goods and services that have significant environmental impacts to sway the market. Participants see lots of potential in the area to take significant steps towards combatting climate change by:

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

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

Participants spoke about taking measures to mitigate climate change now or face the consequences of having to adapt to it in the future. Some used global trade to illustrate this point, believing that eating locally and seasonally is an inevitable consequence of climate change as countries like Spain, which produces so much of our all-year round fruit and vegetables, will no longer be able to do so.

We talked about previously when droughts start hitting, say, fruit- and tomato-growing areas in Spain, we won't be able to access our food. I think it will almost be the case that in years to come the shelves will start getting empty of certain crops, and they'll stay empty, and we'll almost be forced to take on a seasonal local diet anyway because it's the only thing that's accessible. I think it would almost be better to accept this and start implementing it now, so that when it does come it's not so much of a shock to the system.

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

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

5.3 THINKING DIFFERENTLY ABOUT FARMING METHODS

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

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

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

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

In speaking about opportunities for the region participants are keen to stress the importance of farming for nature rather than against it. They welcome schemes that put nutrition back into the soil and feel that lying fields fallow and other traditional practices that had dissolved in the industrial age should be reinstated. Participants also feel that having fields of the same crop



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year in and year out, usually peas and corn, should be reconsidered. Diversity in farm crops were felt to be better for the environment and for nature.

5.4 RENEWABLE ENERGY

Continuing to use land in Humberside for renewable energy, particularly wind turbines, is seen by many as a valuable opportunity for the region. It is considered a good use of the land which makes use of natural resources whilst also providing employment in an area of the country which experiences high levels of economic deprivation. They also feel it will be worth exploring other forms of renewables including tidal, given the estuary and the coastline in Humberside and East Riding and solar panels, integrated with farms.

I think the renewable energy that's potentially coming here with things like the off-shore wind farms, possible things like tidal energy, it's got to be massive in terms of employment, but also therefore in increasing the amount of renewable energies that we use. Educating people in the local area, especially if there's going to be employment in it.

Participants agree wind turbines are divisive in the area, seen by some as unsightly. Given the urgency of addressing climate change and preventing further harms to nature, many participants said that this is a trade-off they are willing and expect to make. As one participants put it,

You've got to weigh up what's happening currently and what the future holds. I'd much rather see the wind turbines than carry on with the way things are going. But yes, a number of my family members have said, 'They look bloody awful,' and, 'Oh, this,' and, 'Oh, that,' but you can't have everything. You can't have your cake and eat it.

5.5 A BALANCE BETWEEN APPROACHES

Throughout the dialogue in the Hull region participants used the language of 'balance' to describe the kind of solutions that they feel will be effective. They understand there are trade-offs here, and these were discussed, but their greatest concern is to find a way of balancing the food needs of the population with protecting nature and the environment.

One clear conclusion was reached by participants: given the amount of land dedicated to producing livestock feed – society should drastically reduce the amount of meat in diets. For many this is a new concept but having reflected on the challenge there is a great deal of agreement that balancing the amount of meat we eat is part of a package of measures which could help to restore nature and combat climate change.

I hadn't really thought about the balance of land use for growing crops and producing livestock and producing food for livestock, how much that dominates the percentage of land we have available for food production. I'm quite staggered, really, by how much land is used for livestock. We really do need to stop eating as much meat. That will re-balance things, reduce all the greenhouse gas emissions and everything.

All of these issues are about balance, aren't they? And everything's interconnected, but we have to find a balance for all these things.

For some participants the balance between renewable energy and aesthetics was a trade-off to be considered but having reflected on it they felt they would rather see renewable energy mechanisms in the landscape than traditional forms of energy generation such as power stations.



5.5.1 THE COST OF FOOD

A specific balancing point was raised in the form of the cost of food versus producing food which is locally and sustainably produced – a preference for many. Participants are concerned that if their wishes are fulfilled and in the future local food is prioritised over convenience foods, and support for local farmers is prioritised over conglomerate agricultural farming, then there will be a balance to be struck between achieving these goals and ensuring the food produced is affordable.

My daughter is a student nurse, she's not on a very high income, single mum, and local produce at farmers' markets is often too expensive for her. Even fresh, seasonal, vegetables in the supermarkets can be too expensive, then she has to wait until Aldi reduces all their fruit and vegetables, and then she'll go in later at night to the reduced section to get something that's going off that day. If we're producing this massive volume of food, why is fresh, seasonal, produce so expensive to the end consumer, that it becomes cheaper to buy a tin of beans than it is to buy fresh, local, vegetables?

It seems incredible to many participants that local fresh produce should cost more than tinned, convenience or fast foods. It is equally inconceivable that society can continue on the same track into the future where more people are reliant on food banks as their main source of food. This was frequently mentioned by participants in the Hull region as a key challenge – when food of any kind is already out of reach for many low income families in the region.

The 'have your cake and eat it' analogy was also used in this context. Participants reflect on the low cost of New Zealand lamb which is fairly ubiquitous in UK supermarkets as a cheaper cut of meat, but has to travel a long way.

We all want, for example, nice, cheap New Zealand lamb, and we also want climate change to go away, but shipping lamb 14,000km-, you can't have your cake and eat it in a lot of these cases.

One specific suggestion made for the Hull region to alleviate food poverty in the region is to work with large multinational food producers to produce food which is affordable for the region in which the food is grown. Participants propose the introduction of a scheme where the large industrial farmers in the Hull region producing peas could set aside a small percentage of the produce grown in the region to combat food poverty.

5.5.2 LOCAL FOOD PRODUCTION

Participants are keen to find some balance between local and global food production. Some suggest that a cultural shift is required to develop a mindset for the region which is focused on local and seasonal food rather than

all year round access to any food consumers feel like buying. In part participants discussed this as a means of mitigating against climate change – if food has to travel fewer air/ road miles it will have less impact on the environment. But they also discussed the issue in the context of reconfiguring what the land is used for in the Hull region, valuing that, rather than seeking additional sources of food elsewhere.

I think flying food all over the world is terrible for the environment, and mainly it's just so people can eat out-of-season produce. Maybe we need to go back to eating seasonal vegetables and seasonal fruit and not expecting to have tomatoes all year around and raspberries and strawberries. Just enjoy the seasonal vegetables that we produce locally. It makes you appreciate things more when they come into season, I think.

Participants raise the need to re-organise, producing a food system in which local food production is valued and the needs of local communities are valued by those local food producers. This might also include food production from smallholding, community gardens and allotments being part of the local economy.

5.6 A COLLABORATION: NATURE AND FARMING

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

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

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

6. COMMUNICATIONS AND AWARENESS RAISING

6.1 UNDERSTANDING NATURE BRINGS SOME SURPRISES

Participants in the Hull region are less surprised than other regions about nature and biodiversity loss given that they are witnesses over time to an increase in intensive agriculture. Due to regular flooding incidents and living near coastline and river estuaries participants express the view that many more in the local population are aware, and living proof, of climate change impacts. However, they nevertheless are somewhat surprised about nature definitions and that perhaps what they consider 'natural' e.g. large scale farming land use is in fact different from the nature described in the dialogue stimulus, for example the introductory film clip for round 1.

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

Participants suggest that there is a romantic view of nature with sheep and cows grazing, undulating hillsides and woodland, preferably with a river running through it. They said that people across society need to be clearer about nature loss in order for society to accept and work together to address the triple challenge. Participants recognised that change happens in a landscape and that the landscapes that exist in the Hull region are not those that have been viewed for hundreds of years. They therefore call for communications about land use to:

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

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

6.2 WHO IS TRUSTED?

There is a limited list of people and organisations participants in the Hull region trust to provide information they will hear and believe on land use. However NGOs come at the top of the list. Participants in Hull said that NGOs working with a clear vision to protect and make a space for nature were doing so for the good of society, rather than those they have little trust in who seem less interested by altruism and more interested in profit. One of the key reasons for placing trust in NGOs was their use of evidence and data from the scientific community to develop their campaigns. The use of robust evidence is seen as being eminently trustworthy. This means that not all NGOs are trustworthy, but those that use the available data to create policy and implement practice are seen as trusted to communicate in this space.

As with every dialogue region David Attenborough was mentioned by a few participants as a trusted source of information. It is interesting to understand why this is the case, to enable others to play a similar role. Participants said they find people more trustworthy when:

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

Academics, researchers working in a university setting in particular, are also seen as those who will use rigour to test theories and write up the findings and as such are seen as a trustworthy source of information. In this dialogue location participants were particularly impressed with the speakers from the Energy & Environment Institute at the University of Hull as people who had a clear and transparent narrative to tell based on their research.

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

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

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

Those least trusted to deliver effective messaging around these issues within society are government at local and national levels for the participants in the Hull region. A question was raised by participants in workshop one about the targets set for nature recovery and reducing

carbon emissions. Participants wanted to explore what targets had been set and how many had been met. On hearing that targets were not met they are not convinced that governments would make all the efforts required to meet further targets set by, for example the UN Nature Conference in autumn 2021 or COP26 running at the time of the public dialogue. Lack of trust is rooted in the sense that there is a crisis which generates more talk from governments but little action.

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

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



7. KEY MESSAGES FROM THE HULL REGION

The key messages those who took part in the Hull region land of plenty public dialogue wish to share are focused on strategy and policy. Participants call for:

1. A holistic strategic approach to land use: joined up, coordinated and effective
2. A policy agenda which is suited to the land and nature it supports
3. Incentives and transitional support for those organisations integral to addressing the triple challenge: bringing organisations and individuals along with the changes required
4. Awareness raising

7.1 A HOLISTIC APPROACH

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

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

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

A holistic approach to land use should include the scientific, technical and practical aspects of delivering change according to participants, but also take into account other, less tangible, considerations. These might include the psychology, aesthetics and heritage of our land use enabling the cultural shifts needed to be rooted in the strategic thinking that informs the holistic approach being recommended.

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

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

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

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

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

7.2 A FIT FOR PURPOSE POLICY AGENDA

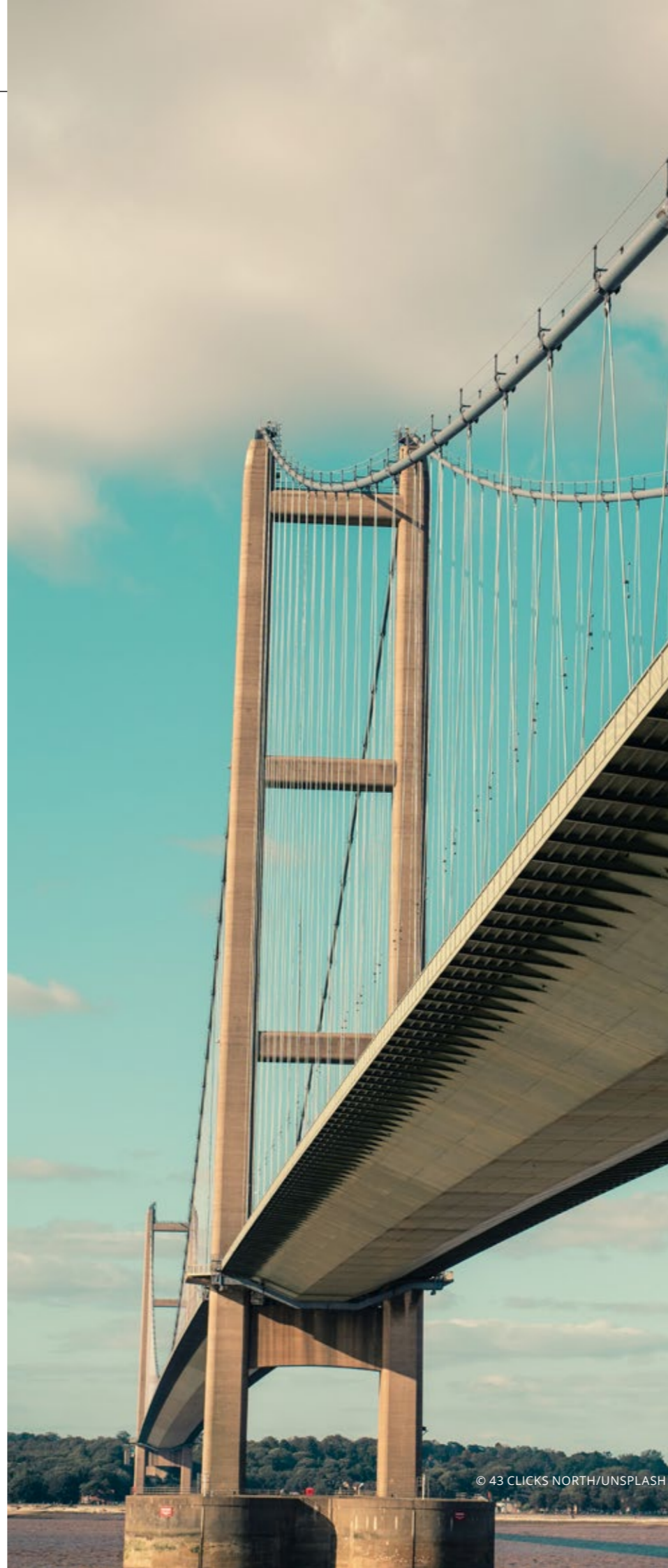
Driving the considerations on the appropriate policies to deliver change is the strong desire in Hull to ensure nature, climate change and food production are seen to be as important as, for example, the economy. Participants spoke about policies which break down barriers between all those involved in the agenda so that the balance reported on in Chapter 4 can be achieved. They urge for significant resources to be put into this re-prioritised agenda, without which they are cynical of the outcome. Participants use the model of policies developed during the Covid-19 emergency as ones which should be applied to this crisis.

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

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

Participants want to see land use policies which:

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



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

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

7.3 INCENTIVES AND TRANSITIONAL SUPPORT

Participants retain a strong dose of realism in thinking through the kinds of shifts individuals and organisations will have to make to create the conditions for change. They feel that incentives and transitional support are core to success, particularly for the farming, food production, processing and retailing sectors. They propose government backed incentives to help farmers who are already operating under severe financial constraints to make the change. Many feel that the government would be knocking at the farming open door because farming businesses are used to working with incentives and subsidies and farming families already have a respect for nature.

I think I have the hope that the majority of farmers are nature-lovers. They have to be, to some degree, because of the lifestyle. If you have, again it goes to the government, but if we've got the right incentives in place, that they would be motivated to get the hedgerows, get the dew ponds, get the meadows back, but they need to be incentivised to do it.

Participants believe that although farming is rooted in tradition, in recent years family owned farms have learned to adapt and innovate to generate income from their land. This is different for large industrial scale farming which is seen by those in the Hull region to be less connected to nature, to community and considerations of sustainable land use and who can make profit by sticking with a monoculture mindset. Nevertheless, they argue that even on this larger-scale incentives are important to create the conditions for change.

Yes, I think ultimately, agriculture is rooted in tradition. And if there isn't an incentive I think you're always going to be limited to, like somebody's already mentioned, small scale individuals. There are always examples of those small enterprises doing innovative things because it's easier for smaller ones in some ways than large conglomerates. I think there has to be some kind of financial incentive there to encourage innovation that's going to improve environmental and public health.

It is felt that legislation and taxation might also have more of a role in making sure profit does not come before environment in industry decision making. Suggestions include, for example, stronger legislation on the use of pesticides and restrictions on field size. Agri-environment schemes were also discussed as part of a package of measures to support the policies proposed which would be welcome. Participants argue for programmes which encourage farmers to reserve a proportion of their land for non-farming uses such as tree planting.

The idea was put forward that some form of incentive could be applied to the meat industry and to those who include meat and dairy in their diets. Participants suggest this could take the form of taxation on mass produced meat to make it an expensive rather than a cheap production process; and to encourage people to view meat and meat products as a treat rather than a daily essential. They likened such taxation schemes to smoking prevention measures which are seen as effective in creating change.

We saw it with the smoke-free laws when they came in. More people stopped smoking when they brought those laws in than any other point in time. We've seen it with the electric car thing, so by 2030, that will probably have a mammoth impact on what types of car people are going to buy. They're the most powerful interventions, I think, when the government affect change.

7.4 AWARENESS RAISING

To achieve a holistic approach with greater community involvement in land use decisions; policy change including legislation and incentives in the area is seen as essential. Participants welcome the dialogue as an opportunity to engage, many for the first time, in thinking about land in relation to climate change, nature and food production. They would like this opportunity to be offered to others in the area as they saw such discussions as a powerful catalyst for change.

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

Many participants believe that raising awareness amongst children and young people is important through education programmes in school and activities outside it. Equally important to them is wide-spread community awareness raising of the biodiversity crisis, of climate change and of how the country currently produces food. They feel this strongly given the knowledge they gained during the dialogue which many said was 'eye-opening' and would encourage others to get more involved in action to combat climate change, make a space for nature and think differently about food production.

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

A significant reason for raising awareness is to show people that they are not powerless, and they do have agency for change through lobbying, campaigning and in purchasing decisions to improve how the land use is perceived in the Hull region in the future.



APPENDIX 1: DIALOGUE METHODOLOGY

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

1. A DELIBERATIVE PROCESS

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

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

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

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

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

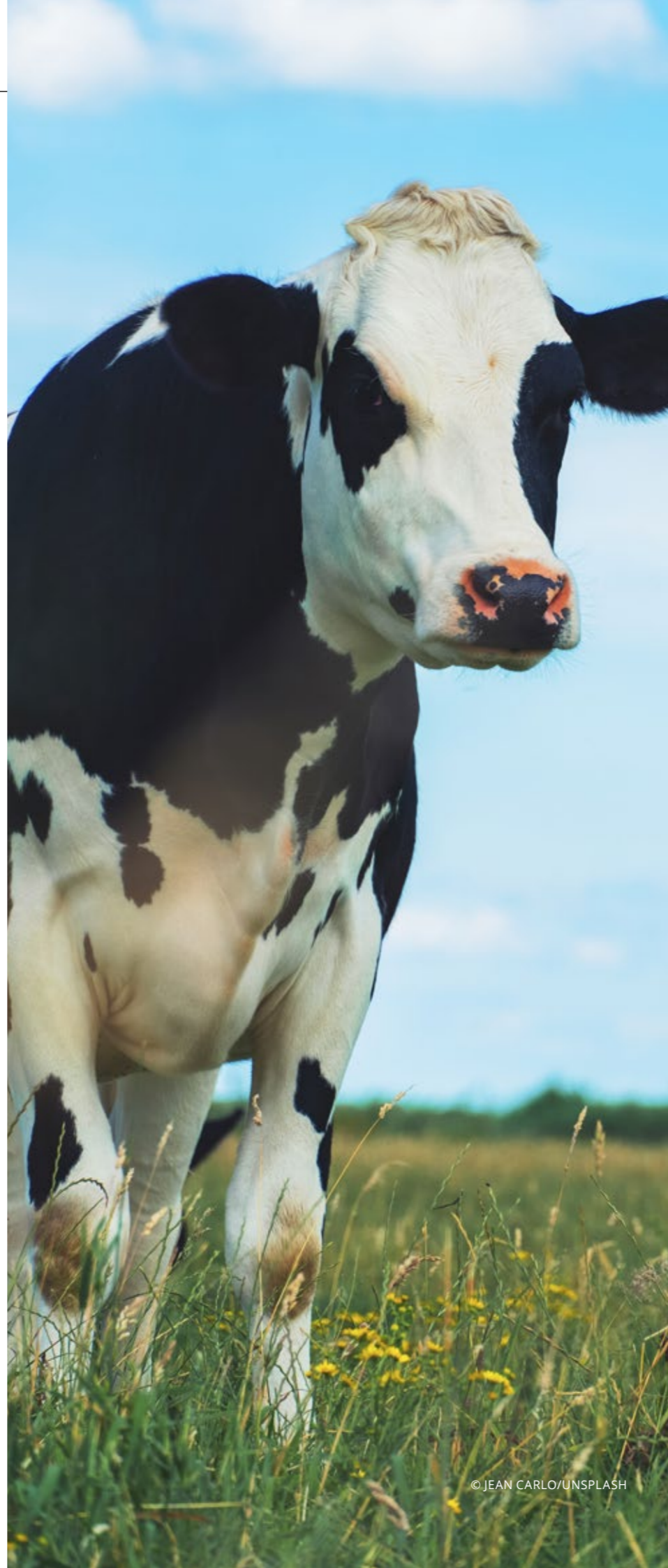
We used a consistent group of HVM facilitators in all dialogue workshops. Each small group comprised no more than seven participants working with one facilitator. Facilitators followed workshop process plans designed in discussion with the Project Team.

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. The Hull region is discussed in this report. The other regions included in the dialogue are:

- Aberdeenshire - Scotland
- Belfast – Northern Ireland (a predominantly urban sample)
- Cornwall – England
- Pembrokeshire – Wales
- Soar Catchment – England
- Yorkshire Dales – England

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

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

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

³ 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 specialists⁴ who contributed to the dialogue in the following ways:

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

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

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.

⁴ A full list of specialists is presented at Appendix 3



APPENDIX 2: RECRUITMENT SPECIFICATION

Client: WWF-UK

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

Deliberation contractor: Resources for Change and Hopkins Van Mil

PURPOSE:

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

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

RECRUITMENT SUMMARY:

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

GENERAL SCREENER TO INCLUDE:

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

APPENDIX 3: INFORMATION PROVIDED TO PARTICIPANTS

1. SPEAKERS IN THE HULL REGION

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 Hull and Humberside.

- Webinar, Contextual understanding of the region's historic and current land use: Andrew Gibson, Outer Humber Officer, Yorkshire Wildlife Trust with Dr Rob Thomas, Senior Research Fellow in Geomorphology and Flood Risk, the Energy & Environment Institute, University of Hull
- Workshop 1, Nature and land use: Dr Robert Thomas
 - Presentation on nature and habitats in Hull and East Yorkshire, focusing on what is being done to promote nature recovery and address biodiversity loss in the landscape, including a project using AI and big data to map gaps in hedgerows throughout the region.
- Workshop 2, Climate and land use: Dr Joshua Ahmed, Postdoctoral Research Associate, the Energy & Environment Institute, University of Hull
 - Presentation on enhancing landscape resilience to climate using experiments to test effective ways of restoring the nutrients in soil and enhancing carbon capture using cover crops

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

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 the Hull region.

Welcome Pack

UK Land Use Conversation Public Dialogue

Hull

Tuesday 28th September
Webinar: 6 to 7:30pm

Thursday 30th September
Workshop 1: 6 to 8:30pm

Monday 4th October
Workshop 2: 6 to 8:30pm

Tuesday 5th October
Workshop 3: 6 to 8:30pm

Saturday 9th October
Workshop 4: 10am to 1pm





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

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

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

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

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



[2]



What's Inside?

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

PLUS – at the end of this guide:

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

Workshop preparation checklist

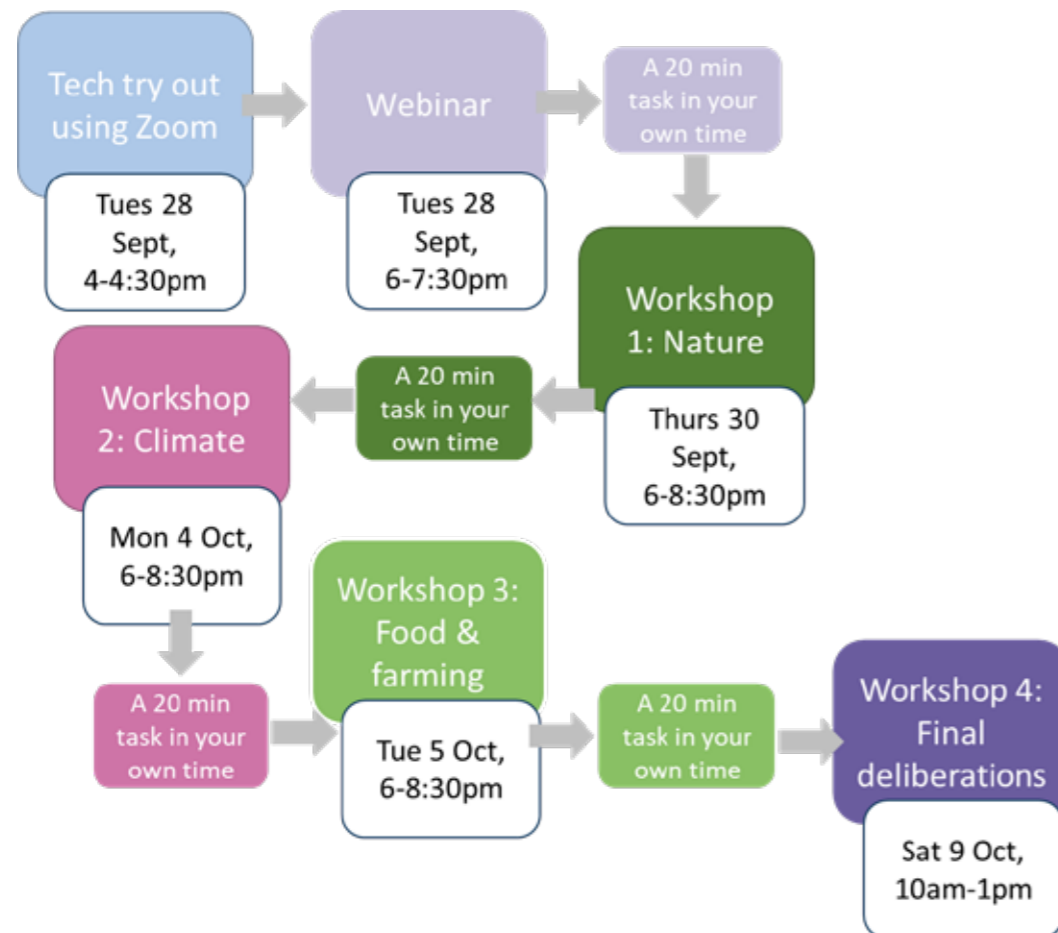
Read through this guide
Test out Zoom
Find a suitable space where you can join the online workshop
Join the tech try out session at 4pm on Tuesday 28 th September if you have never used zoom before, or you want to refresh your knowledge of using zoom, or to ask questions about the online homework space
Have your smart phone charged and with you to take part in online polling
Have a pen and paper handy and ready to take notes during the workshops



[3]



1. When are the workshops and reflection tasks?



[4]



2. What are the workshops for?

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

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

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

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

We'll share more information about at the workshops.



[5]



3. Who will be involved in the workshops?

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

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

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

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



[6]



4. What will I be doing at the workshops?

At the workshops, we want you to:

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



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



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



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

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

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



[7]



5. What will I be doing between the workshops?

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

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

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

You can access the online space by clicking this [link](#). You will receive an email from Recollective inviting you to join on Tuesday 28 September. You will need to sign up to access the space. If you don't receive this email, please check your spam or junk folder as invitations sometimes end up there.





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



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



[9]

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7. How do I join the workshops?

You will be **emailed the link** to the Zoom workshop the day before the first session: the webinar on **Tuesday 28 September**. Please **do not share this with anyone else**. You will be emailed a new Zoom link before each workshop.

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



Joining from a computer

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

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

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



[10]

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Joining from a tablet (e.g. iPad)



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

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

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

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

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

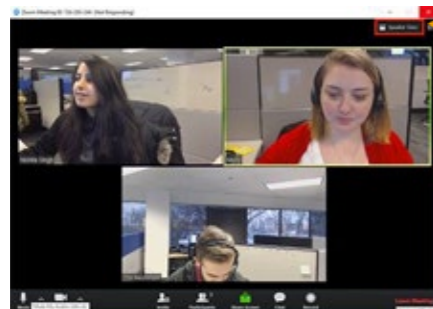
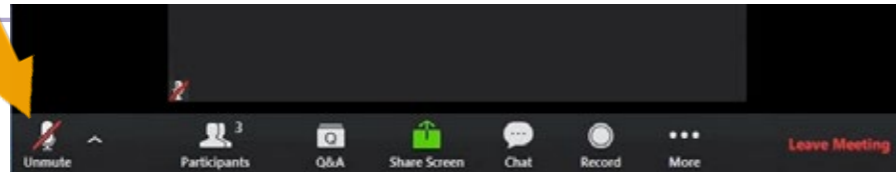


[11]

Resources
FOR CHANGECreating Connections
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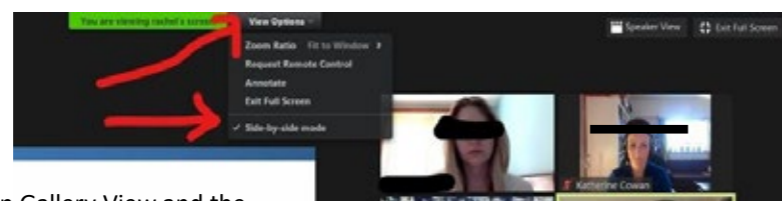
8. Tips for using Zoom

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

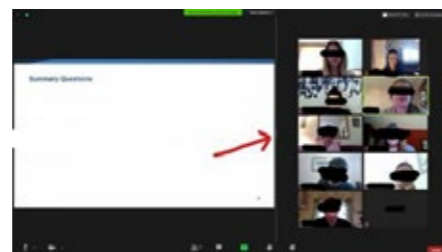


If you use Gallery View (top right-hand corner), you can see everyone at once, rather than just the speaker.

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















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



[12]

9. Points to help the online discussions

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

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

[13]

10. How will I receive my thank you payment?

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

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

Reference will be **Land Use**.

THANK YOU!

Thank you for agreeing to take part in this research and for reading through this guide! We hope you found it helpful. We are looking forward to seeing you on Tuesday 28 September at 5.45pm for the webinar. The following pages in this guide provide important information on recording and how we use your data, and the agenda for each session.



[14]



UK Land Use Conversation: Public Dialogue

Research consent form

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

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

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

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

How we protect your personal information

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



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

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

Sharing information with others

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

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

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

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

Storing information

Your responses to this research will be stored securely by Hopkins Van Mil and Resources for Change. All personal data is securely held for no more than a year after completion of the project unless we have agreement with research participants to continue to hold their data for research purposes. As such all personal data will be securely destroyed by 12/11/2022 after this time period has elapsed.

Your data protection rights

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

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



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

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

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

Your right to complain

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

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

Webinar & Workshop Agendas

Webinar: Tuesday 28 September
6 - 7:30pm

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

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



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

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

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



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

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

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



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

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

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



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Workshop 4: Saturday 9 October 10am - 1pm

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

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



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Welcome Pack

UK Land Use Conversation Public Dialogue

Hull

Any questions?

grace@hopkinsvanmil.co.uk

info@hopkinsvanmil.co.uk



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

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.



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