

LAND OF PLENTY: PUBLIC PERSPECTIVES

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

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

The opinions and analysis expressed in this publication are those of the authors and do not necessarily reflect the views of WWF-UK. This report represents the views of participants in the public dialogues and does not necessarily reflect the WWF-UK position, nor are these views necessarily factually accurate.

Design: Earthstorm Media

EXECUTIVE SUMMARY



BACKGROUND

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

This project aims to understand the views of people from all walks of life around the UK 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 2021. 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

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 this report for the UK.

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

A holistic approach to land use

Joined up and coordinated approaches are essential to bring about the changes required to UK land use to address the triple challenge of meeting food needs whilst making a space for nature and addressing climate change.

Effective planning and ambition applied to nature recovery

This must be taken forward using long-term strategic thinking with national and local governments, NGOs, food producers and retailers, communities and individuals all working together towards a common, and urgent, goal which restores nature, produces only the food we need and provides a balanced approach to address climate change.

Involving and engaging people

Without people being involved and engaged in the change, it will not be trusted and it will not produce the seismic shifts required. Participants are calling for informal and formal mechanisms to be deployed to involve people across the UK in land use decision-making.

A priority put on combatting climate change

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

Food system change: affordability and diet

Participants expressed the view that changes to our diet are inextricably linked to future land use and to mitigating climate change. They see there is an important job to be done in ensuring society understands the connection between food production and consumption and the impacts both have on nature and climate.

Ensuring food is affordable and diets don't harm people or the environment are high priorities for dialogue participants.

Thinking differently about farming: a greater focus on local food production

Creative and innovative approaches to using land well for nature and to combat climate change are welcomed by participants: to help farmers change their practices; to allow local food to be distributed locally; to encourage awareness of the connections between our food and our land.

Support for farmers

Participants do not want to see shifts in land use which stigmatise farms and farming. They stress that such shifts would require whole system change with coordinated support from the community, government and food retailers which would result in better take-up from farmers – who are seen to be at the heart of any change. Participants wanted to see small-scale farming given the opportunity to survive and thrive.

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

1 WE NEED TO ACT NOW

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

2 WE WANT TO BE INVOLVED

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

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

3 WE NEED TO RAISE AWARENESS OF THE TRIPLE CHALLENGE

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

1. INTRODUCTION

1.1 AIM AND SCOPE OF THE DIALOGUE

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

THE TRIPLE CHALLENGE:

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

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

The Land of Plenty public dialogue:

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

1.2 WHAT PARTICIPANTS DID DURING THE DIALOGUE

Each dialogue participant attended five dialogue 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 commonalities across the landscape locations and incorporates the conclusions of the National Conversation Summit. Six to seven people from each of the seven dialogue landscape areas came together on 13th November 2021 to draw the threads of their regional conversations together. Bringing these conversations together creates this Land of Plenty: Public Perspectives report. Separate reports present the findings from each of the regions we held dialogue discussions in. A report for England is also included.

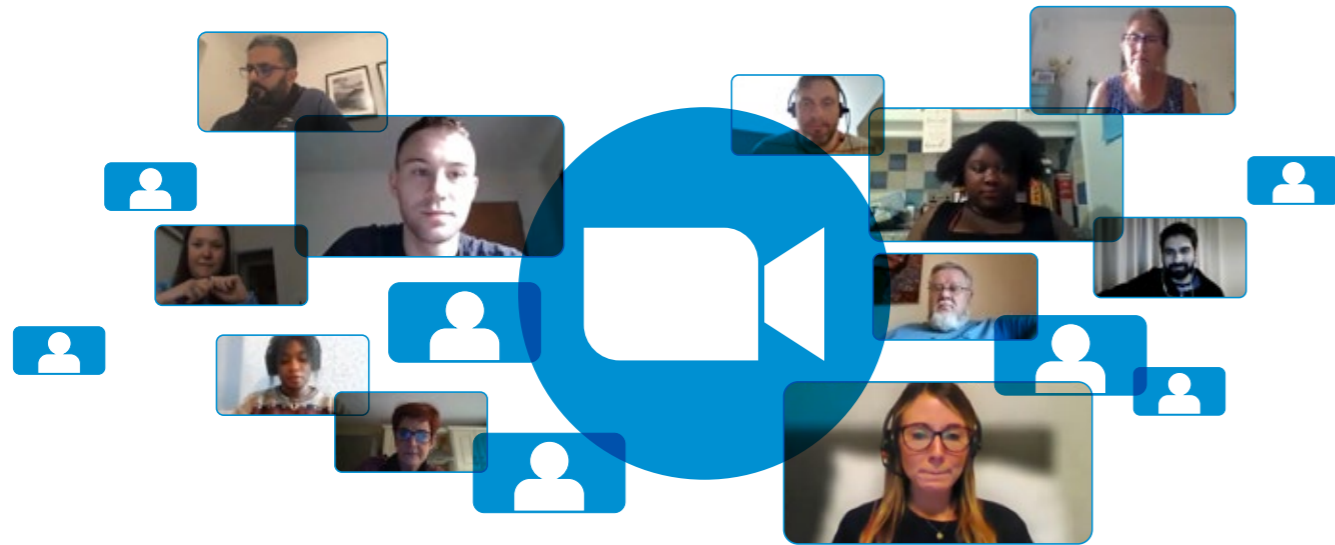
It is worth noting that participants were not given information on WWF’s role in the dialogue until they joined the first workshop so as not to bias the recruited sample to those who felt they had something specific to say to WWF.

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

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



2. PUBLIC DIALOGUE FINDINGS



2.1 PARTICIPANTS JOURNEY THROUGH THE DIALOGUE

Many participants said in the early stages of the dialogue that they had never considered there was a challenge with how land is used, it was something they accepted as happening around them without question. For some participants the surprise that land is managed and is influenced by how it is used was total,

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

Participant, Yorkshire Dales

Participants, from whichever landscape they came from, spoke of their feeling of 'shock' at the extent to which nature has been and continues to diminish in the UK. They said they were simply unaware of the lack of the nature across the country and were 'astonished' and even 'stunned' to learn of it in the dialogue.

I think in the first workshop, so that was quite a shock to me, that was something that I could obviously see. And it highlights the loss of, not just insects, but wildlife in general, due to pesticides and all sorts of other things.

Participant, Aberdeenshire

Presentations on biodiversity loss at the dialogue and information ² provided to participants in between workshops clearly demonstrated the net loss of nature in the UK. This was shocking to participants across all the dialogue regions. They were very surprised to hear that the land they had considered green, beautiful and awe inspiring was in fact one of the most nature depleted.

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

Participant, Yorkshire Dales

In some locations participants took time to reflect on how efforts to make a space for nature can also work to support mitigation and adaptation measures for climate change. By the time many participants reached workshop 4 action to address nature loss and climate change had become a priority for them in land use considerations. This theme became even stronger for those who attended the National Conversation Summit.

We need to take action now because we've reached a climate and nature crisis point. We need clear, policy-driven leadership because we're already teaching kids that we're losing 150 species every day, they're going extinct. So, we need action now, it is at the crisis point.

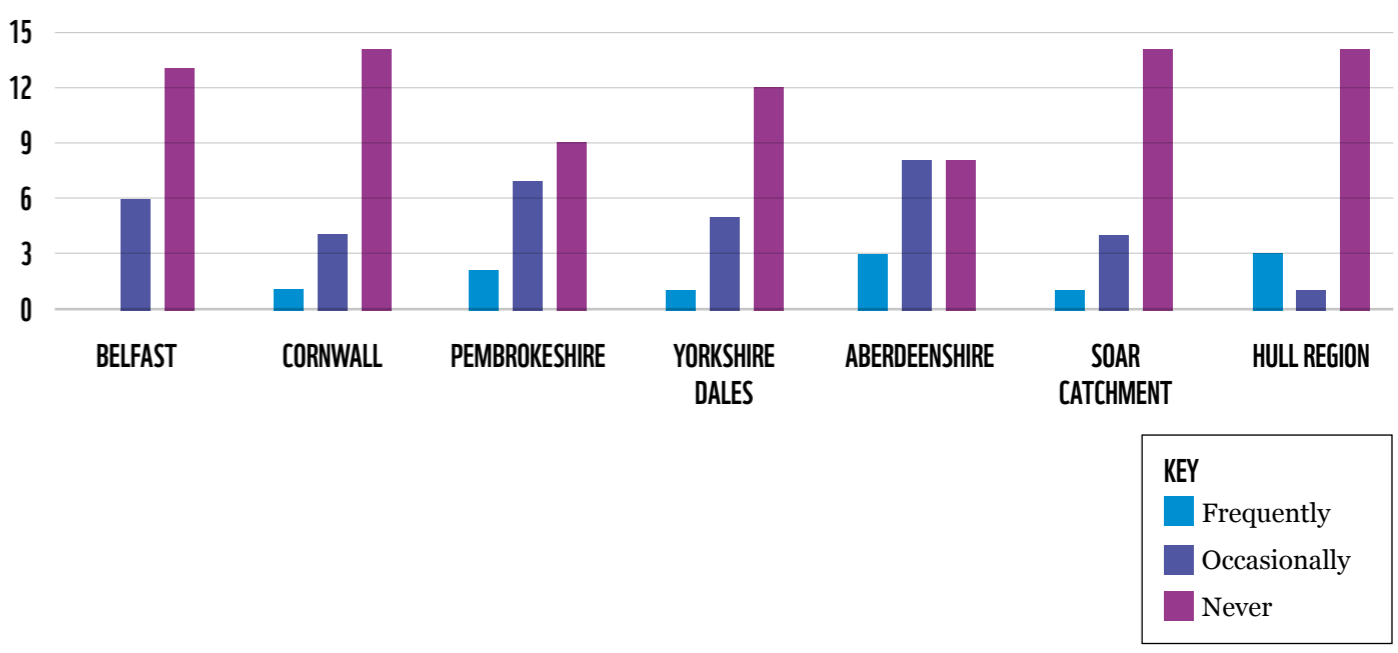
Participant, National Summit

Participants were told in the first dialogue webinar that they would go on a journey of discovery. It is clear that this journey was quite dramatic for participants as they moved from this sense of shock at the beginning to:

- Concern at the extent of the challenge
- Excitement at the opportunities for well managed land
- A strong sense of urgency in addressing the triple challenge, and
- A plea for more public involvement in land use decisions

At the end of each of the series of regional workshops we asked participants to what extent they had been involved in local decisions or discussions about land use before taking part in this dialogue.

Involvement in local decisions or discussions about land use



² State of Nature (2019)

In all locations but one, the majority of participants had never been involved. In Aberdeenshire an equal number of participants had never been involved or occasionally involved. Given the scale of the challenge they had been exploring in the dialogue a significant part of the end of their journey through the dialogue was this call for more local involvement. In groups across the dialogue participants said that there should be formal processes such as dialogue and Citizens Assemblies and more informal lobbying through local authority and parliamentary processes to guarantee this involvement.

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

Participant, Belfast

They saw this being led by a vision of what we would like our future land use to look like and deliver for wildlife and for society. Participants said using democratic processes and involving the voice of citizens should create a virtuous circle of understanding the need, producing the vision, debating and deliberating on how to deliver that vision and holding those charged with delivering it to account.

As one participant summarised it,

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

Participant, National Summit

For many this can only be effective programme if societal awareness is raised of the challenge, bringing about a groundswell of support and action. People said they had learnt a great deal from being involved in the dialogue and their interaction with specialists. They felt many more people throughout society should benefit from similar engagement with the issues at stake. In this way, as the positive change participants would like to see happens, people throughout society will understand why it is necessary and the positive benefits that will accrue from making different 'for nature' decisions about land use.

I think the thing that stood out for me is how dramatically the landscape needs to change for us to get to where we want to be. The importance of getting local people involved in that so that we don't face a lot of pushback.

Participant, National Summit

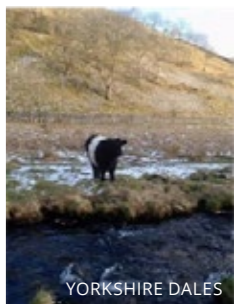
2.2 COMMON THEMES ACROSS THE UK

The journey participants undertook is also illustrated in the images they shared during the dialogue. Before our first workshop discussions participants shared images which to them showed an aspect of their local landscape that they considered best demonstrates:

Something beautiful or awe-inspiring in a landscape:



Their closeness to nature and how much it is valued:



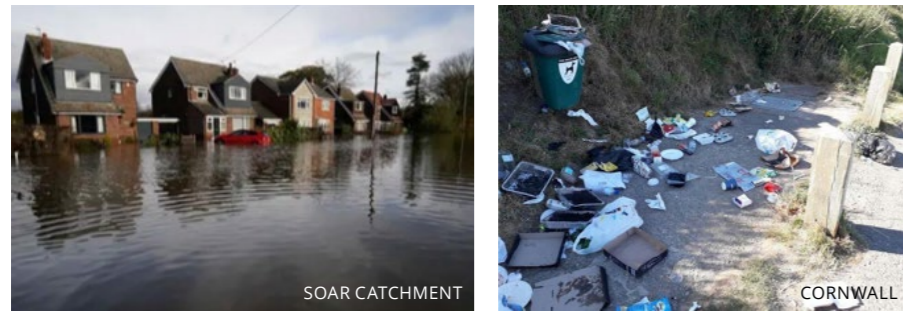
Local growing projects:



A variety of land use in one location e.g. farming, renewable energy and places to live:



A local area challenge such as flooding or tourism impacts including littering



Something participants see every day in the gardens or local area – and value highly



Before the final workshop participants were asked to share a second image about land use now they had taken part in the dialogue. The images shared demonstrate the journey that participants have been on through their dialogue discussions – and the points they wanted to stress as particularly important. The images selected here are representative of the views of participants across all locations and point to the key findings for the UK which are described in this chapter.

A holistic approach to land use, which brings in all stakeholders required for strategic planning for multi-purpose and sustainable land use. In this approach intensive farming is not considered the norm and large expanses of brown or green which create current crop monocultures are broken up into smaller plots, farmed by small-scale farmers with nature in mind.



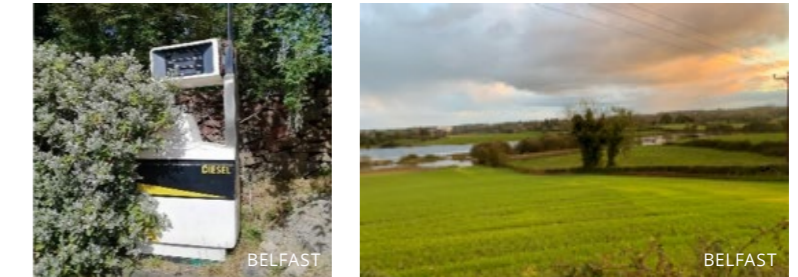
Creating a strategic plan which is fit for the purpose of tackling climate change, involving the community in growing projects and nature initiatives. But perhaps more importantly in decisions about how land is used in the future. Participants said people have a role in supporting change and they want to know they will, in turn, be supported to express their views and contribute to land use dialogue.



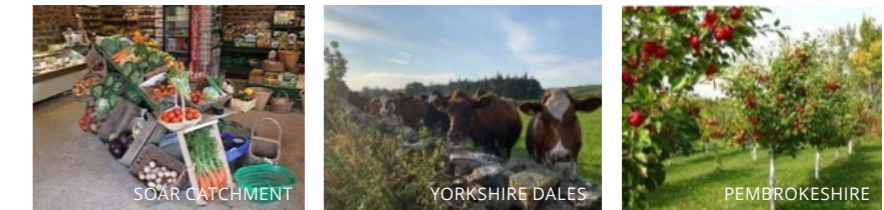
Participants throughout the dialogue were greatly inspired by initiatives they heard about to rewild areas including tree planting, creating space for wildlife to be restored to habitats, and reintroducing native plants and animals to areas from which they have been lost.



Climate change adaptation and mitigation measures were seen as vital. This image from a Belfast participant speaks to nature winning out over climate risks, with plants growing up around an abandoned garage on the outskirts of the city. Concerns about an increased risk of flooding as the climate warms remained at the forefront of participants' minds.



Local food production which encourages small-scale enterprise in food production. This is balanced with a strong desire for food to be affordable, and environmentally sustainable. It includes considerations about the need for dietary change so that there is a shift away from meat eating as a cultural norm, with livestock no longer farmed intensively.



Support for farmers was high on participants' priorities by the end of the dialogue. This is tied to a desire for change and a belief that if farmers are not supported they will be forced to continue with methods which are counter to the measures required for nature and the climate.



As we have seen participants' images point to the common themes that participants found most compelling in all locations. We bring them together in this section of the report to show what participants prioritised and found important in all the parts of the UK the dialogue visited. The chapter therefore focuses on participants' appeal for land use considerations to include:

- A holistic approach to land use
- Effective planning and ambition applied to nature recovery
- Involving and engaging people
- A priority put on combatting climate change
- Food system change: affordability and diet
- Raising awareness of the triple challenge
- Thinking differently about farming: a greater focus on local food production
- Support for farmers

2.2.1 A HOLISTIC APPROACH TO LAND USE

Participants expressed the view that there is no single organisation or entity that can make the changes required to create space for nature, combat climate change, and meet society's food needs. As such they prioritised 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 a new approach to land use. They said that such an approach could not 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, NGOs, industry as well as governments and policy makers.

Participants were clear that to achieve this would require new thinking because they doubted that continually having the same voices creating strategy would create the changes required. Despite understanding the scale of the problem many participants were, nevertheless, optimistic about the potential for change.

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

Participant, Hull region

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. It requires the required cultural shifts to be rooted in strategic thinking to inform 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 would like to see.

If you did that for the whole of Ingleborough and the Yorkshire Dales you could produce like a blueprint of land use.

Facilitator: *By blueprint, what do you mean?*

Well, we've looked at the land and we think that this part of the land is better for this, is best utilised as, I don't know, crops, whereas this part of the land is better for grazing. It's that following on from what was previously said, because I'm not aware of anything that-, we're talking a massive undertaking. I don't know of anything where that's been done.

Participant, Yorkshire Dales

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

Participant, Hull region

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

Participant, Cornwall

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

Ultimately, there needs to be a regional land use plan, coordinated with a national plan, that incorporates housing, that incorporates agriculture, that incorporates producing and 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 landscapes, rather than this really bitty approach.

Participant, Hull region

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

Participant, Yorkshire Dales

Part of this is making sure there are wildlife corridors so that the benefits of change developed in one area could naturally spread throughout the country. This coordinated approach would extend to research on these issues and create a network of academic institutions providing evidence and information to support the development of the holistic strategy. The holistic approach would create a long-lasting credible change across the UK, and globally.

We need to take small, credible, measured steps. Becoming something perpetuated. Just like the linking between the grass roots on the local scene and then how that links then into country, national, global. It's that whole picture, isn't it?

Participant, Yorkshire Dales

2.2.2 EFFECTIVE PLANNING AND AMBITION APPLIED TO NATURE RECOVERY

Driving considerations on the appropriate policies to deliver change is the strong desire to ensure nature, climate change and food production are as important in policy terms as, for example, the economy. Participants spoke about policies which break down barriers between all those involved in the agenda to achieve a balance between human needs and the ecosystem we all rely on.

It's finding the balance between tourism economics and nature within the county. If we look at the county itself, people come to Cornwall for the tranquillity, the views, the wildlife, etc, what's available to them. But if we don't manage it we'll lose it, and there will be no reason to come to Cornwall anymore.

Participant, Cornwall

This is seen to be important to take people along with the changes they will see in land use so that they can enjoy nature whilst protecting wildlife and nature.

I think people will probably be more onboard with it if they can experience what's going on, but also there's a balancing act there, isn't there? We don't want to frighten off all the wildlife, or trample areas. There's a balancing act but it would be nice if people could enjoy the work that's being done and see the difference that it can make.

Participant, National Summit

They urged for significant resources to be put into this re-prioritised agenda, without which they were cynical of the outcome. Participants used 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.

Participant, National Summit

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

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

Participant, Hull region

Participants express the fear that the triple challenge will become too complex and difficult to do anything at all, or that the steps taken are insufficient to address the scale of the problem. They are very interested in rewilding and nature recovery projects, having heard about them in the dialogue³. However, call for ambition in nature recovery so that it is not limited to small pockets of change. They believe rewilding, tree planting and hedgerow management (to give just three examples of nature recovery projects which impressed participants) have greater potential if such programmes spread across the country. The view expressed by this participant in the Yorkshire Dales is shared by many in all dialogue locations:

Are we being ambitious enough? Well, I'd say that clearly we're not because for one thing I'm not just talking about in the Ingleborough region, climate change and nature loss is happening everywhere in the (country), and this is one project and ideally we should have hundreds of them.

Participant, Yorkshire Dales

The ambition expressed by participants extends to ensuring that land use decisions consider how to use land well, including decisions not to use it. Many of those that took part in the dialogue perceive that land is being 'wasted' particularly in urban settings, but also in rural locations. Such land includes agricultural land that is no longer in use because its resources have been depleted, or the farm has ceased to be active; urban and rural land which is no longer being used industrially; and redundant public local authority owned land. Participants suggest a range of more productive and sustainable uses for this land. Many do not see devoting more land to farming as a route to ensuring the UK can meet its population's food needs. They expect the farmland we have to be used more effectively instead. Comments here relate to using less land for the production of animal feed and grazing, and turning the land that is currently used for that purpose to the production of food that humans eat.

Why is the vast majority of farmland used to produce animals? We could be growing food for ourselves rather than food for animals. It takes more to feed a cow than it does to feed us.

Participant, National Summit

Participants said this is an opportunity to use land in multi-purpose ways such as woodland and agriculture going hand-in hand; leisure spaces and farming working together; or land used for the production of renewable energy which is also used for grazing animals. Participants see this as an idea which drew on past good practice, as well as pointing to a more planned approach which will create a sustainable and productive future for UK land use.

For some participants helping to solve the food poverty crisis is a priority with redundant land being turned over to community food growing programmes.

We discussed food poverty quite a lot and urban food poverty. And there was a really interesting discussion about the use of wasteland, which came up earlier as well, for community based initiatives, community gardens, community vegetables patches, community allotments.

Participant, National Summit

As in other land use contexts, community involvement is central to this discussion. Participants believe that when communities engage with the land they feel is being wasted around them, they can make a substantial difference:

- By supporting low-income families to have affordable food
- In ensuring people are more connected to the land and therefore more likely to support positive land use change in their area
- In educating future generations so that they understand the impact land use decisions have on nature and our climate
- Because local authorities will think about planning decisions more holistically with nature and climate factored in and fewer approvals being given for developments which might be counter to addressing the triple challenge.

Participants see this as a proactive step, with 'pro-nature' campaigns built into local authority decision making. Some participants draw a comparison between green but unproductive spaces and deserts, and they would like to see a shift to using it well for nature and food production.

There's lots of land that could be put to use by locals in communities, in forms of creating communities to grow vegetables or plant orchards or plant trees or to do whatever. It's just sitting there doing nothing. And a lot of it is council-owned, a lot of it is grey or brown or whatever you want to call it, in terms of, it's not going to be built on, it's a desert.

Participant, Hull Region

A concern is also raised by participants when thinking about how communities frequently try to 'tidy' and 'manicure' nature whether that's in gardens, public parks or in rural green areas where there is an expectation that our countryside will look a certain way. Some participants are aware of projects where land had been encouraged to take its own course, for others this was a new concept, but during the dialogue they were introduced to nature restoration projects including tree planting and rewilding. Such programmes are warmly welcomed by participants. They encourage campaigning nature conservation organisations to continue to fund and actively advocate for a new perception of land which is being used well and therefore looks 'wild'. Currently abandoned land was considered an important part of this.

I think we need more wild spaces if we're going to maintain biodiversity in the UK. And it absolutely needs to be done in the right way, using spare land sounded like a fantastic idea.

Participant, Pembrokeshire

I think there's a real responsibility to encourage more wildlife within those areas as well, those areas, as I've mentioned before, that are more manicured. We need to look at ways to be encouraging wildlife within those.

Participant, Belfast



3 For example Wild Ingleborough Yorkshire Dales and Glas-na-Bradán Wood Belfast Hills

2.2.3 INVOLVING AND ENGAGING PEOPLE

The Covid-19 pandemic saw many people spending more time exploring their local area. Participants see this as a positive legacy that should not be lost. They believe the social infrastructure already in place and being useful. These include community groups all over the country, including youth groups and any type of group which galvanises the community to take action on something that is important to them.

We already have a system set up and perhaps we could be using that in a more friendly way to encourage thinking about climate change and everything that goes with it. In a fun and interesting way, not just, 'this is what you have to do.' Just really engage with people at a local level in a fun way.

Participant, Aberdeenshire

Having the social structure is one thing, how it is used quite another. Participants believe it is important to focus on what people's interests are and building on this to engage with people not doing this to them.

Ideas for greater community involvement included:

- More litter picking/beach cleaning trips
- Sharing feedback from wildlife counts (going beyond the current calls for counters, to making sure the results and their implications are fed back)
- Small farms working closer with community:
- Local councils involving the local community in the green space they own: get the local community involved in repurposing it for whatever reason by making contact and getting volunteers
- Scaling up individual efforts

I'm on a smallholding and this year I've made a huge amount of changes to just where I am and I hope that it just makes that small amount of difference of planting bee friendly, butterfly friendly, shrubs and plants. We have a huge amount of bird boxes up, that this year they all had little families in. So, even just on the little amount that I've done, the hope in the future that that will grow more and more individuals will try and do some more.

Participant, Aberdeenshire

Local and individual action was discussed, but participants also put a high premium on people across the UK being involved in land use decision-making in formal and informal ways. At the National Summit and during the dialogue we asked participants to think about how important they thought it is for citizens to be involved in decisions about how land is used in the

UK. By far the majority of participants, throughout the dialogue, said they feel this is very important. Discussions at the Summit certainly concluded that such involvement is central to effective land use decision making. They believe this will create a positive shift, enabling people to think differently about the nature around them and the power they have in the system to make change.

We would like to see the WWF champion individuals and collectives, maybe communities to do things individually, what can they do better for the environment, as individual actions as well as collective communities? What can they do locally? So, it could be community allotments, growing more things, lobbying local government, being involved in planning applications.

Participant, National Summit

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

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

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

Participant, Belfast



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

Participant, Hull region

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

Participant, Yorkshire Dales

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

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

Participant, Belfast

Dialogue participants from all locations emphasise the need to change behaviour if we are to shift to land use which makes a space for nature, addresses climate change and produces food to meet societal needs. Some participants reflect on the shift from the societal norm being not to be a smoker. Similarly they believe the society of the future will be one where people do not expect to eat meat as the norm.

They see a behavioural shift starting young, with those currently in primary school learning about climate change mitigation and adaptation; sustainability; and a restoring nature imperative. They feel that taking an education approach is important because when the children currently in primary school become adults the norm needs to be to put climate, planet and nature first so that land use planning and management is delivered with this mindset. Embedding such learning in school age children now is seen by participants as being essential to for the behavioural and cultural shift needed to ensure land is used well and effectively to meet the triple challenge.

There is an urgent need for a collective psychological shift in our relationship to the land and nature.

Participant, Hull region

I'd love to see a specific subject within the curriculum that educates children of the consequences to help them develop a social conscience, on how we use the land and the small things that we can be doing ourselves that do all add up and make a big change.

Participant, Yorkshire Dales

Participants strongly debated whether individual behaviours could make any difference at all in land use decisions. A few participants feel that the problems articulated during the dialogue are too big for individuals to deal with and their voice will not make a difference. However, many more participants expressed the view that individuals making change will make a difference in how our land is used and taking positive steps will make a difference. These participants believe that:

- Promoting a simpler way of life could contribute to positive change in how we use the land
- Profit and need motivations have provided a block in people's thinking about the common good in relation to land use – and that needs to change

It is the psychological shift in our relationship with the land. It's going back to, I suppose, in many ways a simpler way of life. And, I think a simpler way of life, if we look back through history, is often a more respectful way of life in terms of nature. Not always, but there are certainly cases in history where communities have had a better relationship with their local land and with nature.

Participant, National Summit

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2.2.4 A PRIORITY PUT ON COMBATTING CLIMATE CHANGE

For many participants observable changes: in seasons; in the wildlife that seems to have vanished from their area or changed in habits, such as birds migrating later in the autumn than previously; bring climate change from being an 'over there' problem affecting people in other countries, to something real for people in the UK.

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

Participant, Yorkshire Dales

In many locations action to combat climate change meant re-thinking the value we place on land, and our views on land ownership and land use decision making. Many express the view that anyone who owns land should see themselves as stewards of that land, with obligations to the present society and future generations which should be enshrined in law. Participants are keen that local government and communities have a greater role in this stewardship approach, so that through collaboration they can work locally upwards to combat climate change.

There is an 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.

Participant, Soar Catchment

Participants, particularly in coastal areas where they have seen significant erosion caused by climate change, stress there is a need to run very fast to catch up and deal with the impacts of climate change.

I think the bus is already driving away and we're just running after it, basically.

Participant, Pembrokeshire

Participants want to see land use policies which take seriously the impacts of climate change, for example:

- 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 cities such as Hull and Belfast.
- 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.

Participant, National Summit

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 in ambitious ways rather than focusing only on land use for intensive food production.

Participants worry that the gap between what needs to be done and what is being done is too great. Some believe that the UK is taking too much of a 'soft softly' approach to the changes needed. Coupled with this is the concern that while many of the people they know are more aware of climate change and biodiversity loss, individual actions are sporadic. The combination of individual inaction and government foot-dragging leads some participants to consider the need for more structural economic and social changes. They include in this taxation for companies which deplete the environment alongside more incentives for pro-climate activities such as breaking up large-scale farms into smaller plots.

Having to break up these huge farms has to be paramount in the fight against climate change, or at least limit them.

Participant, Pembrokeshire

Disappointment is shared by many that governments across the UK are not taking action fast enough, or in any meaningful way, to take the significant strides they see as being essential on climate change. In participants' eyes one of the roles of government is to develop policies to address societal challenges, and they feel there is a lack of decision making and leadership the major challenge as climate change and find this both distressing and frustrating.

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

Participant, Belfast

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

2.2.5 FOOD SYSTEM CHANGE: AFFORDABILITY AND DIET

There is widespread agreement in all dialogue locations 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, an increase in healthy options, and using land to produce affordable (rather than cheap) high quality food.

Participants point to the post-war drive to produce cheap food being a key factor in driving 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 expensive and 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.

Participant, Soar Catchment

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

Participant, Yorkshire Dales

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

Participant, Cornwall

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

Participants expressed the view that changes to our diet are inextricably linked to future land use and to mitigating climate change. Participants across the dialogue stress that how meat and dairy products are sold and consumed should change, including:

- Removing supermarkets from the meat and dairy supply chain e.g. farmers selling direct which might shift habits towards meat and dairy being treats rather than dietary staples
- Reversing the decline in butchers who know and understand good quality well farmed meat
- Subsidies to non-supermarket outlets to source high quality meat and dairy products
- Making meat a treat rather than the daily norm for households
- Encouragement to adopt diets which take up less land and are better for the climate

People in the dialogue, express considerable concern about the power of supermarkets and fast food outlets. Their influence through their marketing, promotions, driving down prices, putting pressure on supply chains, all with little concern for food waste, are seen to be factors that drive many of the negative aspects of food production and diet.

I think they should just put subsidies into butchers. I just think working in a supermarket you see how much waste is produced. Our rubbish boxes would be filled with waste meat because they are buying it in so cheap to do their bargains to see how many people will buy it.

Participant, National Summit

Concerns are also linked to how much of land in the UK is used for grazing and for growing feed for livestock. Many participants feel that converting land to the production of more plant-based food for human consumption will be more efficient and productive, and less harmful to the environment. Participants propose converting the land currently used to produce animal feed, to a more productive use.

If we could convert our diets to a more plant-based diet we would be able to use our land more efficiently, rather than growing crops for animals and using land for animals. We could rewild the land and convert some of those areas into forests.

Participant, National Summit



2.2.6 RAISING AWARENESS OF THE TRIPLE CHALLENGE

It is important to stress how much participants see the need for change in land use and how significant they feel this dialogue subject is. Their increasing passion for the subject as the dialogue unfolded was demonstrated in their strong desire to continue this conversation themselves, raise awareness of the need for the conversation more broadly and involve others in it. Participants want to see concerted efforts put into creating a groundswell of knowledgeable people who can, by their behaviour and example, effect change.

During these three to four workshops we learnt so many things. Just in four workshops. Just think about how big the impact would be if we started these discussions in the younger generation now and then continued with that so that all people are engaged and educated in this stuff.

Participant, National Summit

Participants want to see a more focused and targeted school curriculum which speaks broadly about land use. They see it as an issue which affects so many aspects of people's lives but isn't referred to overtly in discussions about climate change or food production. They suggest that we accept unthinkingly how land is used and that needs to change.

Discussions were held on how much resistance to change there might be in communities if people do not understand why change is required, or do not trust who is delivering the message. As one participant put it,

I think there are some challenges with attitudes and cultural shifts, and I think the biggest way to improve that is through education and engagement within communities. Sometimes there's a reluctance to change, maybe because there's a lack of education or because of the lack of trust towards local and national authorities.

Participant, National Summit

Participants set out a suite of education and awareness activities which they believe are important for government, NGOs and campaigning organisations to take forward including:

- Social media campaigns developed and promoted with and for local communities
- Changes to the national curriculum to put land use as a central theme in discussions about civic engagement, climate change and food production as well as to embed them in school subjects such as geography and history
- Embedding small-scale local land use projects visibly into existing community programmes and schemes e.g. local schools and nurseries having their own vegetable plots; more availability of allotments

- Community cooking projects e.g. kitchens established in community halls for cooking lessons using, for example, vegetables grown locally
- Activity programmes which enable people to connect with nature and therefore value the benefits it brings for climate and sustainable food production
- Public campaign messages, such as have been successfully delivered on smoking, which demonstrate the small changes everyone can make to build up to more substantial change in how land is used
- Keeping land use in the news to raise public and civic consciousness of the issues, including raising the profile of the WWF and the work it does in the UK which was a surprise to many.

Quite a few people in our group didn't realise that there was a WWF presence in the UK, they thought it was just global. So there is a lack of public knowledge there. But if it was on the daily news, if we had these regular updates, if we could keep track of what was happening more people would engage and more change would happen.

Participant, National Summit

Part of education and awareness within society is seen as having clear messaging and labelling on the food people buy, particularly in supermarkets. Participants feel this includes not only having nutritional messages on food labelling, but also spelling out clearly the environmental cost of producing the food. They set this out in terms of, for example, what it costs to buy meat produced sustainably in Aberdeenshire as opposed to that which is produced from land which has been deforested. They said that,

Food labelling is important. People should have the opportunity to think about what they're buying.

Participant, National Summit

They feel this might also tip people into thinking differently when they are balancing the trade-off between convenience and cost. If the costs are clearly stated as being environmental as well as financial they might be persuaded to make different choices which have less of a depleting effect on the land. This takes into account production, processing, packaging, transport and all aspects of environmental impact. Participants feel that setting out the environmental cost of our food on labelling might also encourage people to buy more locally, which would bring benefits to the local economy, as well as reducing environmental impacts of the food system.



At the end of the day farmers are going to produce, and supermarkets sell, what consumers eat and want. So I think it would be quite useful for packaging to show the carbon emissions from producing these things, that might be helpful for the general consumer going around the supermarket.

Participant, National Summit

In discussions linked to this participants feel that the environmental cost of food production is not reflected in food prices – and many participants said they want this to change in order to raise awareness. They spoke about the post Second World War drive for cheap food production and their sense that society's needs have now changed. That food is abundant, but not fairly or evenly distributed, and with significant detrimental effects to the climate. Calls for change here include that the environmental costs of food production, particularly meat production, should be reflected in the price of food so that people eat less environmentally harmful meat, and when they do eat meat it is of high quality and produced using methods sustainable for land use. In their view a continued promotion of cheaper poor quality food undermines efforts to mitigate against climate change.

The government, to be fair to them, are doing lots of interesting things around trying to get farmers to do more environmentally interesting stuff but it will be completely undermined by their bigger policy of promoting cheap food.

Participant, National Summit

Participants believe there is an urgent need to pivot people away from abundant cheaply produced food, which requires intensive farming methods which adversely impact on the sustainability of the land. They question, for example, selling very cheap fast food such as burgers:

If you can buy a burger for £1.99 people are going to do it. But if that burger actually costs £5 because that's the real environmental cost and people understand that then they may just choose the veggie burger for £1.99 and reject the bad quality meat one.

Participant, National Summit

For some participants taxation has a role to play in ensuring food pricing takes into account its land use impacts. The taxation on sugary drinks was referred to as well as increased taxation on alcohol and tobacco. Participants use these as reference points to consider how taxation might be used to create a shift away from land use intensive food production. Some participants propose what they described as 'radical' proposals in this context as described in the following quotation,

I wonder if we can push this further. Supermarkets need to be taxed for anything that's not from the local area. Or that they are tax to give a subsidy to local food producers so that local food sustainably sourced is always the cheapest option.

Participant, National Summit

They spoke of these taxes as a 'carbon tax applied to food.'

2.2.7 THINKING DIFFERENTLY ABOUT FARMING: A GREATER FOCUS ON LOCAL FOOD PRODUCTION

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

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

Participant, Hull region

Changing the way farming is done so that the focus is on using land well to address climate change is seen as particularly useful when thinking about producing animals for meat. 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 (we need) innovative ways of doing it and just sharing that knowledge, it's like in the workplace, sharing best practice across the industries which is very difficult to when it's all profit and loss, because if you've got the next best thing, you don't really want to share it. So, just sharing that innovation as well.

Participant, Hull region

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

Participant, Cornwall

In speaking about opportunities participants 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 have dissolved in the industrial age should be reinstated. Participants also feel that having fields of the same crop year in and year out, such as peas and corn, should be reconsidered. Diversity in farm crops is seen to be better for the environment and for nature.

Farming is recognised by participants as a key component of the rural landscape and life. Participants are very supportive of farmers (see 2.2.7) but recognise that change is needed if the triple challenge is to be addressed. Many participants stress that the change needs to be towards a less intensive, sustainable way of farming with a strong local focus.

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

Participant, Cornwall

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

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

Participant, Cornwall

I would hazard a guess that areas are used to produce the same crop and then transported all over the UK which, in my opinion, would be much better if each area grew a variety of crops to sustain that area 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.

Participant, Hull region

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

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

Participant, Yorkshire Dales

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

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

Participant, Yorkshire Dales



Other important steps in re-thinking our farming practices are seen by participants to be:

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

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

Participant, Cornwall

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

Participant, Yorkshire Dales

Many participants across the dialogue stress their support for local food production. Some believe that any crisis in food is not about insufficient food production but rather poor distribution of that food which needs to be available more fairly throughout society. Some participants propose that there should be a renewed focus on localism with locally grown food produced and sold locally for the benefit of local populations. For some, this local first approach is going to have the most immediate positive impact on the triple challenge.

Localism remains a strong theme running through all regional dialogues and the National Summit. This goes beyond local food production and includes local decision making. Participants also feel their spending power as consumers is important in this context including buying energy from renewable sources, shopping locally with an eye to the environmental impact of the food decisions they make.

We have the power, I really do feel. However, I also do understand that money is finite and there's only a certain amount to go around and I'm fortunate enough to be able to spend an extra couple of bob on renewable sources. But I do think change will come from our spending.

Participant, National Summit

As we have seen in the journey participants went on in the dialogue there is a call for significantly more local involvement in land use decision making. Participants also stress the need for education and awareness raising about the benefits they see in supporting local farming initiatives and shopping locally. Participants strongly feel that a reduction in the amount of food imported from around the world will be beneficial, so that the problem of meeting our food needs is not addressed by simply moving it to another country. They call for:

- A shift to seasonal and locally produced food
- Education to demonstrate that, for example, eating strawberries in December is not an essential part of the UK diet
- More availability of food sourced from local supply chains with an upturn in local markets, direct selling from farms, and supermarkets promoting food produced within their region
- Whilst ensuring that healthy and sustainably sourced food is not restricted to those on higher incomes
- A switch to smaller farms producing food for local populations
- A reduction in corporate entities using industrial scale farming methods on UK land for global food production, which does not have the interests of local populations in its sights.



These calls for localism made by participants require a shift in perceptions from 'the bottom up and the top down'.

Reflections on how things 'used to be when I was a child' were common in all locations with people feeling that as children local produce was more available. Participants from their late 40s and above spoke of childhood memories of a different way of shopping food. These participants believe that moving back to another way of thinking about food which is more connected to the land, to farming and to local food production is essential. This participant in Northern Ireland painted a vivid picture for fellow participants from her childhood memories,

Not that long ago, I can remember sat in my Nan's kitchen. They were farm labourers all their lives and when I'd visit her, you'd get a knock on the door and it will be the butcher, you'd get a knock on the door and it would be this. It was supporting local farming and buying your food locally was just the way. They never went to a supermarket, so, they were never buying food with all the food miles. So, in a very short space of time I feel-, a very short space of time, because I'm 48, so, just in my 48 years we've gone from my memory of everything being local and seasonal, to suddenly, everybody I know expecting anything at the drop of a hat from anywhere in the world.

Participant, Belfast

Many in rural locations expressed their surprise that locally produced fruit and vegetables can be hard to come by. Participants spoke of people building relationships with their local producers. In all locations participants point to local small producers creating opportunities for their customers to understand the origins of their food and production methods, such as farm visits, farm shops and honesty boxes in local villages.

But as appealing and attractive as these initiatives are to participants, they fear they will be seen as niche and exclusive. They question how this experience of locally produced food can be spread throughout the UK and wonder how local food producers can be encouraged and incentivised. Solutions they propose include:

- Funding more farming student places
- Small holdings to be made available through government subsidy
- Farming co-operatives to small farmers to have access to expensive farm machinery
- Schemes set up to make it easy for people to access locally produce food.

These, and measures like them, are seen as vital to help consumers move at least some of their food spend away from the big supermarkets. This is a trend noted in lockdown that they believe should continue and be encouraged.

It's just about looking at ways to encourage individuals and businesses to source good-quality local produce as far as possible.

Participant, Pembrokeshire

It would be nice to somehow have some kind of organisation that did help connect people with local produce. I think it'd be really nice, and also to help them appreciate their environment through what's growing locally.

Participant, Aberdeenshire

2.2.8 SUPPORT FOR FARMERS

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

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

Participant, the Soar catchment

Working with farmers on system change is seen as essential if farming is to successfully pivot away from intensive processes to small-scale local farming. Part of this is seen to be paying farmers 'properly' for what they produce which gives an appropriate value to the land used and the effort made. Recognition is given to the role of supermarkets in food pricing, but participants also feel it is down to farmers and consumers to push for change. They think any system-wide shift in farming practice and food pricing will be hard to achieve without support for farmers.

One of the ones we haven't mentioned yet, is farming practices and economics need to change. Farmers need to move away from selling it cheap to selling a valuable added product that is environmentally sound. If we got that, if farmers knew they could change their practices and increase revenue, then they would jump at it.

Participant, Yorkshire Dales

Participants said such support should encourage innovation in farming practices and not penalise farmers for whom such innovations did not work. They suggest innovations such as:

- Experimentation, for example, in how to raise livestock for high quality sustainable meat
- Growing arable crops differently, using new techniques such as hydroponics and vertical farming
- Supporting individuals to eat less meat, and to encourage farmers to switch to predominantly growing beans, pulses and vegetables instead of meat
- Consider the different products that can be produced from the trees that are being planted
- Thinking differently about land management.

There is a concern that farming is already seen as a less popular choice for the children of farming families, with many leaving the industry because they no longer see it as a profitable enterprise. Participants want to turn this around so that farmers can thrive, while thinking about the sustainability of the land and producing food which is affordable and healthy. They understand that this is a big ask of a community already under pressure.

Participants consider developing a public campaign to encourage citizens to invest in farming, creating an endowment type fund which could be used to support farms to change their farming methods. Participants feel that incentives, grants and messaging could be used to encourage farmers to use land well and find competitive and productive solutions for farming. Universally those involved in the dialogue saw farmers as an essential part of any land use discussions and decision-making processes.

One party we need to be involving very heavily are the farmers because they're the ones on the ground. I think it's really, really important that we listen to them and to support them and value their opinions. We can come with all sorts of ideas, but we aren't on the ground doing it.

Participant, National Summit

Concern is expressed that farmers in years to come might be penalised for not shifting their practices towards sustainability for the land, when it is a post-war society that has demanded intensification in the first place. As such they felt that incentives rather than penalties are more appropriate.

Farmers are likely to be more open to change if they don't feel they are being forced down a certain route. We seem to fall into the trap of forcing people a certain way rather than using the carrot rather than the stick all the time.

Participant, National Summit

Financial incentives including grants are seen to be something which could encourage the kind of shift in farming practice that they would like to see.

If you talk to a farmer who was born in North East Scotland about growing trees, they're like 'My forebears cleared the land of trees so we could grow crops. I'm not putting them back.' But they could be persuaded to change with grants.

Participant, Aberdeenshire



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Incentives would not only directly relate to food production, but also to ensuring wildlife and nature have space.

One of the first things would be to encourage, using financial incentives for farmers to create more space for wildlife. Be wildlife corridors, space around the edge of fields, or hedgerows.

Participant, National Summit

Participants want to see small-scale farming given the opportunity to survive and thrive. They believe that that smaller farms are on the brink of extinction in the face of intensive farming. They see the benefits of small-scale farming in terms of encouraging biodiversity and diversity of production, skills and employments; and in bringing community benefits. They want to see measures to support them.

I think we're at a really vital turning point from the point of view of agriculture, and I love the idea of payment for public goods which we spoke about in the previous workshop. And the idea that we can perhaps reverse some of this mass farming and bring back smaller farms dedicated to doing crop rotation, smaller batches of various species of animal rather than just concentrating on perhaps very large cattle super farms, or whatever they're called.

Participant, Pembrokeshire

Participants might not agree with everything farmers are currently doing but they want farming to continue, for 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 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.

Participant, Soar Catchment

There is a recognition that if we want farming to change then we need to support that change, particularly in terms of financial support. All sectors of society were seen as having roll to play.

- Government – through financial support that delivered more sustainable farming practices
- Food industry and retailers – paying more for products and addressing food waste
- Consumers – understanding the real cost of food and, where possible, buying local, or at least from the UK
- Community - by becoming better informed and taking up opportunities to be more involved in land use.

2.3 QUESTIONS OF TRUST

A stand out discussion in all dialogue locations was the need for trust. Participants shared their thoughts on who can be trusted, not only to create the conditions for change in land use, but also to deliver campaigns and change messages so that the policies can be accepted and implemented.

There is a limited list of people and organisations participants trust to provide information they will hear and believe on land use. However NGOs came top of the list in all dialogue locations. Participants think that NGOs working with a clear vision to protect and make a space for nature are doing so for the good of society. One of the key reasons for placing trust in NGOs is their use of evidence and data from the scientific community to develop their campaigns. The use of robust evidence is seen as being eminently trustworthy. This means that not all NGOs are trustworthy, but those that use the available data to create policy and implement practice are seen as trusted to communicate in this space.

In every dialogue region David Attenborough was 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 find people more trustworthy when:

- The agenda they are promoting makes sense to them and does not seem to be partisan
- When their thinking has been backed up by robust evidence collated and analysed by specialists in the field – particularly academics
- A willingness to compromise is demonstrated, with the sense of 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 driven by altruism rather than 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 a trustworthy source of information. Participants are particularly impressed with the speakers based in academic institutions as people who have a clear and transparent narrative to tell based on their research.

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

Participant, Hull region

The media is seen as less trustworthy. As we have seen where information is gathered from is equally

important to participants as who is communicating the issues and promoting solutions and if the sources are not one hundred percent transparent and open there is immediately a question of trust.

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

Participant, Belfast

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

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

Participant, Cornwall

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

Participant, National Summit

Those least trusted to deliver effective messaging around these issues within society are government at local and national levels for the participants. A question was raised by participants in one workshop about what the targets set for nature recovery and reducing CO₂ emissions are, and how many had been met. On hearing that targets on biodiversity and carbon emissions had not been met, they became even less convinced that governments will 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 to which governments are responding with a lot of talk, but little action.

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

Participant, Hull region

Some participants find it difficult to trust local authority messaging on nature and climate. The main reason for this is their experience of planning decisions which allow housing and industrial developments on flood plains, and which, in their view, do not do enough to champion nature based flooding mitigations.

Many participants have little trust in specific political parties, whether in power or not, but have much more trust in arm's length bodies run by public sector agencies and in non-governmental bodies and charities. As this quotation makes clear there is a difference between elected politicians and governmental bodies and independence is highly prized.

It's important that if we have, for example, a body that would be given responsibility for monitoring and measuring our environmental situation, that there is a degree of political distance. There has to be a measure of independence for such a body from the government, so that the public do have that trust that when this organisation says, 'Levels of pollution in our rivers have declined by 2% following policy changes,' there is genuine acceptance that that is an independent view rather than any potential meddling in the presentation of things by political figures.

Participant, National Summit

When thinking about NGOs participants felt that charitable organisations have a large role to play, a role they are trusted to fulfil, in:

- Campaigning for change
- Lobbying policy makers
- Educating and raising awareness of the need for change in land use
- Creating the conditions for much greater public involvement in decisions around land use

It's getting the right people in to deliver that message. It's not necessarily going to be a policy issue. It's not necessarily going to be somebody who went to university with or etc. it's ideally someone maybe from not for profit organisations reaching out and getting the right people in the right fields.

Participant, National Summit



3. LANDSCAPE SPECIFIC FINDINGS

In the previous chapter we detail the areas of common interest across the UK. Seven separate reports set out the findings from each of the landscapes the public dialogue recruited from. In this section we summarise the principal landscape specific findings we heard, issues and points made that were distinct for that region.

3.1 ABERDEENSHIRE

Aberdeenshire participants emphasise the beauty of the land around them in the initial stages of the dialogue which they call, ‘stunning’ and ‘majestic’. There is a palpable sense of pride in the land they live and work in. By the end of the dialogue, in common with other landscapes, the strongest concerns expressed in Aberdeenshire are focused on the intensification of farming, the depletion of nature and wildlife and the impacts of climate change. This is matched by the strongest hopes and opportunities being for more community involvement in land use and support for moving to land use that enhances rather than depletes nature, provides more locally produced food affordably and opportunities to capture carbon through its trees and peatlands.

The features in the land use discussions that are specific to Aberdeenshire include:

Private land ownership: a lack of control in how land is used

Some participants feel disempowered by the vast tracts of Aberdeenshire and Scottish land that are in a small number of private hands. They are grateful that they have the ‘Right to Roam’ which prevents landowners from building impenetrable walls around their estates. But this right means that participants feel they are at best passive observers. They are concerned that thousands of acres of land are currently being used for private benefit and these are harming nature and the environment.

Grouse moors

Participants see grouse moors as one of the significant uses of Aberdeenshire land. The moors are seen as being managed for the purpose of shoots, including the use of sheep grazing to manage vegetation. They question whether, given the climate emergency and depletion of nature, this type of land use is still justifiable, when they perceive it as only having benefits for the wealthy few.

The grouse moors have the most potential for rewilding and tree planting and a lower biodiversity than they should if not managed for ‘sport’. Is it because influential people are advocates for grouse shooting that it is not on this document? This is particularly relevant in Aberdeenshire where we have the Cairngorms national park which is over 40% driven grouse moor.

Participant, Aberdeenshire

3.2 BELFAST

Participants in Belfast began the dialogue with a strong sense of their own connection to the nature around them. They value the suburban landscape in which there are parks and trees and also that wherever you are in Belfast, if you look beyond the immediate skyline, you are aware of the Belfast Hills. Many spoke of the fact that within minutes of being in central Belfast you can be out on the hills enjoying fresh air and the uplands environment.

Belfast has a troubled past and it is notable that participants place a strong emphasis on grassroots involvement in decisions on land use. They are concerned that there are only small pockets of change at the moment, and unless these are coordinated and supported by all Belfast communities they will likely fail. All locations spoke of community involvement in land use decisions, but in Belfast a high priority is put on tangible ways to get involved, such as Citizens’ Assemblies and public dialogues.



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Meat consumption was seen as both a cultural norm and a problem for land use. Strong support was given in the dialogue to transitioning from land use for grazing and meat production to land use which restores arable crops, sets aside land for tree growth and related biodiversity, and reconsiders priorities for restoring nature lost over time.

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

Participant, Belfast

3.3 CORNWALL

The coast dominates people's perceptions of the landscape in Cornwall and there is a strong feeling that what happens on the land in Cornwall cannot be divorced from the coast and the sea. Participants from Cornwall stress the wider connections, the fact that land use does not operate in isolation for other economic and social issues. In Cornwall land use and sea use are woven together, with water pollution being a key example with run-off from farmland affecting marine wildlife. They call for a holistic approach to land use,

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

Participant, Cornwall

There is a real feeling that farmers could and should lead initiatives where land is used to address climate change and nature recovery, however, it is also recognised that they cannot do this alone. Participants conclude that improvements in land use could be farmer led and community supported.

I would like to maybe see food and farming in Cornwall develop and provide quality at local level, as opposed to quantity at cheaper level, with more local initiatives. So farmers lead and communities get involved in what I'm calling, 'the people's farm'.

Participant, Cornwall

In a similar vein it was felt that tourism needs to be seen as part of the solution. The landscape is what draws many people to Cornwall but once there they visitors are often perceived to have a negative impact on the very things they have come to see. It is felt that tourism should contribute to nature's recovery and the mitigation of climate change.

3.4 THE HULL REGION

Participants in Hull had mixed views on the landscape around them. Some, in the initial stages of the dialogue, used adjectives such as, beautiful, calm and green, but many more used terms such as, ‘urban’, ‘flat’, ‘agricultural’ and ‘industrial’.

Key concerns around land use centre on a continuation of industrial farming mechanisms which produce food, which is then shipped elsewhere rather than benefitting the people of the Hull region. Recognition is given for the employment brought to the region by large-scale corporate food production, but concern is expressed that this is at a cost to the environment and nature.

Hull region participants believe their needs as communities and a region have been ignored over time. They refer to themselves as ‘the forgotten people’ and feel that the people and the landscape are at risk from both neglect and land use decisions which exacerbate risks, such as flooding. As a result they have an ambition to use the land in the Hull region for the purpose it is best suited – which might mean a radical overhaul in how land is farmed and managed in the future.

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.

Participant, Hull region

Participants in Hull reflect more strongly than in other regions on the dilemma of how to generate trust in the decisions made about land use in the region when there are vested interests in the outcomes of such decision making. As in other dialogue regions they call for a more joined up approach to decision making which involves individuals and communities as well as national and local government, farmers and industry.

3.5 THE YORKSHIRE DALES

Participants in the Yorkshire Dales are particularly shocked to hear that their landscape is nature depleted. They live in what they perceive to be an awe inspiring and magnificent, if at times bleak, landscape. However the more they heard about nature loss in the region and that the land was not as productive as they first thought, opinions changed. Interestingly a very small minority of participants in this location are the only ones in the dialogue to doubt that climate change is created by human activity. Whilst they agree the climate is changing, a few in the group do not consider that this is due to industrial and farming practices over time.

It is in this group that we see perhaps the biggest shift in opinion from the beginning of the dialogue to the end. Participants themselves put this down to the fact that while they live in villages and towns on or near the Dales, they do not live directly in the very rural uplands landscape under discussion. Equally they feel disconnected often from their very nearest neighbouring villages and towns with communities keeping to themselves, particularly during Covid-19 lockdowns.

Participants in the Yorkshire Dales are the only region to raise that they are interested in an 'audit' of the nature in the region. Some assume that such an audit has already been done, but they think the information from it could be shared widely, including with the local community. The audit they call for would work both regionally and nationally and mapping out the land's capability so that what participants call for: an approach which tailors its work to what is best suited to the land, can be achieved.

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

Participant, Yorkshire Dales

3.6 PEMBROKESHIRE

Key points made in Pembrokeshire are about the need to:

- Determine how subsidies can be used to drive positive behaviours in relation to land use
- Support farmers and those working in the leisure and tourism industry to diversify their income streams so that they can more readily accept changes to land use policy and practice.

Pembrokeshire participants said the 'stunning' and 'rugged' landscape they live in is at risk of becoming a privilege that some local people can't afford. Participants recognise the complexity of the problem. How to create affordable, sustainable homes for local families and still protect greenfield sites and support the tourism economy. Many participants want a more coherent economic and land management strategy that helps to address the inflated house prices and make better use of brownfield sites and derelict/abandoned and semi-built homes. They believe it is morally wrong for communities to become holiday home ghost towns and so deprive areas of local people who could otherwise help support local nature and climate change initiatives.

I've just been accepted on the new-build social housing here [St David's]. Which has been built into some greenery. But for people who've lived and worked in this community, my family goes back 5 generations, I wouldn't be able to live here if it wasn't for new builds and affordable housing. Because it's such a beautiful landscape that everyone wants a piece of, it does actually push communities out.

Participant, Pembrokeshire

3.7 SOAR CATCHMENT

The Soar Catchment is an area under considerable development pressure, something participants are acutely aware of and very concerned about. There is a particular 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.

Participant, Soar Catchment

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.

Participant, Soar Catchment

The concern about development is not just about the loss of land but also about the impact that development has on other aspects of people's lives. Flooding is given as a key example of this, with a strong feeling that building development has contributed to the increased risk of flooding in the area, an issue which they see as already being made worse by climate change.



4. STORIES OF THE FUTURE

The common themes across the UK (Chapter 2) are echoed in the stories of the future of UK land use created by participants in the final workshop, the National Summit. Through these stories participants' express how the desires and ambitions for the future of land use have been taken into account by 2030. In this chapter we share the concerns participants have about the challenges in creating these desired futures, as well as what they see as the positive steps that could be taken to meet society's food needs while addressing climate change and making a space for nature. And that's where the stories begin.

4.1 A SPACE FOR NATURE

For many UK participants a space for nature has been created in the land use story of 2030. The nature discussed includes increasing opportunities for wildlife to flourish, tree cover having increased and more hedgerows reflecting a diminishment in industrial farming and a desire to embrace smaller-scale practices.

Participants said that in the 2030 UK landscape:

- Many more trees have been planted strategically across the country
- Existing forests and ancient woodlands have been protected
- Species that have been lost or diminished have begun to be reintroduced or returned because of the positive changes that are taking place.

The trees, woodlands and forests are not only capturing carbon, and thus providing a measure of mitigation against climate change, but they are also creating wildlife corridors where plant and animal species can thrive. For participants this would enable a greater diversification in all aspects of the natural world. As one participant put it,

There is an opportunity in 2030 for wildlife to move from one side of the country to another, to make up new areas, meet new mates, diversify.

Participant, National Summit

Participants said in their stories of the future that nature would be prioritised in farming so that habitats have been expanded on farmland by, for example, filling in the gaps in hedgerows and planting new hedges. Participants felt that in 2030 farmers may well have seized opportunities to farm differently, working with nature to produce our food.

The story in which a space for nature is made includes rewilding areas that have been previously used predominantly for grazing or one type of crop. Participants discussed wild areas becoming more common in our UK landscape,

What I see (in 2030) is a greater number of wild spaces dotted around the landscape. And then biodiversity loss maybe has been halted. Maybe biodiversity is increasing. That's from protecting nature and protecting the wild spaces we have left.

Participant, National Summit

4.2 HOLISTIC AND STRATEGIC LAND USE PLANNING

The story in which land use changes encourage nature recovery and regrowth is one in which, according to participants, a holistic and strategic approach has been taken to how we use our land in the UK. Participants described this as an effective and meaningful coalition of national and local governments, land-owners, industry including supermarkets and, for example, energy suppliers and transport providers all working in a coordinated way working to an agreed vision for UK land use.

It's top down and bottom up at the same time. And we all have a common purpose. We all have a common goal. If, nationally, we have a common goal, when I say we I mean those of us who are here today, members of the public, our businesses, our government, our local councils. If we all work towards a common goal a little can go a long way I think.

Participant, National Summit

In this story climate is prioritised in all land use decisions with all policies having environmental considerations embedded within them. One participant described it in this way,

Every policy decision needs to have an environmental aspect to it. So we need to build more schools, what's the environmental impact? We need to negotiate a new trade deal, what's the environmental impact? So that every decision needs to have that component in it.

Participant, National Summit

A 2030 strategic plan for land use would be in place so that there is no more, 'tinkering around the edges' and how we use our land directly addresses climate impacts. Participants were drawing on the experience of Covid-19 in thinking this through. They said they had witnessed government focusing on and committing to one policy: to stop the spread of virus by means of coordinated approach through all areas of life from how we work, who we socialise with and how people are supported in a crisis. They felt that the crisis in land use and nature depletion they had been told about in the dialogue could only be addressed successfully with a similar commitment and coordinated strategic approach which considers every aspect of how UK land is used.

Participants call for strong leadership and accountability in their story of the future.

Whatever is done has to be led by the top government bods. It has to be a policy, it has to be agreed at government and it has to be driven by a person at the top.

Participant, National Summit

Leadership and accountability on land use is seen to be an important role for local and national government. However participants also strongly recommended that in the future industry, industrial-scale food producers and supermarkets, take a share in the leadership, accountability and decision making. Participants saw

these actors in the system as historically part of the problem but who could now seize the opportunity to embrace and encourage change.

It's the corporations that are the ones providing the prices for meat, for farmers to keep the lights on, and that's why they encourage meat production on land that might be best suited for something else. Because it's more profitable. Because that's how they make their living and there needs to be more accountability for the decisions made.

Participant, National Summit

Participants described in their stories of the future the important role for everyone in society in keeping governments to account by being clear that change is required. They said that the democratic process of the future needs to work in demonstrating what communities want in terms of systemic change.

At the end of the day MPs they do what they think is going to keep them in power. If they think that actually changing the law is going to keep them in power, if there is a real groundswell coming from communities, suddenly it will become the most important thing in the world to them.

Participant, National Summit

In Chapter two of this report we report that participants would like a greater involvement in decisions around land use, and this future in which land use is managed strategically and holistically is no different. They see policies being centred around individual and community needs, as expressed by the people who live in those areas, and then growing from there.

There needs to be multiple levels of decision making in the future. So an interconnected network that starts with the individual needs, goes from local to regional then to national, focussing again holistically on what the country actually needs for land use rather than what it wants.

Participant, National Summit

Such a strategic approach would include measures in which land use has layered uses in which several needs can be met at the same time. For example grazing animals in orchards, or on land which is also used for another purpose such as renewable energy. This is the picture painted by one participant to express this future view:

I can see an opportunity for solar farms which combine with grazing animals. So using outbuildings which have stock inside and solar panels on top, but more than that, so that the animals can live outside, breathe outside, eat outside, have a quality of life, but actually we're getting a second dividend of energy from solar panels there too.

Participant, National Summit

The story being written by participants here puts nature and climate first in the strategy for UK land use. However, new developments were much in participant's minds as they discussed the future. They had heard and understood in the dialogue that 6% of UK land is currently built on⁴, but concern was expressed throughout the process that too much land is being developed, if not now, then in the future – and with little or no regard for nature or climate. In participants' stories of the land for 2030 society prioritises nature and climate when planning new housing, developments and urbanisation. The measures participants would like to see include:

- Local authorities being given more leverage to challenge developers when they are not meeting climate or land use targets, or are not planning with a climate and nature first approach
- A requirement that new housing is carbon neutral with integrated use of renewable energy sources
- Housing developments in 2030 must make a space for nature such land set aside for communal gardens, orchards and allotments
- Electric vehicle charging points are immediately integrated into any new housing developments and a programme to install them in older housing stock is implemented
- A requirement that new housing has nature at its heart, for example green roofs.

Whatever house is going to be built from 2025 onwards has to have a green roof, for example. It has to have a roof anyway, so why don't we put a requirement of having a greener roof. It solves a few issues doesn't it? It would instantly introduce some green space and some habitat. With an estate of 100 houses it makes a difference straight away.

Participant, National Summit

4.3 SUSTAINABLE FARMING AND LAND USE IS EXPECTED AND NORMAL

Participants' stories of the future incorporate the view that farmers are custodians of the land, to care for it and ensure that good quality land is passed on to future generations. Sustainable farming is therefore an integral part of achieving a better balance than we have in 2021. Creating a system of land use for farming which takes into account, rather than battles with, nature and climate.

[This has to be done] with the cooperation and support for and from farmers. They are the custodians of the large open spaces of land in our area and in a lot of the country nationally. Therefore, if we're going to make real and sustainable change it has to be done through our use of farming.

Participant, National Summit

Participants, as we see in subsequent sections of this report, are concerned for farmers and the farming community, but they felt that in the future farmers could be more aware of what their work can do to support beneficial change. They also feel that the market-driven approach is detrimental to farmers' lives and leads to harm to the land.



In their stories of the future participants recommended:

- Supporting farmers to take risks, to move out of the comfort zone of what they have been doing in post-war food production and encourage them to farm sustainably so that it becomes second nature
- Supermarkets pay farmers an appropriate price for the food produced and treat farmers fairly in negotiations, for example on the price of milk
- A shift from a farmer's mindset which is about producing as much food as possible towards protecting nature, enhancing the land and encouraging biodiversity.

Participants' stories of farming and the future share an expectation that future farming focuses on sustaining and protecting the land so that it can continue to feed our and future generations over time.

4.3.1 ACCESS TO SUSTAINABLE HEALTHY FOOD FOR ALL

If farming is sustainable in the future and food is produced with climate and nature in mind then participants are concerned that healthy, sustainable food doesn't become a middle-class pursuit, with those on lower incomes unable to afford what our UK farmers produce. Their stories of the future reflect this with points made such as:

- Locally produced healthy food being the most affordable option
- People can eat seasonally with less waste
- Food banks are a thing of the 2020s and don't exist by 2030

One participant shared what he was going to tell his as yet unborn grandchild in 2040:

When I look at how things have changed I'm amazed. It's great that we have no more food banks because we've got no more food poverty, because we're utilising land properly to the nth degree. People can eat seasonally with no food waste. That was unthinkable when your mum was born.

Participant, National Summit

⁴ University of Sheffield New land cover atlas reveals just six per cent of UK is built on November 2017

5. KEY MESSAGES

Participants across the dialogue share messages that they feel are important if the way society uses land is to change for the better. In this chapter we summarise the main messages made by participants in their regional dialogues and the National Summit.

5.1 HOLISTIC STRATEGIC CHANGE

If governments are not entirely trusted to deliver change, but have the levers of power to make change, participants consider that coordinated action, which involves people across society, is the most effective way of ensuring that land is used sustainably. They see this as an initiative which will put nature and climate at the forefront of policies and reasonable food production demands taken into account.

Coordinated action is seen as important when at the moment divisions appear more to the fore than they should be if change is going to be brought about. For example participants think that they could see, potentially, clashes between farmers and environmental campaigners; between government and communities; between supermarkets and consumers if collaboration isn't central to the policies developed.

Proposals here include:

- A holistic national land use policy, coordinated by a trusted independent body, which draws on evidence from robust research conducted by NGOs and academic bodies, to create an overarching strategy with clear and achievable aims and objectives.
- Such a strategy will hold governments and actors to account so that commitments are met – there is a fear of ongoing talking shops which will not, in their view, deliver the required change
- That government and organisations stop working in silos and ensure that all policies take nature and climate requirements into account.

For us, there was a real hunger for significant change but the acknowledgement that organisations in a place of power to help that happen, are not connected. They're working in silos and that's a real barrier to pushing change through. But there is definitely that public hunger.

Participant, National Summit

For participants the plan requires bold and brave action. One participant summarised the views of many in saying,

We can only get through this by working as the whole, because individually, we're not making any difference. We're doing our little pockets of action but it's only through integration and liaison that we'll actually have any power. We need to join this up. We need to be working with other people. We need to have some strategy and some focus.

Participant, National Summit

Drawing industry into this picture was also seen as important with a call for the priority to be nature and climate not profit. This leads us to the second key message.

5.2 ACT NOW

Dialogue participants saw an urgent need for change. They called for this coordinated action to happen without delay as they feared that any complacency or lack of action would cause nature to be depleted to such an extent that solutions would become impossible.

They described what they had heard in terms of a crisis. They see this crisis as being existential for wildlife and nature – and ultimately for people. The dialogue and the National Summit took place just before and during COP26 in Glasgow, but participants see this as useful context for their dialogue discussions rather than the driver for what they thought. They had reached their own conclusions based on their lived experience, what they had heard from specialists and the evidence in the dialogue that a continued depletion of nature could not end well for people or the planet.

We've got COP26 in Glasgow the last few days. If they can't get it all together, what chance have we got in the UK? So local authorities and government have to sing off one hymn sheet. Far too much bickering and opinionated. We've got to save the environment, so let's get them off their backsides and let's get some action.

Participant, National Summit

In taking action participants call for:

- Leadership from the top with coordinated action and meaningful community involvement
- Substantial and effective resourcing for local government, NGOs, change makers and campaigners for rewilding schemes including nature restoration such as tree planting and reintroduction of lost or declining species
- A concerted effort to change perceptions and behaviour in industry, farming and across society

Our message is the government urgently needs to create a plan, a national land use conservation plan, and it needs to be urgently addressed. We're running out of time, so it's, 'Act now, don't dilly dally, don't mess about.

Participant, National Summit

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 specialists⁵: two, three or more in each location. Speakers gave presentations and answered questions from participants. In addition WWF-UK observers attended sessions, some of whom also responded to participants’ ad-hoc queries during small group discussions.

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

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

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

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

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

2. RECRUITING THE PUBLIC DIALOGUE PARTICIPANTS

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

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

The recruitment process ensures that in each location, 3 of the 19-21 participants had knowledge of the environment due to their work, for example, farm workers or those running leisure or hospitality activities in rural areas. The remaining participants were recruited with no specific knowledge of land use. Land owners, farmers and people involved in land use decision making or policy organisations were excluded from dialogue participation.

Participants recruited include those from rural, suburban, urban and coastal. The regions included in the dialogue, and the number of participants recruited and retained in each are set out in the table below:

LOCATION	NO. OF PARTICIPANTS
Aberdeenshire – Scotland	21
Belfast – Northern Ireland	21
Cornwall – England	19
Hull region – England	21
Pembrokeshire – Wales	19
Soar Catchment – England	21
Yorkshire Dales – England	20

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

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

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

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

⁵ A full list of specialist presenters is provided in Appendix 3

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

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 specialists⁶ 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.

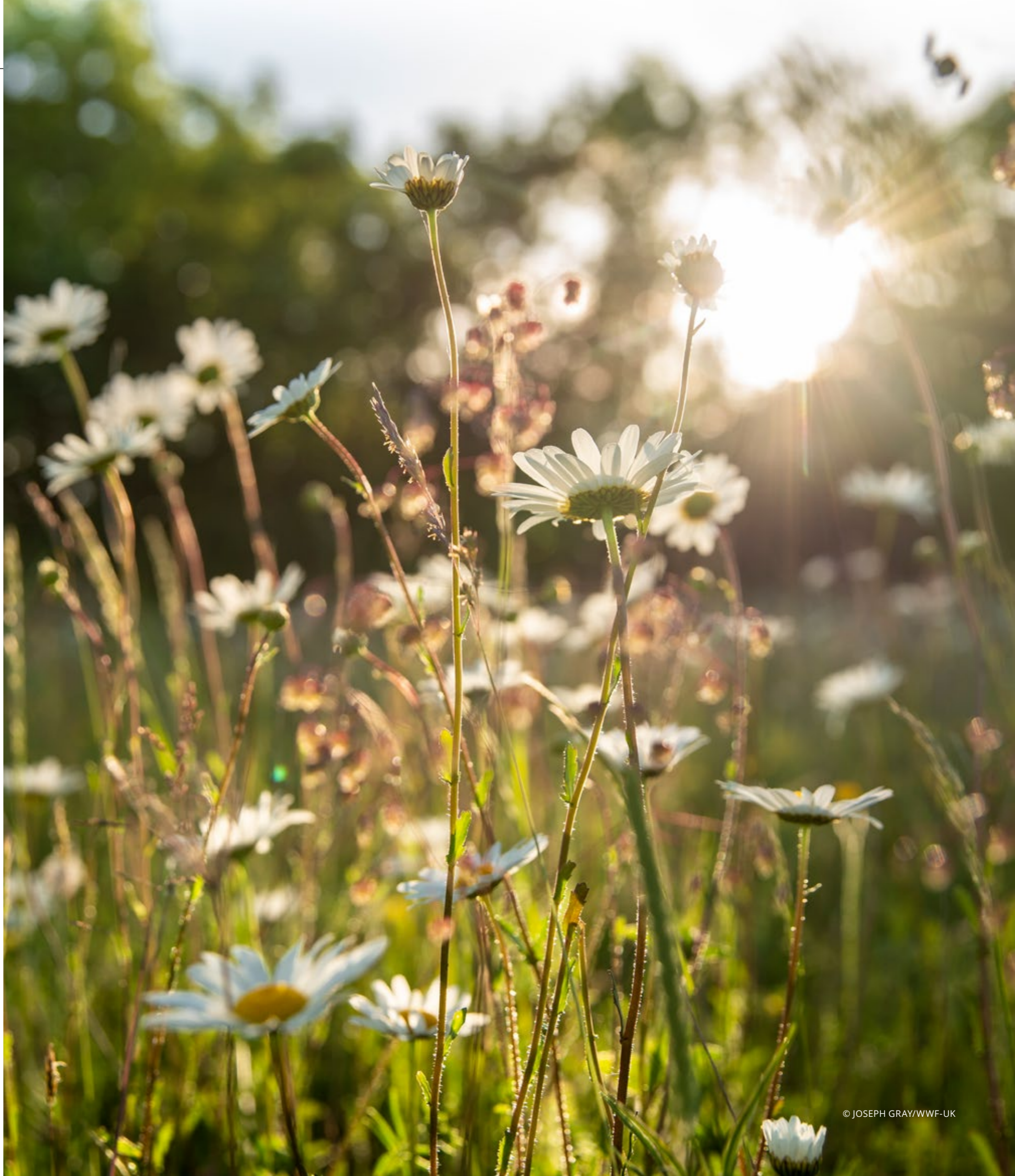
4. ANALYSIS AND REPORTING

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.

6 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: PUBLIC DIALOGUE FILMED AND LIVE SPEAKERS

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



FILM ONE: NATURE

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



FILM TWO: CLIMATE

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



FILM THREE: FOOD & FARMING

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

ABERDEENSHIRE

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 Aberdeenshire. Participants heard from:

- Workshop 1, Nature and land use: Dr. Flurina Wartmann, University of Aberdeenshire
 - Presentation on the role of nature and what can be done to protect Aberdeenshire's nature and biodiversity
- Workshop 2, Climate and land use: Mike Rivington, James Hutton Institute
 - Presentation on local impacts and opportunities of climate change in Aberdeenshire
- Workshop 3, Food, farming and land use: Katrin Prager, Senior Lecturer, University of Aberdeenshire
 - Presentation on food production and land use in Aberdeenshire including opportunities for farming in tackling the climate crisis and nature depletion

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.

BELFAST

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

- Workshop 1, Nature and land use: Peter McEvoy, Ulster Wildlife
- Workshop 2, Climate and land use: Ian McCurley, Woodland Trust

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.



CORNWALL

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

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

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

HULL

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

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

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

PEMBROKESHIRE

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 Pembrokeshire landscape. Participants heard from:

- Workshop 1, Nature and land use: Ant Rogers, Biodiversity Implementation Office, Pembrokeshire Nature Partnership
 - Presentation highlighting the state of nature in Pembrokeshire and the key pressures driving nature and biodiversity decline in the landscape
- Workshop 2, Climate and land use: Dr. Alan Netherwood, Honorary Research Fellow, Cardiff University
 - Presentation on climate change and land management in Pembrokeshire including the climate risks to land and the role of land in carbon storage
- Workshop 3, Food, farming and land use: Peter Howells, County Advisor – Pembrokeshire, National Farmers Union Cymru
 - Presented the importance of farming in Pembrokeshire and the NFU's goal towards net zero

Also shared on the online homework space before the workshop on food and farming was a slide from Rebecca Voyle, Pembrokeshire County Executive Officer, Farmers' Union of Wales, outlining five of the key issues for food, farming and land use in Pembrokeshire.

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

SOAR CATCHMENT

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

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

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

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

YORKSHIRE DALES

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

- Workshop 1, Nature and land use: Jonathan Leadley, North Regional Manager, Yorkshire Wildlife Trust
 - Participants viewed a pre-recorded presentation on local efforts working towards nature recovery through the Wild Ingleborough project, followed by a Q&A with the Yorkshire Wildlife Trust
- Workshop 2, Climate and land use: Dr. Cat Scott, NERC Independent Research Fellow & University Academic Fellow, Institute for Climate and Atmospheric Science (ICAS), School of Earth and Environment, University of Leeds
 - Presentation on a vision for a wilder future through the Wild Ingleborough project highlighting the benefits to climate through allowing the recovery of natural processes
- Workshop 3, Food, farming and land use: Prof. Rob Fish, Deputy Director, Division of Human and Social Sciences School of Anthropology and Conservation, University of Kent
 - A social science perspective on food, farming and land use

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



APPENDIX 4: PARTICIPANT WELCOME PACK

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

Welcome Pack

UK Land Use Conversation Public Dialogue

Hull

Tuesday 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

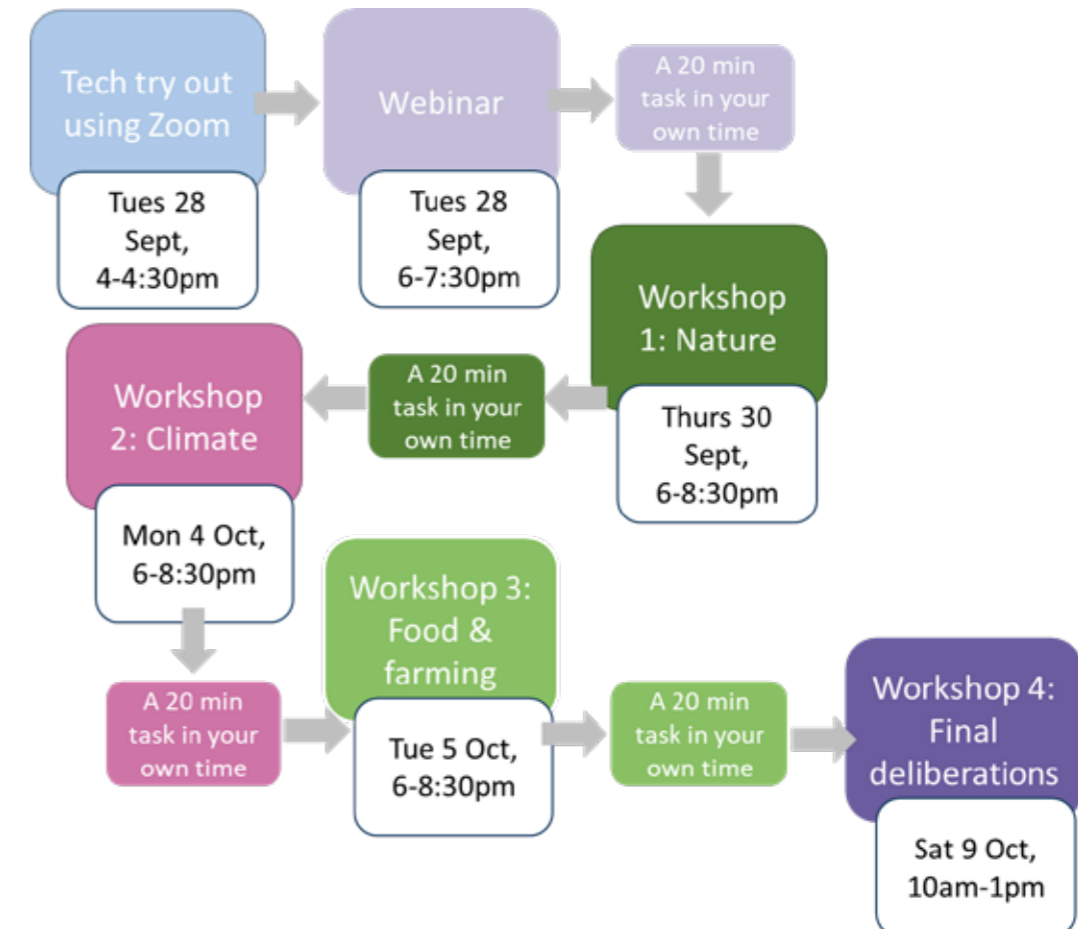
- Read through this guide
- Test out Zoom
- Find a suitable space where you can join the online workshop
- Join the tech try out session at 4pm on Tuesday 28th September if you have never used zoom before, or you want to refresh your knowledge of using zoom, or to ask questions about the online homework 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]

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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.



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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.



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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.

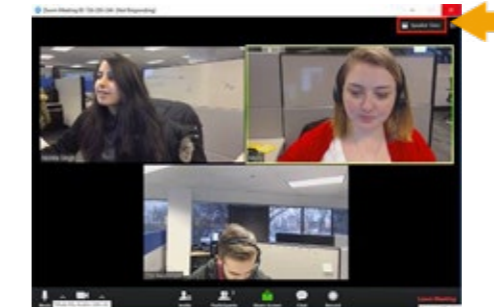
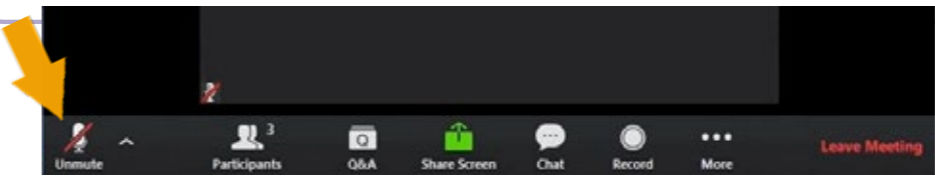


[11]



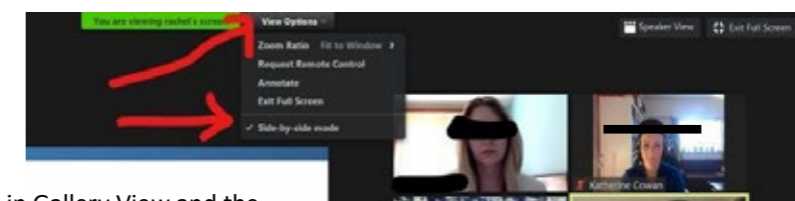
8. Tips for using Zoom

- 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.

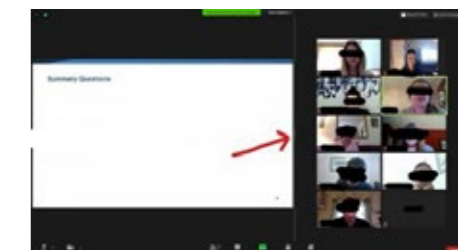


If you use Gallery View (top right-hand corner), you can see everyone at once, rather than just the speaker.

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 
- 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**. 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 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.






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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 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.

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

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



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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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Resources
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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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APPENDIX 5 : PUBLIC DIALOGUE PROCESS PLANS – A SAMPLE OF THE FULL SET FROM BELFAST

BRITISH LAND USE CONVERSATION PUBLIC DIALOGUE

Webinar process plan: Tuesday 2nd November 6-7:00pm

DIALOGUE AIM

This project aims to understand the views of people from all walks of life towards land use, climate, nature, food and farming, within a range of landscapes across Britain – building a picture both local to those places, and collectively across the nations. The six locations are:

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

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

CONTEXT

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


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

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

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

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

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

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

BRITISH LAND USE CONVERSATION PUBLIC DIALOGUE

Workshop 1 process plan: Thursday 4th November: Belfast Final

Workshop 1 focus: Nature

TIME	AGENDA	PROCESS	PROCESS TOOLS	EXPECTED OUTCOMES
5:30-5:50	Set-up	<p>1 Lead Facilitator (LF) for each location, plus Tech Support (TS). Observers: HVM facilitation team</p> <ul style="list-style-type: none"> • Test link, and camera. Mics are off for this session. • Transfer host/co-host function to relevant team members and ensure it is allocated to the right team member(s) for sharing screens. • Change screen name to NAME HVM/R4C – Facilitator/ Tech Support • Test screen share function for presentations (TS to screen share) • Update on sign up status 	<p>PP Slides</p> <p>Film</p>	Project team set up and ready to go
5.45-6.00	Check-in	<p>Open www.menti.com on smart phones/ tab on their computer. Explain about the code.</p> <p>Reminder that one of the homework tasks was to upload an image from the landscape under discussion. As we're settling in you could take a minute to recall what you'd noted down about what you'd like to discuss. We'll talk about this in our first small group discussion this evening.</p> <p>Participants encouraged to get a pen and paper and have their participant pack with them. Once settled they can mute/ turn video off/ get drinks and snacks before we start promptly at 6pm.</p> <p>TS to run a register as people join and change screen names as necessary.</p>		
6:00-6:15	<p>Introductions & workshop purpose</p> <p>Menti.com</p>	<p>Lead Facilitator: Warmly welcomes participants. Explanation that this is the first of 4 workshops. It will not run in the same way as the webinar as we will be working in small groups to allow a really useful discussion and so that you can get to know other people in your location better. As such the workshops are much more interactive and give lots of space for discussion in small groups and time to listen to specialists in the room. We'll be focused on the subject of nature in this discussion. LF:</p> <ul style="list-style-type: none"> • Asks HVM/ R4C and WWF team members to introduce themselves: Name, organisation, role, passing the baton to the next team member • Shows visual of whole programme and all the groups that will run • Shares timings for the workshops • Reminder about the participant pack – what's in it and how we are using it. • Reminder that this is one location of 6 (7 tbc) + national conversation summit <p>Move to menti.com on smart phone:</p> <p>Q1: When I say 'nature' what comes to your mind?</p> <p>Q2: Write one short sentence about what you feel about the nature in Cornwall.</p>	<p>PP Purpose & Agenda Slide</p>	<p>Participants know the purpose and format of the workshop</p> <p>Understanding the language used by participants and get a feel for initial priorities.</p>
6:15	Tech support to move us to small groups: 3 groups of 7			

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

Workshop 2 focus: Climate

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

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

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

Workshop 3 focus: Food and farming

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

Workshop 3 focus: Drawing the conversation elements together

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

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

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

Dialogue aim:

This project aims to understand the views of people from all walks of life towards land use, climate, nature, food and farming, within a range of landscapes across Britain– building a picture both local to those places, and collectively across the nations. The seven locations are:

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

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

The aim for the national summit is for dialogue participants from each location to work with specialists in nature, climate and food farming in relation to land use. Together they will consider the findings of the dialogue in each of the landscapes and identify key national messages. 5 participants from each location will be recruited to take part in the dialogue. WWF team members will attend as observers.

Pre-materials:

Everyone who has taken part has been sent a pdf pack with:

- Joining instructions including zoom guidance
- A guide to the dialogue e.g. a list of speakers, a summary of participant numbers and process
- A link to the initial vox pop film explaining the dialogue purpose

National Summit attendees will receive the zoom link and joining instructions in an email.

Objectives – the understanding gained through this project will inform the work of WWF in 4 ways. It will:

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

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

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



National Summit focus: Drawing the national conversation threads together from each of the regions

TIME	AGENDA	PROCESS	PROCESS TOOLS	EXPECTED OUTCOMES
9:30-9:50	Set-up	<p>1 Lead Facilitator (LF) for each location, plus Tech Support (TS). Observers: HVM facilitation team</p> <ul style="list-style-type: none"> • Test link, and camera. Mics are off for this session. • Transfer host/co-host function to relevant team members and ensure it is allocated to the right team member(s) for sharing screens. • Change screen name to NAME HVM/R4C – Facilitator/ Tech Support • Test screen share function for presentations (TS to screen share) • Update on sign up status 	<p>PP Slides</p> <p>Film</p>	Project team set up and ready to go
9:45-10:00	Check-in	<p>Open www.menti.com on smart phones/ tab on their computer. Explain about the code.</p> <p>TS to run a register as people join and change screen names as necessary.</p>		
10:00-10:15	<p>Introductions & workshop purpose</p> <p>Menti.com</p>	<p>Lead Facilitator HH: Warmly welcomes participants, speakers and specialists back to the dialogue setting, as well as any additional stakeholders who are joining for the first time. And:</p> <ol style="list-style-type: none"> 1. Sets out the context for the dialogue & what is dialogue (for the benefit of those who weren't dialogue participants – but in brief because this is in the participant pack) 2. A brief reminder of what we've done so far – the landscapes and the process e.g. what we did in each location <p>Move to menti.com on smart phone:</p> <p>Q1: Highlight as one thing which is particularly significant to you about land use in the UK.</p> <p>Q2: To what extent is it important to involve UK citizens in decisions about how land is used in the UK? Not important, important, very important, don't know</p>	<p>PP Purpose & Agenda Slide</p> <p>Menti</p>	<p>Participants know the purpose and format of the workshop</p> <p>To get a feel for what is important before we have summit conversations</p>
10:15-10:35 (20 mins)		<p>This morning we're bringing together the threads of our discussions since the dialogue began. Over the next 20 minutes we're going to share headline findings from each of our landscapes. These are based on a very initial understanding as our last workshop was in Belfast on Thursday, but they will be the starting point for our discussions this morning.</p> <ol style="list-style-type: none"> 1. Very brief summary from each location (LFs for each location) 2. Anything which stood out as distinct for a location or in common with others 3. A collage of some of the images participants shared before the dialogue and before workshop 4 	<p>PP slides</p> <p>MK: Soar/ Cornwall</p> <p>SK: Aberdeenshire/ Pembrokeshire</p> <p>HH: Hull, Dales & Belfast</p>	To make sure we drawn from and build on what's already been discussed in each location.
10:35	Tech support to move us to small groups. 6 groups of 7			

TIME	AGENDA	PROCESS	PROCESS TOOLS	EXPECTED OUTCOMES
11:35-12:35 (60 mins)	What good looks like?	<p>Recorder on</p> <p>Thinking about what needs to change. Each participant to take 5 minutes to work on their own ‘story of the future’ – describe the story you might tell in 10 years’ time about land use in the UK if some of the changes you propose had come about.</p> <p>Q1: Given what you think should change - what does ‘good’ land use in the UK look like?</p> <p>In your stories:</p> <ul style="list-style-type: none"> • What would have been a priority? • How will things be different in ten years’ time? • How will transitions to different ways of using the land be working? • Will local people and communities be involved and, if so, how? <p>Q2: If you were in charge of making policy on land use for the UK what would you be doing to make and support change?</p> <ul style="list-style-type: none"> • What, if any, new policies you would want to implement for: Food and farming? Climate mitigation? Nature recovery? • How would you support society to change/ transition to new ways of working and accept change in how we use the land? • Who would be giving the messages on/ providing support for the changes to land use? E.g. who is trusted to give those messages? <p>Q3: What would those messages be?</p> <p>Create a list of key messages in one column</p> <p>Q4: Who are those messages for?</p> <p>Create a list of ‘who’ in the second column</p> <p>Decide on 2 key message and who needs to receive it. Participants allocated to each of them for the report back.</p> <p>Volunteers please!</p> <p>Recorder off</p>	<p>JamBoard collation of hopes and concerns.</p> <p>JamBoard notes</p> <p>TS 3 min warning @12:42</p>	Understand the priorities
11:35-11:40 (5 mins)				
11:40-11:55 (15 mins)	Policies and support			
11:55-12:15 (20 minutes)				
12:15-12:35 (20 mins)	Key messages			
12:35	Tech support to move us back to same small groups.			
12:35-12:50 (15 mins)	Feedback	<p>Recorder on</p> <ol style="list-style-type: none"> 1. Each group to share their 2 key messages 2. WWF to reflect back on what they’ve heard 3. WWF 2 PP slides describing what will happen as a result of this public dialogue <p>Recorder off</p>		
12:50-12:55	Final menti	What is the one most important thing you have discussed this morning?	www.menti.com	
12:55-1:00	Wrap up	<p>How to complete the evaluation task</p> <p>When the incentives will be distributed and how</p> <p>Opportunities to stay engaged with the programme</p> <p>Thanks for contribution.</p>	HH	

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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