

LAND OF PLENTY: PUBLIC PERSPECTIVES IN THE SOAR CATCHMENT

**CONVERSATIONS ON THE FUTURE OF
CLIMATE, NATURE AND FOOD**

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EXECUTIVE SUMMARY



BACKGROUND

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

METHODOLOGY

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

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

KEY FINDINGS – SOAR CATCHMENT

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 Soar Catchment:

CALL FOR OUR LANDSCAPE TO BE A 'SHARED SPACE'	WANT A STRATEGIC HOLISTIC APPROACH TO BE TAKEN TO LAND USE	STRESS THAT NATURE SHOULD BE PUT AT THE CORE OF LAND USE PLANNING	WANT STRONGER LINKS BETWEEN TOWN & COUNTRY TO BE CREATED	WANT TO BE INVOLVED: MORE ENGAGEMENT, MORE EDUCATION
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Important points raised by the group in the River Soar catchment area include:

- The idea of the land in the catchment, both rural and urban being 'shared space' is a key theme. Participants call for land to be shared between humans and nature: between those who make a living from the land and those who use it for recreation and pleasure; and between urban and rural people.
- Participants identify that land use is a more complicated issue than they had first thought. Decisions taken on land use, they now understand, are influenced by a whole range of issues. They see that all these elements need to be taken into account and incorporated into a plan for how land is going to be used in the Soar Catchment in the future.
- This 'joined up approach' is seen as particularly important in terms of linking town and country. Participants are forceful in their assertion that land use is not just a rural issue. What happens in the towns and cities in the Soar catchment has a profound effect on the countryside and visa-versa.
- A recurring theme in the Soar catchment is the importance of nature. It needs to be taken into account in every decision taken about land use.
- Farming and other forms of land use need to work 'with the land', growing crops which are most suited to the land in question. Participants want farmers incentivised to increase the diversity of crops grown, and to embrace nature-based solutions moving away from a one-size fits all approach to one that is more appropriate to the local area.
- It is felt that farmers needed to embrace modern technology, drones, smartphone apps and artificial technology for example. But at the same time there is a nostalgia for traditional farming practices and the landscapes they have produced. This presents farming with the challenge to "embrace the new whilst retaining the best of the old".
- The Soar catchment group feel that the changing the relationship between the individual and the land is a key part of delivering solutions to the triple challenge. They believe that land use is not some distant concept but something that is affected by everyone's decisions and actions.
- There is a strong feeling that to 'involve everyone' there is a need to integrate the ideas and issues that have been discussed in the dialogue into the education system.

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 from the 21 participants who took part in the dialogue in the Soar Catchment, one of the seven locations included in the dialogue process.

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

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

It is important in any dialogue process that the report reflects the voices of participants. As such we have used quotations taken from transcripts from the Soar Catchment workshops to emphasise main points. Some quotes have been edited to remove repeat or filler words. We have made no other edits, so as not to distort speakers’ meaning. 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.



3. CONCERNS ABOUT LAND USE

3.1 DEVELOPMENT OF LAND FOR HOUSING AND INDUSTRY

Participants in the Soar catchment are acutely aware of, and very concerned about, the pressure on land use from development pressure. They heard and understood statistics for built on land in the UK accounting for 6% of land use; but nevertheless, feel that this figure is likely to increase rapidly if the development they are witnessing in and near their communities continues apace. There is real concern about the loss of farmland and the implications this has for the future of local food production.

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

There is a recognition that this is in part driven by social change, people's desires for bigger houses, better roads and more shopping opportunities.

Housebuilding is such an emotive topic. Unlike many countries, our expectation is a 3 or 4 bed single family house, with a drive for 2 cars, garage and a garden. I'm just not sure how we square this expectation with the reality that this requires us to churn up huge parts of the countryside for more housing.

This concern about development is not just about the loss of land but also about the impact the development has on other aspects of peoples' lives. Flooding was given as a key example of this, with a strong feeling that development has already contributed to the increased risk from flooding in the area, flooding which has already been exacerbated by climate change.

3.2 NATURE LOSS

Dialogue participants shared their enjoyment in spending time in nature and recognise that they benefit from that interaction. However, they also shared a view that there are lots of people, perhaps the majority, who do not value the natural world and that is seen as being part of the problem. The solution, as they see it, is education, bringing nature back into the classroom from an early age.

Participants also spoke about the importance of nature and the outdoor environment to their and others mental health. They consider 'wellbeing' as potentially providing a route to engaging and educating more adults about nature.

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

Participants were shocked by some of the information that was shared with them about the current state of nature in the UK, particularly that the country is of the most nature depleted in the world.

For some people this has come about because of human behaviour over time:

I cannot believe we have allowed so much nature to be lost - did people just not value nature at all in the past?

While others see it as an issue of social trends and individual choices:

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

How we manage land is also seen as a key contributor to nature loss and this is not just seen as a farming issue, but one related to anyone or any organisation who has responsibility for land use management. Participants feel that most land is not managed with nature in mind.

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

3.3 FOOD AFFORDABILITY AND ACCESSIBILITY

There is a real mix of dietary preference among the participants from those who shared that they eat what they see as a traditional meat orientated diet to those who are vegan. However, there is consensus around the idea that food choices and diet have a considerable impact on the way land is used and on people's health and wellbeing. Most participants feel that diets have to change, with a reduction in meat consumption and an increase in healthy options.

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

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

People in the dialogue expressed considerable concern about the power of the supermarkets and fast-food outlets. Their influence through their marketing, promotions, and the way their supply chains are perceived to be put under pressure are all seen to drive many of the negative aspects of food production and diet.

Like you say, supermarket chains, they're so big and they're so cheap, and people always buy on price unfortunately and don't always get the best.



4. LAND USE DECISIONS

During the dialogue workshops participants heard live presentations from local landscape experts in relation to the three aspects of the triple challenge specific to the Soar catchment.

- Claire Sambridge, Conservation Officer, Leicestershire and Rutland Wildlife Trust spoke about current nature recovery programmes within the Soar Catchment.
- Ruth Needham, Senior Catchment Manager, Trent Rivers Trust presented on the local impact of climate change on the Soar catchment and Trent Rivers Trust's response to it including creating wetlands, working with local farmers and schools and planting trees.
- Simon Fisher, Regional Environmental Advisor, National Farmers Union East Midlands talked about the pressures on farmers in the Soar catchment and the type of land use decision they are making on a day-to-day basis, most of which participants readily acknowledge they are not aware of.

Participants expressed relief during the workshops that there are people and organisations looking out for nature and acting on climate change. Many recognise that they did not know about this, or even that there are such organisations as Wildlife and River Trusts, prior to the dialogue.

A theme that came up repeatedly in the discussions was a lack of knowledge about the landscape, what it was used for and how it is managed.

From the first webinar, the thing that really stuck in my mind is the figure that gave us about tree coverage in Leicestershire (low) because it is so polar opposite of what I actually think. I'd love to find out more about that side of it.

4.1 A LACK OF LAND USE KNOWLEDGE

Participants feel that they, and people across society, know relatively little about land use and that prevents them from feeling part of any land use story. There is a genuine interest amongst dialogue participants in being more involved in land use decisions.

It is unclear to the participants who owns the majority of the land, how decisions are made about how that land is used and how the issues of nature, climate change and farming are taken into account when decisions are made.

Participants want to know what the responsibility of landowners is for nature on their land and whether or not they are responsible for addressing issues such as flooding. Questions in participants minds include:

- Does this responsibility differ in respect to different organisations?
- If the government owns land, does it have different responsibilities to an individual farmer?
- What are the responsibilities of land-owners, whether companies or individuals, if they are based outside the UK?



4.2 A HIGH VALUE PLACED ON FARMING

Farming as a sector is valued highly by dialogue participants - if done in a particular way. Participants focus here on farming which produces food for local consumption, and which is seen to be nature friendly and ensures that livestock is well looked after. Farmers are seen as both heroes and villains, but it is evident that there is strong support for farmers who were willing to change.

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

People in the dialogue expressed relief that others have the same views and concerns as they have. It would appear that for many participants speaking about nature, climate change and the environment to other people is unusual. It is uplifting to participants to find that there are other people who live in the same area as they do who are willing to share views, fears and concerns for land use with them.

Because I don't talk to people about environment things really, I just hang around on my bike or talk everything about shop at work and it was interesting to see that other people have concerns and they feel passionate about it.

People spoke passionately about community projects, in some cases projects that they are involved in, others that they are simply aware of. Most commonly these are projects to do with community farming or gardening and many are urban based.

Through the dialogue process this type of project is increasingly seen as a way of linking the urban and rural communities, perhaps sharing knowledge and expertise; and also by growing more food in the towns and cities which might take the farming pressure off the countryside.

4.3 VIEWS ON ACHIEVING CHANGE

4.3.1 VALUING LAND DIFFERENTLY

The group in the Soar catchment feel that at the heart of the discussion on land use is the question of how we value land, landscape and the way it is used. They express the view that land is currently seen as a resource to be exploited for both private and public benefit, usually from food production or development. But it has other perhaps more important attributes, it provides space for nature, helps to mitigate climate change, provides opportunities for recreation, and contributes to human wellbeing. They suggest that as a society we need to start celebrating land and what it does for us.

Rethinking what value, the land has. I think that came up earlier as well, and yes, just thinking about not draining it as a resource, and how can we celebrate it and utilise it, and how can it meet everyone's needs?

Inherent in this idea of valuing land differently are some ideas about land ownership and decision making. In participants' minds anyone who owns land should see themselves as stewards of the land with obligations to the present society and future generations which should be enshrined in law.

Participants are keen that local government and communities both have a greater role in this stewardship approach and that it is seen much more as a collaborative venture.

Another constraint, I think I touched on it last week as well, the idea that you can only affect change on a certain plot of land if you own it. If there is a way to, maybe on a national legislative level, to have schemes which can instigate change on land which you don't necessarily own, that could speed things up a lot better in the effort against climate change for sure.

4.3.2 SUPPORT FARMERS TO CHANGE

The participants expressed considerable support for farmers. They might not agree with everything farmers are currently doing, but they want farming to continue. In doing so they want the UK to continue to produce a lot of its own food (and maybe more), and for people to be able to make a good living from producing our food. There is also concern that farming is under threat, post Brexit, with changes to the subsidies regime and in the negotiation of new trade deals.

So I think farmers just need a lot more support to begin to actually affect change on their own land in certain ways which they might want to do that without having to worry about money.

There is a recognition that if we want farming to change then we need to support that change, particularly financially. All sectors of society are seen as having a role to play.

- Government – through financial support that delivers more sustainable farming practices
- Food industry and retailers – paying more for products and addressing food waste
- Consumers – paying more for food and buying local, or at least British
- Community - by becoming better informed and taking up opportunities to be more involved in land use.

4.3.3 SOCIAL CHANGE

Participants recognise that their lifestyle and behaviour impact on how land is used and if they want to see land used in a better way for nature and climate they will be willing to change too. Participants propose a number of individual and household changes that they feel will have an impact:

- Dietary change to reduce meat and dairy consumption
- A shift to eating more seasonal produce
- A shift in consumer behaviour away from buying the cheapest produce
- Encouraging more food shopping to be bought locally
- Removing the options for food which is not environmentally friendly e.g. making all meat that is available organic and/ or free-range meat

A lot of the discussion focussed on diet and the need to reduce meat production. As has already been said there are a range of views on how to achieve this, but there is a commonly held view that change is required.

Personally, I think eating some grass fed beef from a field a mile away and an animal slaughtered locally is far better for the climate than eating an avocado every day that has been intensively grown in Spain and flown over, or tomatoes grown in huge glasshouses and full of pesticides.

As humans we should be vegetarian or eat far less meat to reduce gas emissions from producing food particularly beef and dairy. Food activities, including producing food, transporting it, and storing wasted food in landfills is producing greenhouse gas emissions that contribute to climate change.

4.3.4 EDUCATION

People frequently express the view that they do not know enough about land use and its impact on nature, climate and their food consumption to make informed decisions.

I don't want to put all the responsibility on the farmer, I think, I'm sure on a personal level we can do something as well. I'm just not sure how to go about doing it, maybe I need to be educated on that, too.

Education is seen as the way to address this deficit. Participants feel that it needs to start in schools where nature, climate and food and farming all should be added more visibly to the national curriculum. It then needs to continue with the adult population, improving the understanding of what can be done. People feel that a focus on education will lead to greater motivation and an increased ability to affect change.

I think there was the initiative where the local farms in Leicestershire had the open days, so people could come along. So, I think things like that need to be promoted more. I guess that's an educational tool. But, yes, that's a really valid point, it definitely needs to be extended to adults as well and not just children.

4.3.5 ACCEPTABILITY

Key to acceptability of any of the changes that the group discussed is equity and affordability. Change needs to take everyone with it. This is seen as particularly important in a place like Leicester, a multicultural city with many different food and land cultures. Changes to the way land is used should not just bring benefit to those who can afford it according to participants. For example, there is a focus on buying local, supporting local farmers and improving diets, but this comes with a feeling that this is currently a more expensive option. If a more local approach is to be part of the plans moving forward, then this has to be available to everyone. Participants recognise that to achieve this will require a substantial shift in our national food strategies.

I have long supported the idea that we need to move away from a strategy that prioritises cheap food (although I recognise that this raises serious questions about food poverty for a considerable proportion of the country and would require a radical new approach to how we support the poorest people in our society).



5. OPPORTUNITIES FOR FUTURE LAND USE

Throughout the discussion on nature, climate change and food and farming, participants identified opportunities for how land use could and should change to address the triple challenge. These are set out in this chapter.

5.1 REIMAGINING FARMLAND AND FARMING

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

Changing how we think about farmland as not just food production, but also to include things like dedicating land to renewable energy production and enhancing biodiversity.

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

Participants are positive about what they heard about nature-based solutions and feel that farming systems that integrate these are producing a win/win situation. Helping to reduce the risk of flooding is a solution people are looking for in the Soar Catchment, so tree planting that reduces run-off and also captures carbon to help to mitigate climate change is seen as important, as is the better management of soils.

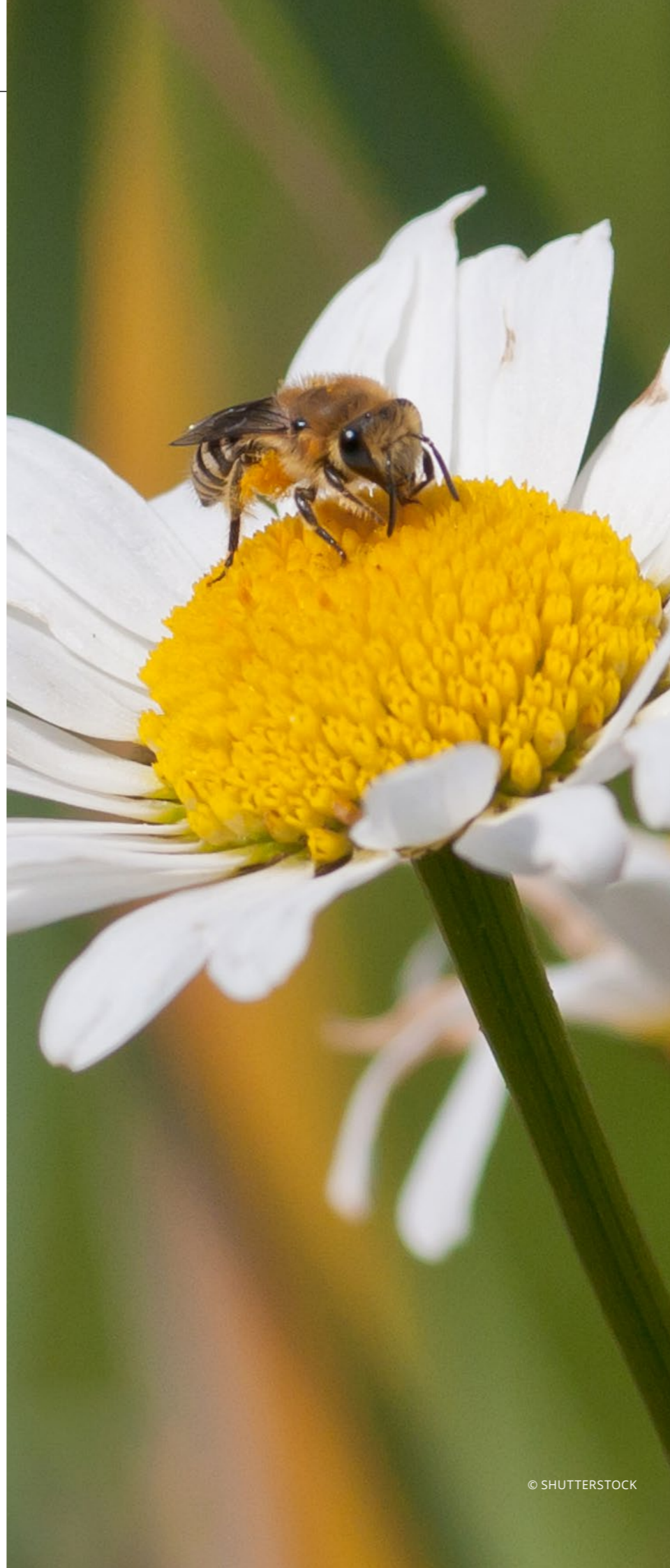
So, a greater understanding of the movement of water in the Soar catchment and ways in which we can use natural processes and soft natural intervention to begin to solve the issues of flooding that plague a lot of the villages around Loughborough.

Crop diversification needs to be increased according to participants. There is a feeling that the landscape is too uniform because across large areas only one crop is grown. Participants felt that more diversity would be a good thing particularly if it could be combined with creating a market for locally grown and seasonal food products. In this way farms will be growing a range of crops, suited to the locality and the preferences of local consumers.

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

Such shortened supply chains will, participants believe, make it a lot easier for people to buy local produce through farm shops, box schemes, farmers markets and local produce aisles in supermarkets.

Basically, I found out from these conversations that there are things called farm shops and stuff, which I didn't really know existed before. There'd be less damage to the environment and people wouldn't have to go so far for their food. So, it's locally produced just down the road, your carrots, your potatoes, your meats going to be better quality.



Farming needs to address modern technology and use it to not only grow more food but to reduce negative impacts and to address challenges such as nature loss. Drones to survey land, electric tractors and combines, vertical farming, laboratory grown meats and renewable energy technology were all mentioned by participants in the Soar catchment. This comes with a recognition that they do not know enough about which technologies to use. They felt that some might have negative effects, but despite this that technology has considerable potential to help make farming more sustainable.

We can use smart technology maybe, like drones, to monitor the land to help with climate change. Using smart technology, do we know when to plant and when to leave the land alone.

5.2 COMMUNITY INVOLVEMENT

Participants share a desire to reconnect communities to their local farms and through this to local food. They suggest this could be through educational programmes on farms, open days and events but also through creating shared growing spaces; ‘farmer supported community farming’.

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

For me, the first part of the jigsaw is reconnecting communities to their local food producers. At present, we seem to think it's entirely normal to eat strawberries in December, or that the only way to buy meat is in a pre-packed plastic container. One way to do this is to encourage communities to become small scale producers and appreciate the value of locally grown, seasonal food.

Participants are interested in exploring the ways in which they could be more with the land around them. They recognise that traditional ways of being involved in local decision making, such as participating in the political system are available in respect to land use decisions and should be made more use of. However, participants want to push beyond this. They give examples such as volunteering to manage land such as litter picking, and tree planting and it was felt that these could be expanded. Technology was again seen as a big opportunity to link individuals and communities to people who managed the land.

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

To encourage people to give more time the idea of a ‘Day off for nature’ is proposed by one of the breakout groups.

They're thinking of proposing another Bank Holiday. Why not have it as a Bank Holiday but go out and do stuff and make things better?

Participants also said individuals and communities could support farming directly through some form of subscription scheme. This is linked in people’s minds to the idea of establishing closer links between farmers and their local community and creating a more collaborative approach to local food production.

I also do believe that local communities, as I've already said, need to be more educated, need to be more involved in terms of what's happening in their local area, if you are giving £3 a month to something, you will be interested in that process because you are feeling part of it, you are contributing towards it, however small that is.

5.3 USING URBAN LAND DIFFERENTLY

Many of the participants in the dialogue live in the urban parts of the catchment and they feel strongly that to address rural land use you need to consider what is happening in the surrounding towns and cities.

For example, the way the River Soar is managed as it flows through Leicester could have a big impact downstream. If there is less pollution and less urban runoff there could be substantial benefits to nature and farming in the surrounding area.

More greenspaces in cities are seen as being a key consideration in helping to connect people to nature. It is also seen as a good educational resource to help people learn about their own environmental impact. Better still if these greenspaces have a food growing element: allotments, community farms and gardens, and rooftop farming are all suggestions made by participants as key urban opportunities. It is felt that by engaging more people in greenspaces and food growing in urban areas it could help to take some of the pressure off farmland and help encourage local sourcing of food.

So, not just thinking about farmland but think of the urban areas where people are living or going to college or going to work. How can we make these areas more wildlife-friendly and a nicer place to live?



6. COMMUNICATIONS AND AWARENESS RAISING

Participants feel that education programmes need to be supported and backed-up by effective communication campaigns that put the issues around nature, climate and land use in front of people in a way they understand. This is felt to be a route to create more trust amongst the messages shared by those who are currently involved in land use decision making. Key elements of such communications are as follows:

- NGO's are considered to be the most trustworthy sources of information with a strong emphasis on local voices. People feel that they trust 'people like them', people who know and ideally live in the local area.
- It is felt that people switch off when there is too much negative news. There needs to be a switch to a more positive narrative, celebrating the successes, helping people understand the issues, and providing opportunities for them to get involved.
- Participants want more information to be available to them on the issues within the triple challenge that is relevant and targeted to the needs and requirements of the local area. This will cement the importance and severity of nature loss and climate change at a local scale rather than only hearing about the global implications.
- More dialogue is called for by participants. They see this as providing more opportunities for people to discuss the issues and collectively identify solutions.
- In a multicultural place like the Soar Catchment there is a need to present information in different ways to respect the different cultural understandings of the issues. This will help everyone to be included in the important changes that participants in the area are calling for.

I was wondering about, most of the information is all produced by our white brothers and sisters and whatever, you know, organisations and initiatives. But I was wondering, you know, how much are the other racial communities taking the initiative on climate change? Because I've heard hardly anything from the Asian community. I wondered if you could take that on board. You know, it's always been a white initiative. And I've hardly heard anything, hardly, from other communities, cultural communities, around the UK.



7. KEY MESSAGES FROM THE SOAR REGION

7.1. A SHARED SPACE

The idea of the land in the catchment, both rural and urban being ‘shared space’ is a key theme to emerge through the dialogue. Sharing of the land between humans and nature; between those who make a living from the land and those who use it for recreation and pleasure; and between those who live in the city and those who live in rural locations. How best to do that sharing is perhaps the piece of the Soar Catchment story that is still to be written.

7.2. NEED TO TAKE A HOLISTIC STRATEGIC APPROACH

Participants agree that land use is a lot more complicated than they originally thought. The decisions taken as to how to use land well, are influenced by a whole range of topics. These include those directly related to land use decision making such as nature-based solutions. Others, such as dietary choice, and the role of cities in food growing, have a more indirect but equally important role. Participants in the Soar catchment believe that all these elements need to be taken into account and incorporated into a plan for how land is going to be used in the Soar catchment in the future.

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

This ‘joined up approach’ is seen as particularly important in terms of linking town and country. Participants are forceful in their assertion that land use is not simply a rural issue. What happens in the towns and cities in the Soar catchment has a profound effect on the countryside and visa-versa. There needs to be stronger links between rural and urban communities with a sense of collaborating to achieve a shared goal, ‘how to use land well’.

7.3. NATURE AT THE CORE

One recurring theme in the Soar catchment is centred on the importance of nature. For participants nature needs to be taken into account in every decision made about land. They call for everyone in society to place more value on the natural world.

There is a real concern in the Soar catchment group that development is winning, and large amounts of the green area are disappearing under housing and infrastructure development, with little regard for nature. It is recognised that this development might be needed to meet social needs, but it is felt that it could be done in such a way as to incorporate opportunities for nature.

The planning is already there for the (East Midland Free Port), it's already approved, it's already going to happen. It's at very early stages of actually building up. Now is the time to say, 'Hang on a second. Have we got enough there for nature? How can we change our plans?' And the same for all our other planning that's going through and there is a lot in this area.

7.4. SUSTAINABILITY OF FARMING

Farming and other forms of land use need to work ‘with the land’, growing what it is most suited for. Participants want farmers to be incentivised to increase the diversity of crops grown, moving away from a one size fits all approach, to one that is more appropriate to the local area.

Our third point was about having a robust system in place to enable farms to become more sustainable and diversify if they need to do that, and thinking about paying farmers for what is adding value locally, helping the environment and addressing climate change locally as well as globally.

It is felt that farmers needed to embrace modern technology: drones, smartphone apps and artificial intelligence for example. But at the same time there is a nostalgia for traditional farming practice and the landscapes it has produced. This presents farming with the challenge of “embracing the new whilst retaining the best of the old”.

7.5. INVOLVEMENT OF EVERYONE

Soar catchment participants feel that changing the relationship between the individual and the land is a key part of delivering solutions to the triple challenge. They have seen that land use is not some distant concept, but something that is affected by everyone’s actions. Two points are seen as being particularly important.

- **Supporting local producers:** this is where participants feel that they can have the biggest impact, if more people buy and demand locally produced food. It is felt that more local purchasing had taken place during Covid-19 lockdowns and now might be the right time to promote it further. There is, however, a strong feeling that the opportunity to ‘buy local’ should be available to everyone and that some form of government assistance might be required to enable this to happen.

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

- **Behaviour change in respect to diet is important to participants.** The need to reduce meat consumption, eat seasonally and favour locally produced vegetables over imported tropical fruit are all seen as significant elements of change which they would like society to embrace.

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

7.6. EDUCATION

There is a strong feeling that to ‘involve everyone’ in land use decisions there is a need to integrate the ideas and issues that had been discussed in the dialogue into the education system, by, for example, building the triple challenge into the curriculum. However, it is not just children who need to know more about the land use and the triple challenge according to participants. They feel that there is a real need to help adults understand how they can make a difference and that this is something that affects them and their community.

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



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APPENDIX 1: DIALOGUE METHODOLOGY

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

1. A DELIBERATIVE PROCESS

Before setting out our approach in detail it is worth reflecting on why the public dialogue approach fulfilled the needs of the project. Public dialogue is not a ‘we tell you this and you tell us what you think about it’ information exchange. Dialogue works when participants interact on a level playing field with specialists in this case academics, environmental groups and those that inform and make policy. In this dialogue these included twenty one specialists²: two, three or more in each location. Speakers gave presentations and answered questions from participants. In addition WWF-UK observers attended sessions, some of whom also responded to participants’ ad-hoc queries during small group discussions.

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

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

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

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

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

2. RECRUITING THE PUBLIC DIALOGUE PARTICIPANTS

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

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

The recruitment process ensures that of the 20 participants in the Yorkshire Dales, 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 Soar Catchment is discussed in this report. The other regions included in the dialogue are:

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

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

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

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

² A full list of specialist presenters is provided in Appendix 3

3. WHAT DID PARTICIPANTS DO?

For all participants the dialogue involved three main elements:

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



Figure 1: The dialogue workshop process

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

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

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

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

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

4. ANALYSIS AND REPORTING

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

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

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

³ A full list of specialists is presented at Appendix 3



APPENDIX 2: RECRUITMENT SPECIFICATION

Client: WWF-UK

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

Deliberation contractor: Resources for Change and Hopkins Van Mil

PURPOSE:

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

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

RECRUITMENT SUMMARY:

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

GENERAL SCREENER TO INCLUDE:

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

APPENDIX 3: INFORMATION PROVIDED TO PARTICIPANTS

1. SPEAKERS IN THE SOAR CATCHMENT

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

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

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

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

Welcome Pack

UK Land Use Conversation Public Dialogue

Soar Catchment

Thursday 7th October
Webinar: 6 to 7:30pm

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

Thursday 14th October
Workshop 2: 6 to 8:30pm

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

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





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

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

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

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

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



[2]



What's Inside?

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

PLUS – at the end of this guide:

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

Workshop preparation checklist

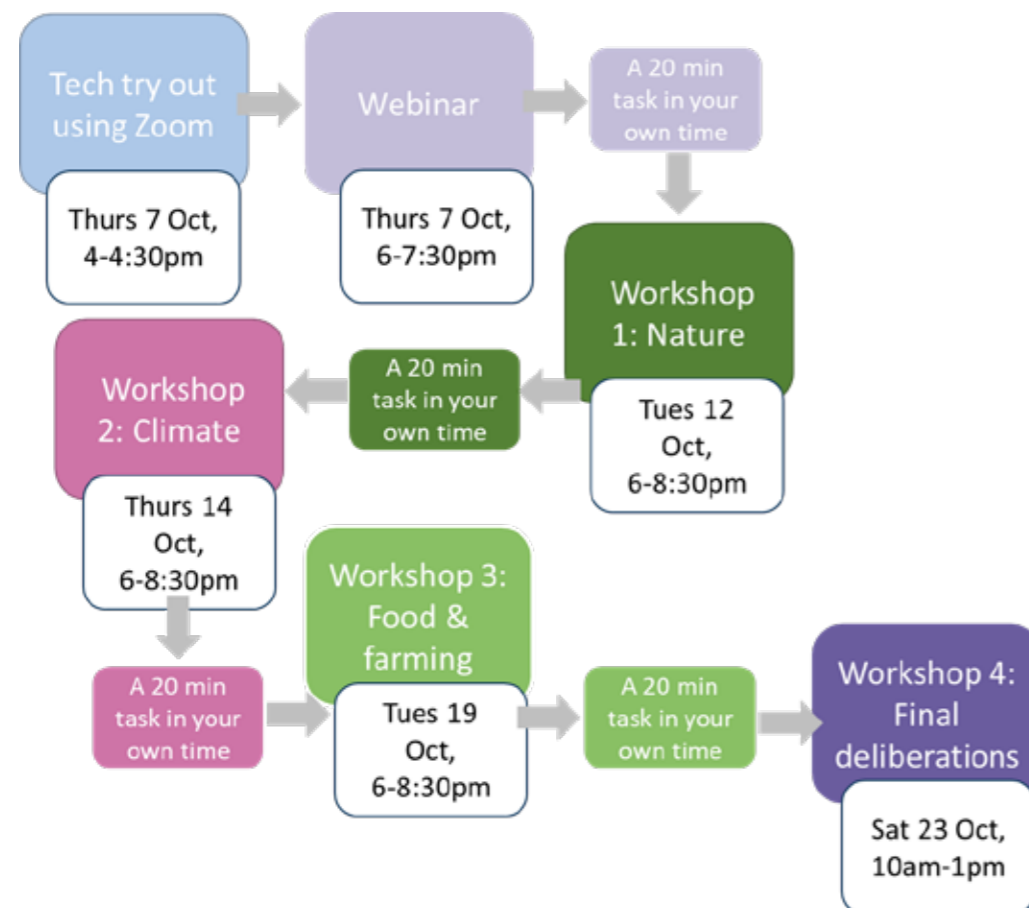
Read through this guide	<input checked="" type="checkbox"/>
Test out Zoom	<input type="checkbox"/>
Find a suitable space where you can join the online workshop	<input type="checkbox"/>
Join the tech try out session at 4pm on Thursday 7 th October if you have never used zoom before, or you want to refresh your knowledge of using zoom, or to ask questions about the online homework space	<input type="checkbox"/>
Have your smart phone charged and with you to take part in online polling	<input type="checkbox"/>
Have a pen and paper handy and ready to take notes during the workshops	<input type="checkbox"/>



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

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

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

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



[5]



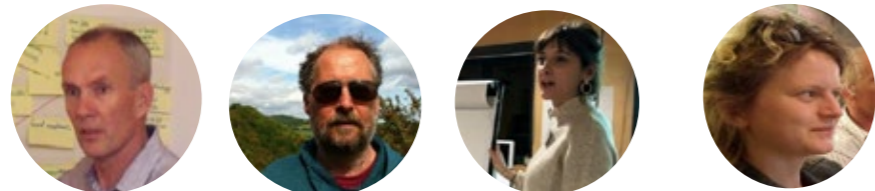
3. Who will be involved in the workshops?

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

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



[6]



4. What will I be doing at the workshops?

At the workshops, we want you to:

- talk about your experiences and opinions,
- listen to information about land use, nature, climate and food & farming in the UK and in your local landscape, the Soar Catchment
- 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 Thursday 7 October. You will need to sign up to access the space. If you don't receive this email, please check your spam or junk folder as invitations sometimes end up there.





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



[8]

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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 Thursday 7 October, 4-4:30pm. Please come along to this session if you've not used Zoom before or would like any technical support.
- **Sign up to the online homework space** by following the email link sent to you from Hopkins Van Mil at Recollective.
- **Come to prepared to workshop 1 with an image which reflects your view on land use in your region** – You can either go out into the local landscape around the Soar Catchment and take a picture OR find an image on the internet from your local area which you can share that reflects your view on land use in the region. It could focus on nature, climate and/or food and farming. We would like you to upload this image to the homework space by **5pm on Monday 11 October**. 
- **Find a suitable space where you can join the online workshop** - Find  somewhere **quiet and comfortable** to take part in the online workshop. You will need a reliable internet/Wi-Fi connection and somewhere to charge your computer, laptop or tablet. Don't worry if people or pets pass in view, many of us are working at home and are in the same boat.
- **Have your smart phone charged and with you** so that you can take part in our online polling through menti.com – this is a quick, easy and instantly visual way of gathering your views during the workshop.  If you do not have a smart phone, you can open menti.com on a browser on your laptop or tablet. 
- **Have pen and paper handy to take notes** - We will be showing you some videos during the workshops, and you might find it helpful to take notes.



[9]

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7. How do I join the workshops?

You will be **emailed the link** to the Zoom workshop the day before the first session: the webinar on **Thursday 7 October**. Please **do not share this with anyone else**. You will be emailed a new Zoom link before each workshop.

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



Joining from a computer

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

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

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



[10]

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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.

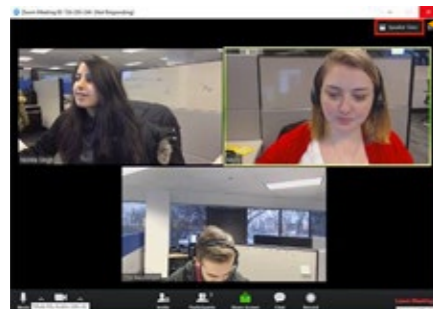
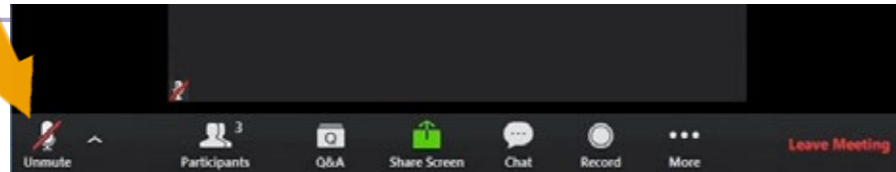


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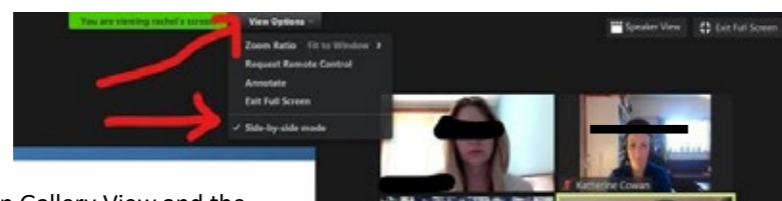
8. Tips for using Zoom

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

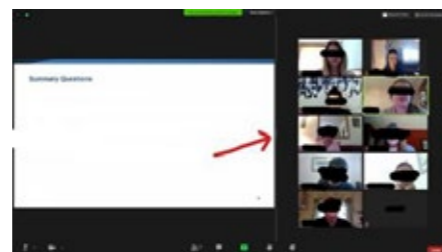


If you use Gallery View (top right-hand corner), you can see everyone at once, rather than just the speaker.

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















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



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9. Points to help the online discussions

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

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

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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 Thursday 7 October at 5.45pm for the webinar. The following pages in this guide provide important information on recording and how we use your data, and the agenda for each session.



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UK Land Use Conversation: Public Dialogue

Research consent form

Thank you for agreeing to join us for the UK Land Use Conversation for the Soar Catchment. 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 MRFRG 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 13/11/2022 after this time period has elapsed.

Your data protection rights

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

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



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

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

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

Your right to complain

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

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



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Webinar & Workshop Agendas

Webinar: Thursday 7 October
6 - 7:30pm

Webinar: Thursday 7 October, 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 Introductory presentations
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 Tuesday



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

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

6:00	Welcome, introduction & quick questions using www.menti.com
6:15	Small group discussion 1: introductions
6:40	Film on landscape and nature in relation to the triple challenge
6:50	Presentation on the nature challenges for the Soar Catchment
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 Thursday



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Workshop 2: Thursday 14 October 6 - 8:30pm

Workshop 2: Thursday 14 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
6:45	Presentation on local landscape in relation to the climate crisis
6:55	Small group discussion 2: gathering our questions
7:20	Break
7:30	Speaker panel Q&A
7:55	Small group discussion 3: constraints and opportunities
8:20	Final www.menti.com questions and homework briefing
8:30	Thank you & see you on Tuesday



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

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

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



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Workshop 4: Saturday 23 October 10am - 1pm

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

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



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Welcome Pack

UK Land Use Conversation Public Dialogue

Soar Catchment

Any questions?

grace@hopkinsvanmil.co.uk

info@hopkinsvanmil.co.uk



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Resources
FOR CHANGE

Creating Connections
Hopkins Van Mil

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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