

LAND OF PLENTY: PUBLIC PERSPECTIVES IN THE YORKSHIRE DALES

CONVERSATIONS ON THE FUTURE OF
CLIMATE, NATURE AND FOOD

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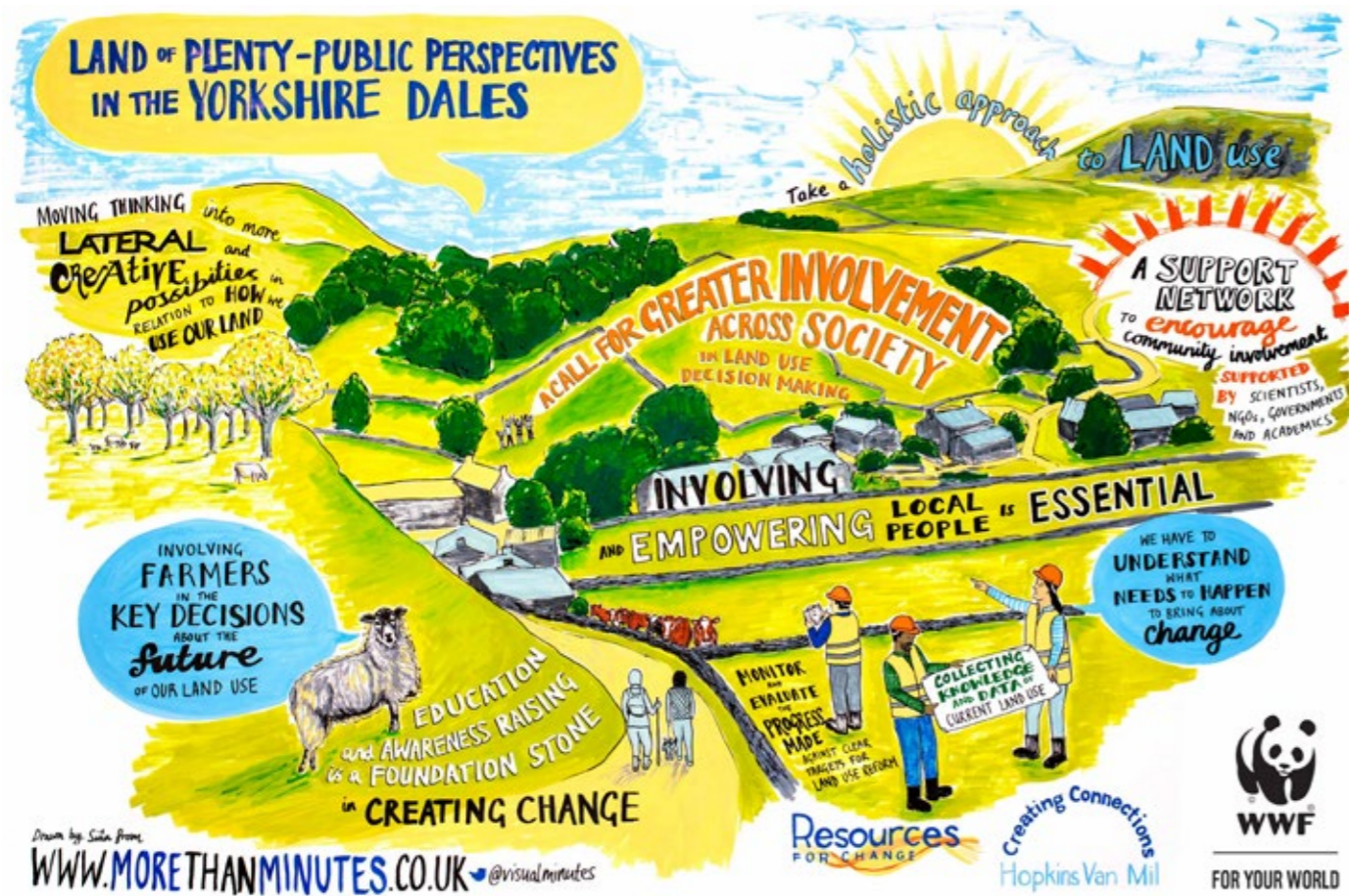


This public dialogue was commissioned by WWF-UK. This report has been written by the sustainable development company Resources for Change and the deliberative engagement specialists Hopkins Van Mil. Report authors Henrietta Hopkins, Mike King and Suzannah Kinsella.

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

Design: Earthstorm Media

EXECUTIVE SUMMARY



BACKGROUND

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

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

METHODOLOGY

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

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

KEY FINDINGS - YORKSHIRE DALES

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

In this report we share that public dialogue participants in the Yorkshire Dales:

<p>BELIEVE FARMERS NEED TO BE INVOLVED BECAUSE LAND USE IN THE REGION HAS BEEN SHAPED BY UPLANDS SHEEP FARMING</p>	<p>SEE EDUCATION AND AWARENESS RAISING AS THE FOUNDATION STONE FOR CREATING CHANGE</p>	<p>CONSIDER INVOLVING AND EMPOWERING LOCAL PEOPLE IS ESSENTIAL</p>	<p>WANT EVIDENCE THROUGH MONITORING AND EVALUATION THAT THE INVESTMENTS MADE AND THE CHANGES PROPOSED ARE BEARING FRUIT</p>	<p>BELIEVE A HOLISTIC APPROACH TO LAND USE IS REQUIRED - GETTING PEOPLE OUT OF THEIR SILOS AND INTO MEANINGFUL PLANNING FOR FUTURE LAND USE</p>
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Important points raised by the group in the Yorkshire Dales include:

- Involving farmers in key decisions about the future of our land use.
- A call for greater involvement across society in land use decision making to draw on people’s lived experience of the land and ensuring all angles are covered.
- Creating a support network to encourage community involvement supported by scientists, NGOs, government and academics – all those who have the evidence available to inform decision making.
- Collecting knowledge and data about current land use to understand what needs to happen to bring about change; and to monitor and evaluate the progress made against clear targets for land use reform.
- Take a holistic approach to land use drawing on all possible resources to effect change. Moving people out of their siloed thinking into more lateral and creative possibilities in relation to how we use our land.

1. INTRODUCTION

1.1. AIM AND SCOPE OF THE DIALOGUE

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

THE TRIPLE CHALLENGE:

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

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

The Land of Plenty public dialogue:

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

1.2 WHAT PARTICIPANTS DID DURING THE DIALOGUE

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

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

1.3 THIS REPORT

This report summarises the key findings for the Yorkshire Dales where 20 participants were recruited from a thirty miles radius across the Dales from Ingleborough.

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

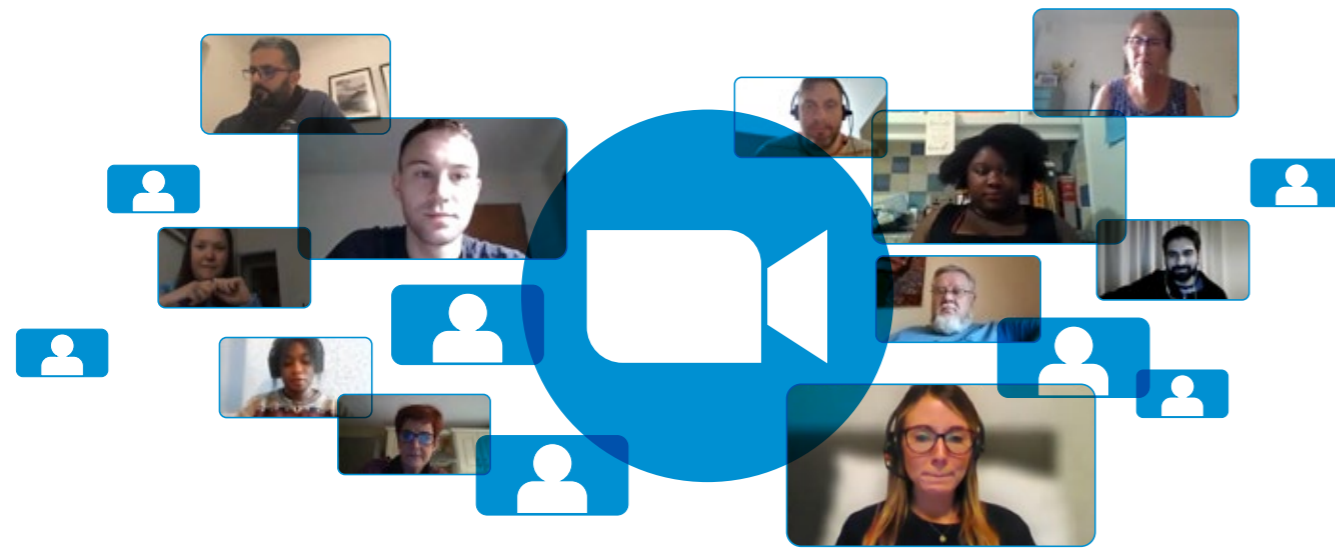
In our qualitative reporting terms such as ‘a few’, ‘several’, ‘some’ or ‘many’ are used to reflect areas of agreement and difference. These should be considered indicative rather than exact. Where views apply to one group or location only, we make this clear in the text.

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

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2. THE YORKSHIRE DALES STORY



When we first met participants from the Yorkshire Dales we asked them to describe the region’s landscape in three words. The words chosen tell us that participants consider the landscape to be beautiful and breathtaking. For a minority the words that come to mind are more focused on terms such as ‘bleak’ and ‘barren’.

Participants told stories of the Dales which centre on livestock hill farming which they said have shaped the Dales landscape.

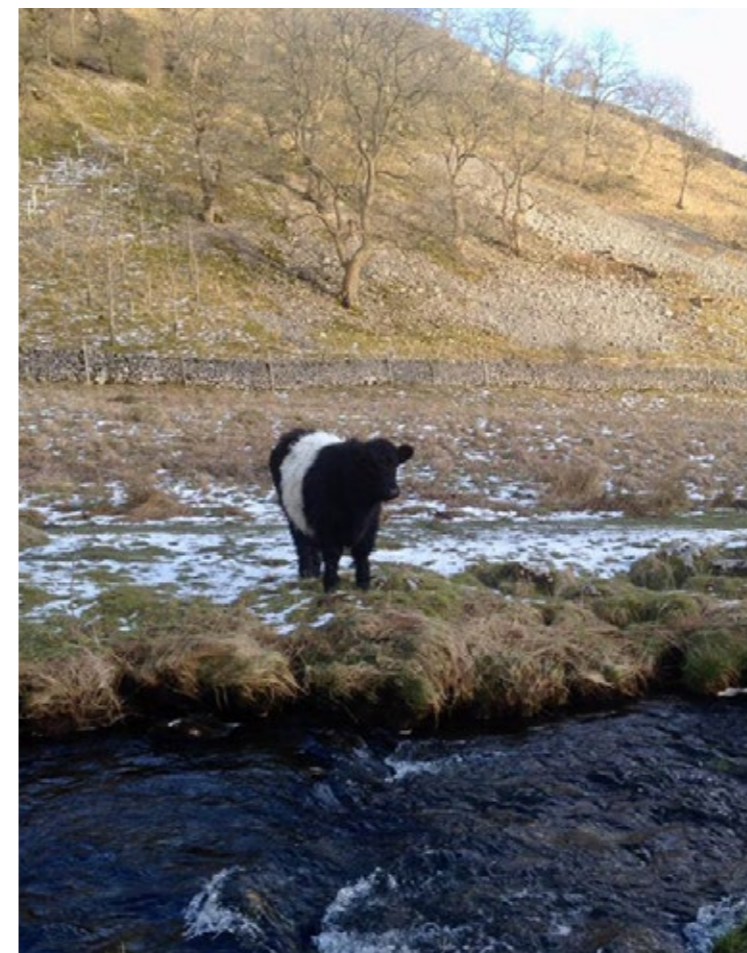
For me, this landscape in the Dales was made from farming. If it wasn't for farming, we wouldn't have the landscape that we have in the Dales. It's going way back, to our first conversation about nature, and the fact that England was just a forest at one time, and we came in and started doing the farming, rather than the hunter-gathering, we changed the landscape. I'm not going to say irreparably, but we changed it forever, and it is down to farming that we've done that.

They emphasise that the Dales are suited to livestock farming, but not for large scale agricultural farming seen in other regions involved in the dialogue. Many participants shared the story of close knit communities where everyone knows the farms which are family-owned and run and handed down through the generations. They spoke of farms which are changing their methods for example from dairy cows to sheep. Others spoke of diversification into children’s activity zones, or ice-cream production to boost their farm’s income streams.

2.1 A NATURAL IDYLL?

For many participants the Dales form an idyllic landscape with cottages, farms and small rural communities. These participants paint a picture of a landscape which attracts high levels of tourism, is steeped in history and provides for local communities.

That picture was taken on my way to work, and basically it's what I see every day, it's these rolling farmlands, and it's just really beautiful nature, there's quite a lot of trees. It's just really spectacular.



Some participants call this view ‘romantic’ and say it is counter to the reality of nature loss driven by farming which has made the Dales largely grazing land for animals. These participants spoke of the Dales as being, yes beautiful, but also barren and bleak, and that overtime it has in effect become a monoculture.

You can see how vast and beautiful the Yorkshire Dales can be, but also how barren. You can see a few sheep and cows in the background. In those fields, you can see all that land's used for farming. Not very many trees or anything like that.

2.2 TOURISM

Tourism is an integral part of the story of the Dales for participants, and an important part of the economy. Participants share a sense of astonishment that during the Covid-19 many, many people came to the Dales when restrictions had eased somewhat. They are aware that tourists are the winners in farmers' efforts at diversification, but feel visitors might receive a rather 'sanitised' view of rural life as distinct from the harsher realities of making a living in a rural area.

We've got the people outside the area who might come in over weekends, on holidays, to go for a nice walk to relax, to enjoy nature, as the opening slide was talking about, and then you've got the people who are inhabiting the landscape and often their lives aren't as picturesque as this picture might make out.

The Dales as a space for leisure is important to participants with fell walking, mountain biking and other forms of recreation including family days out and heritage sites frequently mentioned. Participants spoke of the Dales themselves as the tourism asset and are concerned that over time some of the elements of the Dales that make it particularly attractive to visitors are being lost such as local shops, markets and pubs.

The markets have petered out. It's use it or lose it. If there was more demand from residents, people would go to the markets, and they'd grow and continue to be part of the tourism offer. How do you get somebody to go to a market and put a stall there if they're not going to make a living? That's why they've petered out.



2.3 DISPERSED COMMUNITIES

Participants say that an accepted part of living in the Dales is that you have to use a car to move around because of the poor transport infrastructure in the region, with infrequent buses, and no trains East to West.

In the rural areas, the public transport system is, at best, poor. At worst, non-existent. Which does mean that in order for people to access these beautiful pieces of land, regardless of how they look, whether they continue looking the way they do now, or if their appearance alters, people have still got to access that by private vehicle. That in itself affects the CO2 emissions.

This causes a concern for climate change, but also for the harm it could do to the region with the potential for the Dales to 'become a car-park'. Having dispersed communities also means for some participants that they are not aware of the land use situation further than a few miles away from their homes and concerns are focused on community issues rather than across the landscape.



3. CONCERNS ABOUT LAND USE

3.1 FLOODING

Participants in the Dales express concern that the upland grasslands leave communities in the valleys exposed to flood risk. The risk to homes, to livelihoods and to mental health and wellbeing from flooding incidents, together with a consideration for adaptation and mitigation measures, is an ever present part of living in the region for many. Key points raised in relation to the triple challenge are concerns that:

- Housing developments are still being built on flood plains which is seen to be risky and unnecessary
- The problem seems to be getting worse over time, with annual winter floods being seen as the norm
- A lack of trees on the uplands means there are no natural flood defences to keep the water away from communities living lower down

There is a lack of trees, there's no particular forested areas or anything like that and that's very typical of most of the Dales, where the only trees we have line the roads and that's about it. I think we probably need to change this landscape tree-wise in order to try and circumvent any further future flooding.

3.2 NATURE LOSS

Presentations on biodiversity loss at the dialogue and information provided to participants in between workshops is shocking to many². Participants are very surprised to hear that the land they consider green and beautiful is in fact one of the most nature-depleted, in a very nature-depleted country.

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.

Some participants are aware of some biodiversity loss, mentioning, for example, a reduction in the number of lapwings and other birds. They are concerned that such loss cannot easily be restored and that if loss has been noted in visible species such as birdlife, it could be that this is the tip of the iceberg of a much larger problem.

We used to have loads of lapwings, and now they're almost a rare bird and that's just the bird that you notice the most. So, heavens knows what's happening to other species out there.



3.3 CLIMATE CHANGE

Participants in the Dales are very concerned by climate change from early on in the dialogue. They feel that much of the nature loss they have witnessed is due to climate change, for example:

- Repeated incidents of rain leading to crop failure, for the example bean crops in 2020
- Combined with much warmer summers and incidents of drought
- Loss of birdlife due to food sources diminishing
- Changes in habits such as birds migrating later in the autumn than previously

For many these observable changes bring climate change from being an 'over there' problem affecting people in other countries, to something real for the people of the Dales.

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 it hits home when you see stuff like that local to you.

Participants are concerned that rewilding programmes may exacerbate climate change if any livestock, particularly cows, continue to graze the land. Participants perceive that grazing cows increase greenhouse gas emissions, and therefore to suggest the amount of cattle on the Dales should be increased is confusing. Many questions were asked about the value of the shift from sheep to cows and if there is not a farming alternative which might have less of an impact on the climate.

3.4 ARE WE DOING ENOUGH OF THE RIGHT THINGS?

A fear of an irreversible trend was attributed by participants to another concern for nature and climate – that the problem becomes too complex and difficult to do anything at all, or that the steps taken are insufficient to address the scale of the problem. This led to a great interest in the Wild Ingleborough³ project, described in workshop 1, but also a concern that Ingleborough is only one small pocket of the Dales. Participants feel there is great potential for such a fascinating programme of nature recovery to be spread across the Dales. Ambition was called for by some:

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.

Many participants are concerned that the speed of change is not fast enough to re-balance nature and address climate change. They feel that some kind of significant shock is needed in society as a catalyst for change. They said the slow pace of action against climate change is frustrating. One participant drew on the analogy of the frog in cold water.

If you put a frog in cold water and turn the heat up it won't realise it's boiling to death, but you throw a frog in boiling water it will try and jump out. And that's what this feels like, we're in a pan of boiling water and don't realise it, I think we need to be thrown into some boiling water to jump out and change it.

Do we have enough time to actually even have this public dialogue? It seems like every month we delay action. We're inflicting another 100 years of detrimental impact on our future generations.

3.5 COMBATting A CONSUMERIST CULTURE

Participants in the Dales discussed the challenge of society's constant desire for more. Many said that combatting the current cultural norm of wanting and wasting so much is a step in the right direction.

Land use does need to change greatly with less farming, but so do people's ideas of "want over need" - if we do not change the mindset of this need to constantly consume when we don't really need it, then change will be slower.

The climate challenge of convenience food was raised as a point about mindsets. That if we believe as a society that we can have anything we want to eat from fast food delivery outlets in minutes, then we are saying that we don't care about quality or provenance, we only care for getting food quickly. The concern is that people will consistently prioritise convenience and give a green light to intensive farming and land used for food storage, transport and processing will become a higher priority than land used for locally produced and sold food.

For many in the Yorkshire Dales land use conversation the fact that convenience is prized more highly than food quality or locally sourced food is a disappointment and a demonstration that our consumer culture has pushed farming into high yield methods which don't benefit nature or the climate.

Because people demand a variety of food, they demand low cost on food, and they demand convenience, and they demand quality. These are all things that people demand from food. That has meant farming has moved to producing, yes, more, but at the expense of using more herbicides, pesticides, things that have damaged the soil.

3.6 FOOD AFFORDABILITY

It is a concern for participants that there seems to be a necessity for a trade-off between high quality, sustainable and locally produced food and affordability. Instead of being the norm it is seen as exceptional to ensure that good quality food is available at a reasonable price.

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

Participants are concerned that in addressing the triple challenge we don't exclude those individuals, families and communities that need this food most. It is seen as an additional challenge, not only 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. Considering how to stop prioritising cheap convenience food over food grown from sustainable sources is important for participants. They are worried that social divides over food will become more prevalent with high quality food being only available to the wealthy and the rest of the population continuing to consume low cost and potentially less nourishing food. This feels like a very plausible scenario to participants, but one they wish to avoid at all costs.

I feel quite a lot of tension about this question. In an ideal world, I would be buying fresh produce from local producers and enjoying the rich value of that. In the world that I live in at the moment, my salary's gone down in real terms 20% in 10 years, I've not had a pay rise in 10 years. So, I tend to shop in Aldi rather than a farm shop

Participants spoke of the economics of the triple challenge as a key question to be addressed. If people are struggling to survive, which they are more likely to be following the Covid-19 pandemic, then they will make the choice to survive rather than to consider questions of environment. One participant illustrated this point with a narrative around economic impacts which supports the views of many dialogue participants:

Because of government policy towards lockdown, the economic hardships that are coming, we've got fuel poverty problems increasing, we've got higher taxation. Ultimately, people will be saying, 'Hang on a minute, my income's squeezed, it's tight.' It doesn't matter whether you're working in a local factory, or a local shop, or you're a farmer, or whatever, this economic effect will have an impact on how we deal with nature. There will be pressures to build housing, there will be pressures to create jobs, there will be pressures to actually live. How do you balance that with-, well, it's nice enough having a fluffy, little, lovely nature reserve there that we can all enjoy and that's wonderful, but who's going to pay for it?

Decisions made now about the trade-offs in this situation will affect the outcome, whether or not food becomes a luxury item rather than a means of survival and beyond that to living well.

4. LAND USE DECISIONS

4.1 FARMERS

It is useful to note that in contrast with other regions involved in the dialogue Yorkshire Dales participants did not comment on or stress the role of specific landowners in the decision making process. There were some references to the National Park Authority and to the National Trust but little reference to industry (except supermarkets, see below) or local councils, the latter only being mentioned in relation to flood risk mitigation and housing developments.

Farmers however are seen to be central to any land use decision making for Ingleborough and the Yorkshire Dales. Participants focus on how to bring farmers into discussions on change when many current practices have been passed down through the generations and are strongly held to be right for the land. Participants share that they feel intensive farming is no longer helpful or productive in the context of nature recovery and climate change. They stress that shifts are required in how farmers make decisions about their land. However, participants are strongly supportive of farmers and do not want to see their choices being undermined in how they farm the land they know well.

Participants feel that joint decisions between farmers and those making progress on nature recovery projects will be useful, so that no one group feels they are being undermined by another. Key to this process of involving farmers is seen to be an understanding that there isn't a blanket solution to these issues and that one size definitely doesn't fit all. That farmers will also need to be involved with those driving the change to ensure there is a balance between solutions, and a recognition farmers have their role to play:

What we want is nice medium between all the solutions. You don't want too much change on the farmers, you don't want people to change completely. But I understand that current farming practices probably can't carry on in some areas, the same way they are.

Participants believe that collaborative decision making and joint decisions on land use and access are key to success in the longer-term.

You've got rich grassland being restored. You've also got access for tourism through camping and people being allowed access to certain bits of land through a permissive path, rather than just through public footpaths, and you've got a local economy that starts to thrive by attracting those tourists. To me, that is a great way to change things so I would support that.

4.2 SUPERMARKETS AND CONSUMERS DRIVING DECISIONS

Supermarkets are seen to have an important role in the decisions made for their business, particularly on how they might support efforts to combat climate change. Participants talk about plastic packaging on food, and the opportunity for supermarkets to think differently about their supply chains. A number of participants said the decisions being made currently do not support local communities, with food from around the world being readily available on supermarket shelves. They want supermarkets to make different decisions and focus on locally supplied food products which connect shoppers more readily to the food production happening on their doorstep.

Farm and land to fork in shorter steps, local seasonal produce available more readily for local people through farmer's markets and local retailer. There is a huge disconnect between people and the food they eat. Helping people understand how and where their food comes from will make them think more about their purchases and how their purchases can support local people and business.



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Participants said this was particularly important in rural areas such as the Yorkshire Dales where there is likely to only be one supermarket, so people can't simply switch stores if they want to make different food decisions. They shared the role they feel they have as consumers in making decisions about what they buy which they saw as being a powerful influence on supermarket decisions.

Food waste and food transport decisions are also important to participants in this context. Participants welcome efforts they see being made by supermarkets to reduce waste by charging less for food which might otherwise be thrown away at the end of the day and supporting food bank efforts during the pandemic.

4.3 A BALANCED APPROACH

Participants prioritise balance as a key driving force in land use decision making. This is seen to be balancing a range of needs in the region, for example between nature itself and the people who live and work in the Yorkshire Dales so that communities can be sustained. Balance is required in the minds' of participants to ensure:

- Tree planting is carried out in places best suited for trees and in ways that embeds longer-term thinking into the future of the Dales

I certainly agree that we can't just go out there and cover the Dales in trees. That would be detrimental to everything and everybody.

- Grants and subsidies, for example from the National Park Authority, are used appropriately to agreed objectives, an negative example was given of holiday chalets being given subsidies when that means the land is no longer accessible to anyone not working or staying in the holiday park
- That the finite land on the Dales is used well with decisions based on agreed objectives, not un-coordinated individual projects
- Balance is achieved between innovation in land use and retaining what is useful from traditional thinking and methods
- The inter-relationship between all the elements that make the Dales special: it's farms, communities, uplands, views and opportunities for local food production and tourism are considered because a significant change in one element, affects all the other elements

I was just going to say the hope for me is that we can see the farm and the nature working side by side a bit more perhaps. Where we've got hedges or fields that are wild or like we said the land is being utilised together rather than for one thing.

Unless it's all in balance, any change at any point is going to affect everything else.

- Balanced and multi-purpose land use which uses the uplands for food production, but also provides a space for recreation and farmers in particular can diversify income streams.

Combining farm and leisure within an area or a piece of land, is a good idea. Getting these things side by side so that we've all got what we need. We can all go walking, cycling, whatever, but we're still growing food that we need to do, or the cattle are there.

Participants believe a balanced approach to land access for areas that have been rewilded will also be important. There is a concern that some projects to restore nature might restrict people's access to it, for example if those areas of land become protected nature reserves with little or no public access. This would limit opportunities to engage with nature limit people's understanding of the benefits programmes such as Wild Ingleborough could bring.

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.

Taking a balanced approach to decision making also means avoiding a blanket approach. Participants involved in the dialogue are very supportive of the Wild Ingleborough programme but they emphasise the importance of ensuring that the programme isn't imposed without thought, or with assumptions made about what works in one part of the Dales will automatically work in another.

You wouldn't get it that all farmers would say 'Oh well, we'll change,' but there would I imagine, be some that would at least give it a try. I suppose that's like people saying, 'Ah-ah, I'm not going to change,' but other ones will say 'We'll suck it and see, we'll give it a try,' but you'd have to negotiate and speak to individual farmers, rather than just say 'We want everybody to try these things.'

4.4 REDUCING A RELIANCE ACROSS THE UK ON INTENSIVE FARMING

Participants said that their experience of farming in the Dales is that it is already small-scale and tailored for upland grazing. They feel that the Dales has been fortunate that the land isn't suitable for large scale intensive farming of arable crops for example. Hence the surprise some registered that the Dales is nevertheless nature depleted.

High-intensity farming just doesn't work here.

However, they are clear that they would like the UK as a whole to decide to use land without a reliance on intensive farming for food production. They speak of 'balance' to explain a shared view that soil health is a vital component of using land better and they would like large-scale farming to think again about the need for pesticides, herbicides and other chemicals in producing food – and to reduce the amount of land used for farming.

I was pretty shocked about how much is actually agricultural land, I'm just wondering how we're going to approach that and change from intensive farming to more sustainable farming?

Whilst participants note that farmers in the Dales are grazing sheep over many hectares of land, this is not seen to be intensive and it is recognised that those farmers struggle to generate enough income from the land they do graze. This gives rise to a trade-off between income from farming or nature restoration and enhancement programmes. Finding the balance between these needs is seen by dialogue participants as crucial to any solutions for sustainable land use.



4.5 GLOBAL VERSUS LOCAL FOOD PRODUCTION

Many participants recognise there is a trade-off between importing food from around the world and producing food locally, and national and international decisions need to be made on land use for food production. To be 100% reliant on food produced locally or even just in the UK was seen as impossible, but as we have seen participants are keen for steps to be made towards this. To achieve this ambition participants said there is a conversation to be had about what we need to sustain us and what we want to eat. We might want avocados all year round, but do we actually need them? was a question asked from time to time.

A lot of our food is imported and shipped in, and we've gone to such a globalised system, which in the past has been seen as efficient, which now we're coming to think maybe it isn't so efficient to ship our food halfway across the world and maybe we need to go back to a more local model

But for some there are limits to how much we should reduce global food imports, turnips were used as an example.

I don't particularly want to spend the rest of my life eating turnips. I'm the first one to say that we should use the land the way the land wants to be used, rather than the way we want to impose its use, but on the other hand if you've got land that isn't going to grow fruit and turnips are all you've got in your particular area, you're going to have to bring in other produce.

5. OPPORTUNITIES FOR LAND USE

The Wild Ingleborough programme was presented to participants and questions were answered on it by the Yorkshire Wildlife Trust. Participants were overwhelmingly supportive of the project which they saw as potentially a blueprint for other areas of the Dales and the UK.

This is a great idea and an amazing concept and I hope we can get the wider society and communities involved and make it a success. It can be a leader for other areas.

The ambition they have for the project shines through in the opportunities they see for land use in the Dales in the future.

5.1 EDUCATION AND AWARENESS RAISING

In all the land use conversations in the Dales region the value in raising people's awareness of the triple challenge of making a space for nature, addressing climate change whilst providing for society's food needs was front of mind. Participants saw this as the principal opportunity for change because if society understands the need they are more likely to embrace and support programmes such as Wild Ingleborough.

Is there an opportunity to embed this more into society? One thing this has shown me is how little I knew and how important it is. Is it through education, is it through us teaching our kids differently, or even just our neighbours and the local community?

Participants described education as something that's needed by everyone in society, not limited to children and young people. They spoke of the surprise they felt that what they had assumed all their lives was a 'natural' environment was in fact influenced by human behaviour.

Awareness, yes, definitely. 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.

Discussions also focused on the value of having conversations in society about climate change and nature. Participants valued the experience they had on the dialogue and felt that such work could be extended to others in society as part of an awareness raising campaign.

I know that my awareness of things has massively increased just since I've been doing this discussion with you. I bet there are other people who are just not aware of stuff. There's almost a national education programme needed for climate, and food production, and nature.

Some participants, mostly those who grew up in the Dales, spoke with regret that their children do not have the same experience as they did as children and as a result have little connection with the land on the doorstep. They remember being outside without adult supervision for stretches of time, building dens, making dams and enjoying being in nature. This loss concerns participants when they think of their children as the next custodians of the land. They saw opportunities in:

- Running outdoor activity and adventure programmes for children
- Restoring home economics as a subject, so that children can learn more about where their food comes from
- Creating a combined curriculum stream where nature, climate and food production run through everything from English to maths, not just restricted to geography lessons

5.2 COORDINATION AND COLLABORATION

In many of the discussions coordination between communities, villages, towns, regions and the UK as a whole was seen as vitally important. Participants suggest that there are lots of pockets of activity but to substantially improve how we use land, more joined-up thinking is a key opportunity to be seized. They propose that NGOs, working with local communities, could provide the network mechanism to link communities across the country to achieve more for nature and climate.

I was just thinking an opportunity could be that we look at local communities and, because there doesn't seem to be a lot of connection between small communities, and then counties, and then national, and then global. There doesn't seem to be a lot of interaction. It feels like, all the little areas in the UK, we need some kind of climate champion, or WWF champions in our local community, and little hubs where we can join all this stuff up together.

The value in coordinated action is seen as creating the conditions for change, raising awareness of the land use crisis and enabling new thinking to come to the fore around a set of agreed goals. The change required is seen as complex and not easy to achieve, but collaboration is seen as a route to success.

Change isn't easy for humans, but we can do it. We've shown over generations, with loads of things, that we can change. We don't stuff children up chimneys anymore. We can change our behaviour but how do we get to that? We need to coordinate it.

Coordinated nature restoration projects are seen as essential to create the wildlife corridors that could enable species to thrive across the country. This could include community involvement in, for example, citizen science projects, and volunteers being encouraged to record data, and monitor nature recovery developments. A feasible scenario for participants includes one organisation collecting the data and another using it to plan for the future.

We're talking about climate, we're talking about farming, food and nature. I think we need all those representatives from each of those areas to get together with individuals and communities. I don't think we can assume that any one group would lead it or want to challenge the others. Those groups of people need to work together to represent the areas.



5.3 COMMUNITY INITIATIVES

Communities in the Dales are seen by participants as being at the heart of any solutions to the triple challenge. As we have seen they call for coordinated efforts, but also suggest a range of initiatives which bring the community into the discussion and involve them in potential solutions for land use including:

- Encouraging people to value and respect the land by involving them in litter picking schemes
- As much of the litter seen includes fast food packaging, such schemes could raise awareness of the harms from fast food consumption, the importance of recycling, and managing food waste
- Community tree planting programmes which also have an educational remit around why the trees are necessary and the role they play for nature and climate
- Support for communities to develop their own schemes for rewilding, community growing and selling
- Enabling all communities in the Dales to get involved in recording and monitoring the changes brought about as Wild Ingleborough and other initiatives get off the ground.

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.

5.4 SUPPORT FOR LOCAL FOOD AND FARMING

Participants in the Dales are eager to support local food production. Some feel that any crisis in food is not about insufficient food production but rather poor distribution of that food which needs to be distributed more fairly throughout society. Participant proposals include the idea that there should be a renewed focus on localism where locally grown food is 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.

Local is the only way; grow what you can and buy local including meat, dairy vegetables, and fruit. It's fresh, natural, and healthy to eat.

Some participants made comparisons with how other countries use local markets to sell their food and found that markets in the Yorkshire Dales are a pale imitation of the vibrant community markets they have seen in France and New Zealand for example.

Working with farmers on this is seen as essential if farming is to successfully pivot away from intensive processes to small-scale local farming. Part of this

will include paying farmers 'properly' for what they produce, giving 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 believe any system-wide shift in farming practice and food pricing will be near impossible 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.

Participants call for help for farmers. They are particularly concerned for beef and lamb farmers who may have to completely shift what they farm in order to work with concerted effort to combat climate change. They support government plans to incentivise farmland to work more closely with the needs and rhythms of nature. They stress that such a shift will require whole system change with coordinated support from the community, government and food retailers which will result in better take-up from farmers. As one participant put it,

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.

The groups in the Yorkshire Dales agreed that support for farmers should also encourage innovation in farming practices and not to penalise farmers for whom such innovations did not work. Suggested innovations could include:

- Experimentation, for example in how to raise livestock for high quality sustainable meat
- Growing arable crops differently, using new techniques such as hydroponics, vertical farming
- Supporting individuals to eat less meat, and to encourage farmers to grow meat substitutes
- Consider what different products can be produced from the trees that are being planted

5.5 DIVERSIFICATION

Participants see many opportunities for diversification in how land is used and there is agreement that this was an important opportunity for farmers. They spoke of thinking differently about tree planting, so that the land used for trees can also be used for leisure, or livestock farming. There is also a call to think about what has been traditionally cultivated in the Dales and understand if there are other crops that might be suited to the soil, or to different methods of cultivation.

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.

Other suggestions for diversification include:

- Using lowland pastures for fruit trees, creating a market for the Dales brand of fruit
- Investing in innovation to achieve crop and livestock diversification
- Fundraising campaigns amongst the membership of NGOs to support the scale of investment required

Participants 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



6. COMMUNICATIONS AND AWARENESS RAISING

6.1 UNDERSTANDING CLIMATE CHANGE

Three participants in the Dales concluded from the evidence they had gathered outside of dialogue discussions that climate change is not caused by human activity. They acknowledge that the climate is changing, but they see this as part of nature's course, not the impacts of what people have been doing on and to the planet.

I don't agree that climate change is anthropogenic. The climate changes, I totally accept that. You look at the history of this planet, 2 billion years ago, we were actually a snowball but volcanic eruptions changed that. There's actually archaeological and geological evidence for that. I've done a lot of reading on this. I do not subscribe to the theory that there is a man-made climate change. I just don't accept it. I've done a lot of reading.

By the end of the dialogue some people had changed their mind as a result of discussions with others in the small groups, and the evidence presented during the process. These people said they are open to change and needed the evidence presented well to review their original thinking.

I had quite strong views that there was no climate change or that climate change was constructed. Having gone through this dialogue and done a bit more research, I can see there is such a thing as climate change, and I've seen how it's affected the land. I look at the land differently now. How it's affected what we eat and how really we've been conditioned to think and feel a certain way. This is personally. Really, I should have been more open.

For the majority the fact of manmade climate change was not contested. However, the discussions held at the dialogue on the facts of climate change demonstrate that there is still a clear need to explain climate change and reach wider sections of UK communities with trusted evidence and information on the impacts that land use has had.

For others the climate narrative, particularly the language of 'crisis' applied to climate change, is overwhelming. It is such a big and challenging topic that people find it hard to digest and difficult to see how they can be part of solutions for an entire planet. Finding trusted sources of information on the subject is an important part of understanding climate change but equally having the small steps that individuals can take clearly and publicly explained will help participants to see there are solutions, with land use being an important part of the picture.

6.2 WHO IS TRUSTED?

Who is trusted to deliver information on climate, nature and food production is seen by participants as important. However, the discussions on this demonstrate that very few people and organisations are trusted to deliver information on this question. As with every dialogue region David Attenborough was mentioned by a few participants immediately as a trusted source of information. Equally the Government was instantly referenced as not being trustworthy on this issue. The reason for this lack of trust was explained as being due to the vested interests everyone has:

- Government – in being re-elected
- Local authorities – in retaining budget

Some NGOs and regulatory bodies in the climate and environment space are questioned because it is feared that they might promote a certain view of the landscape. However trust is high amongst this group of organisations.

Organisations and individuals in which trust can be put are:

- NGOs whose work is backed up by research and evidence
- Academics and researchers with life long experience in the fields relevant to the triple challenge
- Experts in fields related to nature and climate, including sociologists and those trying to understand human behaviour.

I think WWF is supported by academic research, so it is data proved by academic scientists. There is some backing in it. It's not just made up basically.

Some participants said that more important than trust is influence. Who does society think can influence the agenda? If that is the question then campaigning and lobbying organisations, particularly those who work in the interests of the farming community such as the National Farmers Union, need to be part of the dialogue.



6.3 THE LANGUAGE OF INVOLVEMENT

For most participants climate change and questions of nature recovery are amongst the biggest issues that society faces. They shared that the more people are involved in discussions about it and encouraged to be involved the better the outcomes will be in terms of societal acceptance of change and understanding the need for it. They would like those communicating about the triple challenge to:

- Focus in on the things that communities and governments can do to make the biggest impact
- Demonstrate and share the small steps that individuals can take in their own homes and communities
- Use the language of hope, not fear, so that people can collaborate on the issues with optimism that what they are doing will make a difference
- Transparently hold government and all those in positions of power and influence to account for the actions they take to address the challenges
- Ensure the opportunities to volunteer, to engage and to be involved are transparently communicated within communities so that people know there are real opportunities to collaborate.

Participants want to know that they can be involved and what they do will be valued and valuable, they said this would give society hope for the future that land use can change for the better.

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.

A final point on language. Participants were overwhelmingly positive in their response to Wild Ingleborough. However, they were cautious of the term 'rewilding' used to talk about land use that was highly managed, when 'rewilding' suggests that you plant something and walk away to let nature take its course. They suggested using dialogue and collaboration to find alternative terms which make it clear the endeavour involved in switching to a pro nature approach which combats climate change and creates better conditions for food production.



7. KEY MESSAGES FROM THE YORKSHIRE DALES

Key messages from those who took part in the Dales land use conversation are focused on involvement, research and planning. Participants call for the ongoing land use conversation to include:

1. Providing education, sharing knowledge and disseminating information
2. Monitoring and evaluating what is happening on the ground and feed the learning back into the planning cycle
3. Taking a holistic approach to change embedding involvement and collaboration at every step in the process.

7.1 EDUCATION, INVOLVEMENT, KNOWLEDGE AND INFORMATION SHARING

Participants at every stage of the Dales dialogue focused on education. They see it as a foundation stone for creating change and ensuring that society understands why change is needed. One suggestion is setting up a coordinated research centre which would manage the education programme on land use for the region. It would join up with other research centres in other regions and create a network through which information could be shared and education designed and delivered to all sections of society.

You'd have to pinpoint certain groups and communities and physically go out and speak to them. So, if you had like a research centre, part of the remit of the people in the research centre would be to go out and actually tell the story and the findings.

Participants spoke about the lack of communication and conversation around these issues in their daily lives. They feel that to change that will require knowledge sharing between key actors in the Dales including farmers, landowners, local community members and those who are making policy. The policy makers are seen by some as very remote from the rural experience of the Yorkshire Dales. There is a concern that national policies for rural England are being made by people who don't have any connection with the Dales landscape for example.

It is seen therefore as essential to involve local people in discussions about land use because they can be most effective at a local level and can draw on the local experience of living and working in the area. This requires support at a national level but delivery and involvement at a community level.

We think it is really important to involve and empower local people because that's where the changes can be most effective on a local level. And if we don't empower and involve local people, it'll be much more difficult. So, given that, we need to create the support network for that to happen.



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7.2 MONITORING AND EVALUATION

Participants see the conversation on land use as being productively circular. They describe a process which starts from collecting knowledge and data about the land, uses that knowledge to create a strategic plan for change, implements steps towards the vision stated in the plan, monitors the success of those steps towards change, learns from what the monitoring tells us and then evaluates what has gone well and not so well. You end at the beginning by collecting data again to continue the cycle. Without monitoring you could be working on programmes that are not achieving its goals and it would be a wasted effort.

Any project needs to be managed, it needs to be recorded, it needs to be tested and evaluated. That's a similar thing to what you're saying about the trees. If you don't go back and check how they're doing, then to throw time and effort doing it in the first place, can be a waste of time on any project.

An important part of the monitoring effort is seen as collecting baseline data about the situation on the ground at various points in the cycle. Many participants said they are interested in an 'audit' of the nature in Ingleborough and the Yorkshire Dales. Assumptions are made that such an audit had been done, but they believe

the information from it could be shared widely, including with the local community. In this proposal the audit will work both regionally and nationally and will map 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.

Such a census was seen to be important if, for example, Wild Ingleborough is to be extended to reach further across the Dales. In this case audit data could be used to see where trees are best placed to act as flood mitigation measures and decisions could be made about where funding should be allocated to make the most impact on the triple challenge.

A linked proposal from participants suggests that farmers could self-audit, and if they achieved certain minimum targets of change they would automatically receive a grant or subsidy, which would increase every time an improvement was made in the space made for nature or on sustainable food production.

Monitoring and evaluation are also seen as important tools in advocating the benefits from the change made.



The monitoring's really important because you have to monitor to see what's working and what isn't working and then you have to tweak it and then you also have to share those results with other people who might want to do similar things, otherwise how do we improve? And how do we engage policy makers with this unless we have the evidence of the benefits it brings?

I think if there's a full understanding of what land is capable of doing it can help inform. Knowledge is power, isn't it? If you've got the information, you've got the ability to make reasoned decisions and informed decisions.

7.3 A HOLISTIC APPROACH

Participants express the view that there is no single organisation or entity that can make the changes required to make a space for nature, combat climate change whilst meeting society's food needs. As such they 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 how to bring about a different plan for land use. They said that such an approach cannot 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, industry as well as governments and policy makers. Given how impressed participants are about the Wild Ingleborough project, they are clear that this could and should be used as a template for similar action in other parts of the country as this exchange in the dialogue makes clear:

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.

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

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

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.

Participants in the Dales, in common with other regions involved in the dialogue, recommend a coordinated approach to change which joins up regional and national land use plans. Such plans will inform housing development, land and habitat management, climate change mitigation and adaptation programmes and fundamentally shift how the food system works. They also recommend taking small steps towards change first, because running before we can walk is likely to fail and small steps are likely to be continued in the future.

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?

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 specialists⁴: two, three or more in each location. Speakers gave presentations and answered questions from participants. In addition WWF-UK observers attended sessions, some of whom also responded to participants’ ad-hoc queries during small group discussions.

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

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

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

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

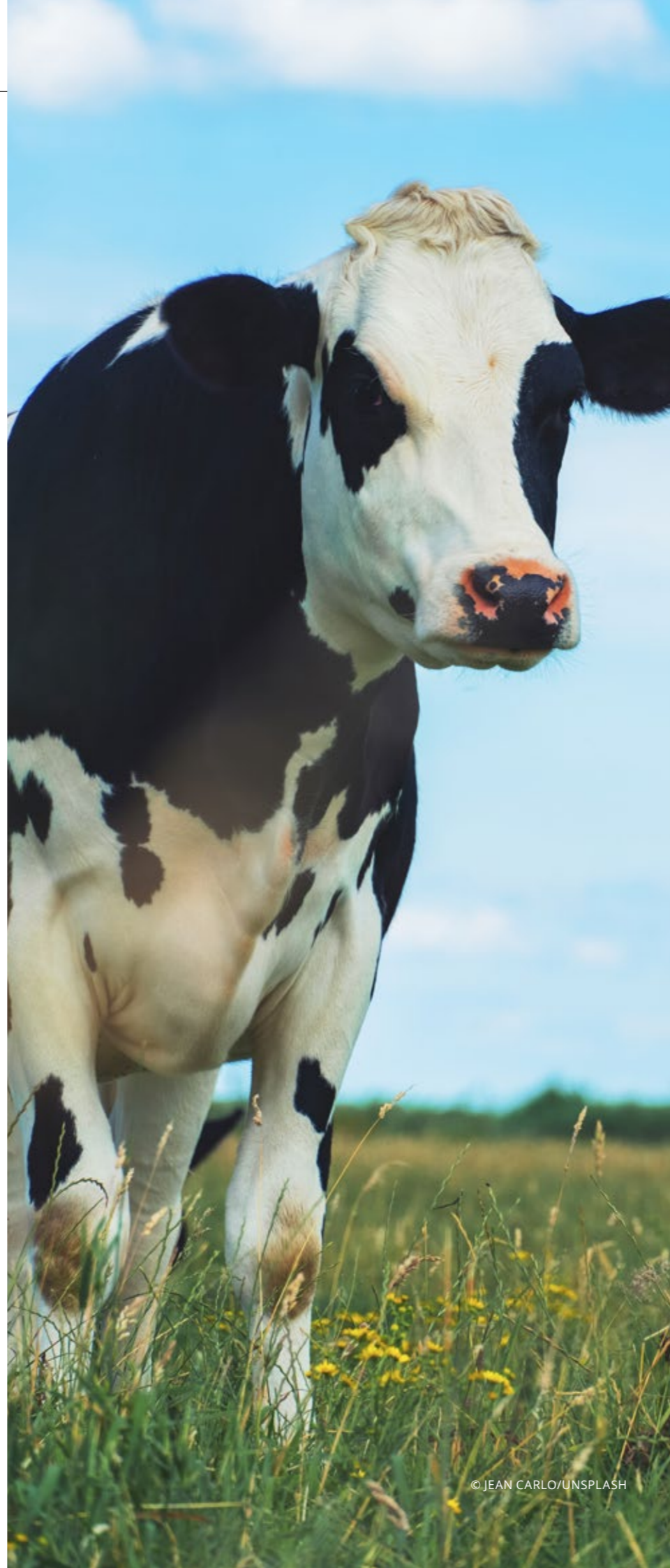
We used a consistent group of HVM facilitators in all dialogue workshops. Each small group comprised no more than seven participants working with one facilitator. Facilitators followed workshop process plans designed in discussion with the Project Team.

2. RECRUITING THE PUBLIC DIALOGUE PARTICIPANTS

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

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

The recruitment process ensures that of the 20 participants in the Yorkshire Dales, 3 had knowledge of the environment due to their work, for example, farm workers or those running leisure or hospitality activities in rural areas. The remaining participants were recruited with no specific knowledge of land use. Land owners, farmers and people involved in land use decision making or policy organisations were excluded from dialogue participation.



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

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

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

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

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

⁴ A full list of specialist presenters is provided in Appendix 3

3. WHAT DID PARTICIPANTS DO?

For all participants the dialogue involved three main elements:

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



Figure 1: The dialogue workshop process

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

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

Interaction with specialists is an essential element in public dialogue, providing participants with insight into the different perspectives on a topic. In this dialogue we worked with a range of specialists⁵ 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.

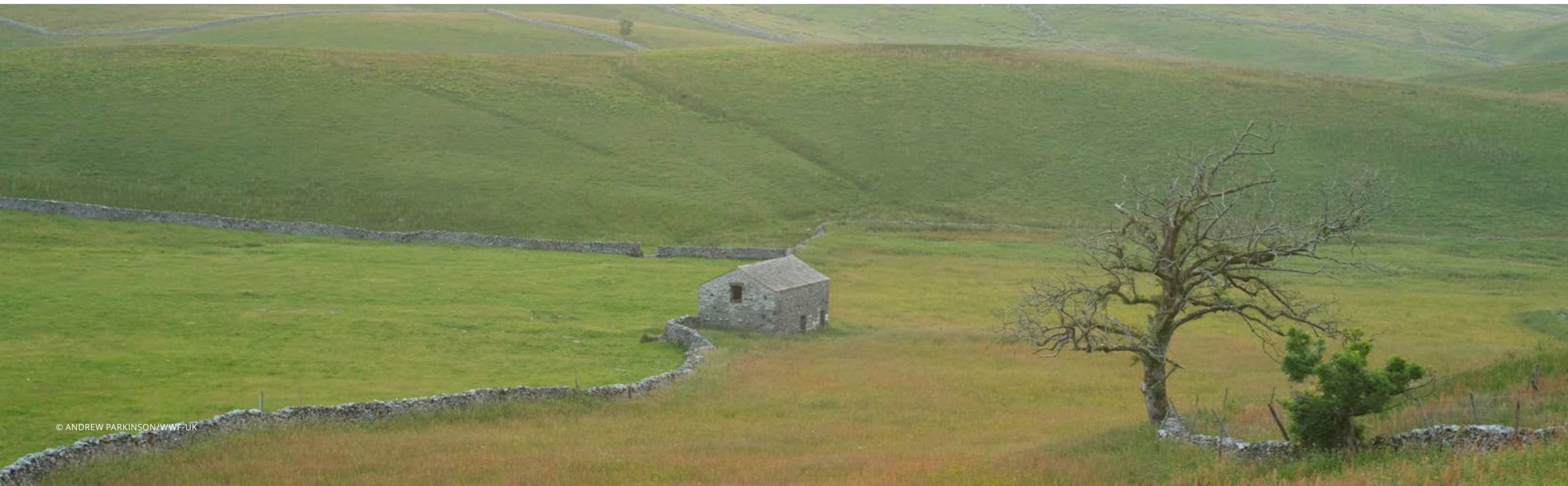
4. ANALYSIS AND REPORTING

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.

⁵ A full list of specialists is presented at Appendix 3



APPENDIX 2: RECRUITMENT SPECIFICATION

Client: WWF-UK

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

Deliberation contractor: Resources for Change and Hopkins Van Mil

PURPOSE:

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

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

RECRUITMENT SUMMARY:

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

GENERAL SCREENER TO INCLUDE:

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

APPENDIX 3: INFORMATION PROVIDED TO PARTICIPANTS

1. SPEAKERS IN THE YORKSHIRE DALES

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

- 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.

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

NATURE

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

CLIMATE

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

FOOD AND FARMING

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

2. PARTICIPANTS' WELCOME PACK

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

Welcome Pack

UK Land Use Conversation Public Dialogue

Yorkshire Dales

Wednesday 13th October
Webinar: 6 to 7pm

Thursday 14th October
Workshop 1: 6 to 8:30pm

Monday 18th October
Workshop 2: 6 to 8:30pm

Wednesday 20th October
Workshop 3: 6 to 8:30pm

Sunday 24th 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

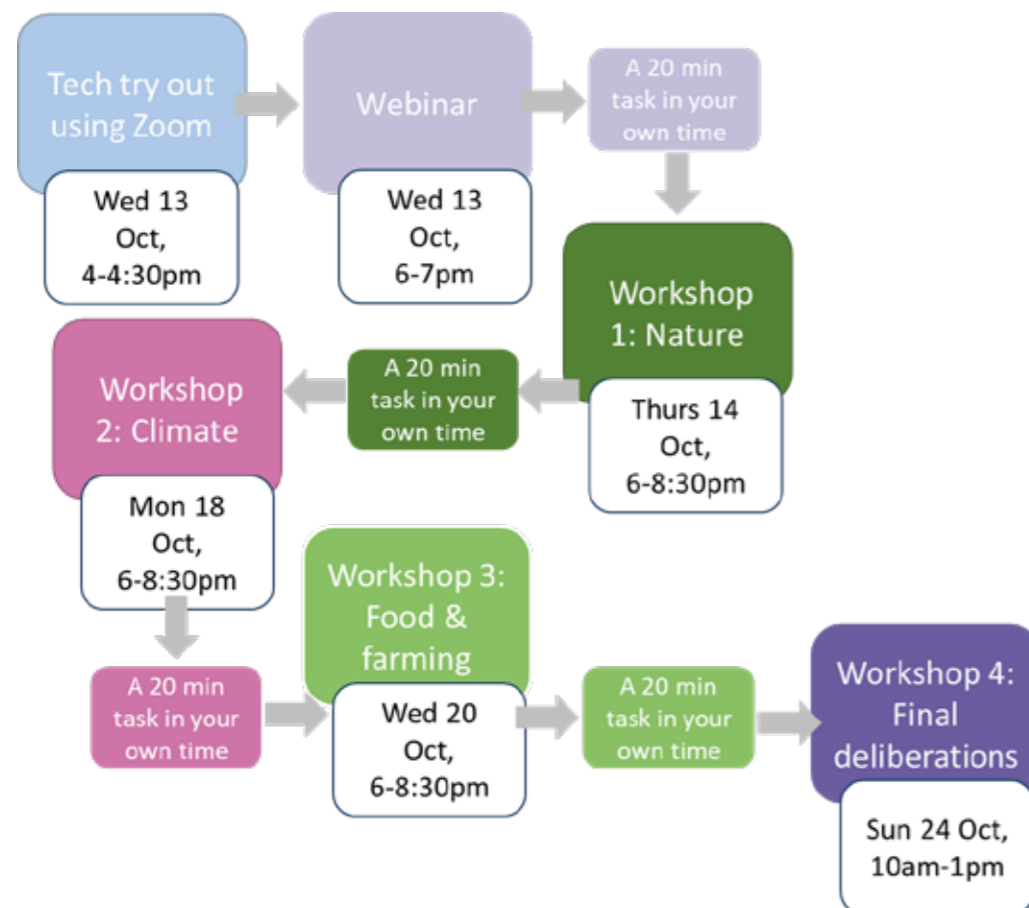
Read through this guide
Test out Zoom
Find a suitable space where you can join the online workshop
Join the tech try out session at 4pm on Wednesday 13 th October if you have never used zoom before, or you want to refresh your knowledge of using zoom, or to ask questions about the online homework space
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 the Yorkshire Dales to explore how the public think about the local and national landscape in relation to nature, climate and food & farming. Online dialogue workshops are taking place in seven areas of the UK: Hull, the Soar Catchment, Yorkshire Dales, Aberdeenshire, Cornwall, Pembrokeshire and Belfast.

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

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

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



[5]



3. Who will be involved in the workshops?

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

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



[6]



4. What will I be doing at the workshops?

At the workshops, we want you to:

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



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



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



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

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

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



[7]



5. What will I be doing between the workshops?

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

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

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

You can access the online space by clicking this [link](#). You will receive an email from Recollective inviting you to join on Wednesday 13 October. You will need to sign up to access the space. If you don't receive this email, please check your spam or junk folder as invitations sometimes end up there.





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



[8]

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6. What will I need to do to prepare?

- **Read through this guide** - As easy as that!
- **Test out Zoom** - If you have not used Zoom before, please follow the instructions in section 7 and 8. If you have previously downloaded the Zoom app, make sure you have updated to version 5.0 or above. We will also run a tech try-out session ahead of the webinar on Wednesday 13 October, 4-4:30pm. Please come along to this session if you've not used Zoom before or would like any technical support.
- **Sign up to the online homework space** by following the email link sent to you from Hopkins Van Mil at Recollective.
- **Come to prepared to workshop 1 with an image which reflects your view on land use in your region** – You can either go out into the local landscape around the Yorkshire Dales and take a picture OR find an image on the internet from your local area which you can share that reflects your view on land use in the region. It could focus on nature, climate and/or food and farming. We would like you to upload this image to the homework space by **lunchtime on Thursday 14 October**. 
- **Find a suitable space where you can join the online workshop** - Find somewhere **quiet and comfortable** to take part in the online workshop. You will need a reliable internet/Wi-Fi connection and somewhere to charge your computer, laptop or tablet. Don't worry if people or pets pass in view, many of us are working at home and are in the same boat. 
- **Have your smart phone charged and with you** so that you can take part in our online polling through menti.com – this is a quick, easy and instantly visual way of gathering your views during the workshop.  If you do not have a smart phone, you can open menti.com on a browser on your laptop or tablet. 
- **Have pen and paper handy to take notes** - We will be showing you some videos during the workshops, and you might find it helpful to take notes.



[9]

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7. How do I join the workshops?

You will be **emailed the link** to the Zoom workshop ahead the first session: the webinar on **Wednesday 13 October**. Please **do not share this with anyone else**. You will be emailed a new Zoom link before each workshop.

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



Joining from a computer

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

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

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



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Joining from a tablet (e.g. iPad)



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

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

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

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

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

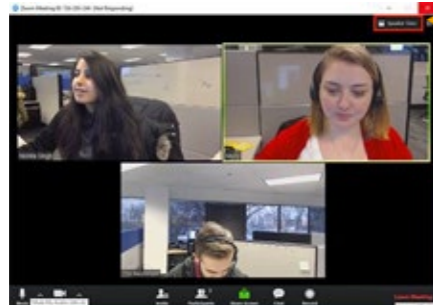
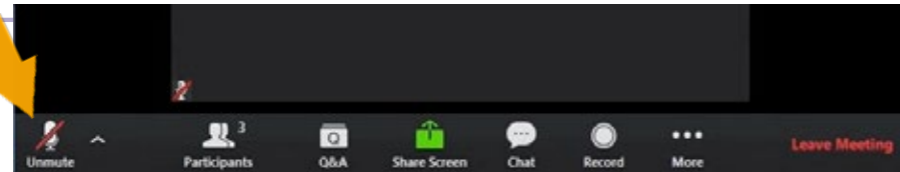


[11]

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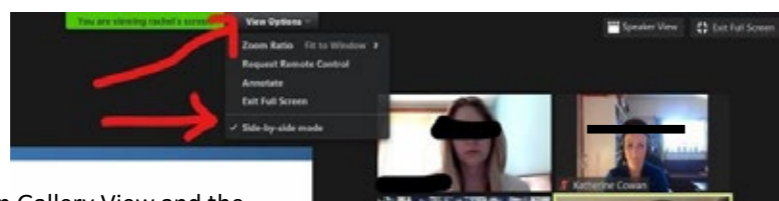
8. Tips for using Zoom

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

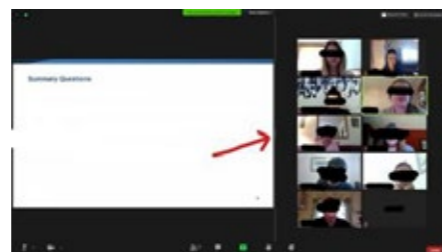


If you use Gallery View (top right-hand corner), you can see everyone at once, rather than just the speaker.

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



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














[12]



9. Points to help the online discussions

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

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

[13]



10. How will I receive my thank you payment?

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

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

Reference will be **Land Use**.

THANK YOU!

Thank you for agreeing to take part in this research and for reading through this guide! We hope you found it helpful. We are looking forward to seeing you on **Wednesday 13 October at 5.45pm for the webinar. The following pages in this guide provide important information on recording and how we use your data, and the agenda for each session.**



[14]



UK Land Use Conversation: Public Dialogue

Research consent form

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

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

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

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

How we protect your personal information

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



[15]



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

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

Sharing information with others

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

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

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

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

Storing information

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

Your data protection rights

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

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



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

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

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

Your right to complain

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

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



[17]



Webinar & Workshop Agendas

Webinar: Wednesday 13 October 6 - 7pm

Webinar: Wednesday 13 October, 6 - 7pm

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



[18]



Workshop 1: Thursday 14 October 6 - 8:30pm

Workshop 1: Thursday 14 October, 6 - 8:30pm

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



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Workshop 2: Monday 18 October 6 - 8:30pm

Workshop 2: Monday 18 October, 6 - 8:30pm

6:00	Welcome, introduction & quick questions using www.menti.com
6:15	Small group discussion 1: climate and land use
6:35	Film on land use and the climate crisis
6:45	Presentation on local landscape in relation to the climate crisis
6:55	Small group discussion 2: gathering our questions
7:20	Break
7:30	Speaker panel Q&A
7:55	Small group discussion 3: constraints and opportunities
8:20	Final www.menti.com questions and homework briefing
8:30	Thank you & see you on Wednesday



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Workshop 3: Wednesday 20 October 6 - 8:30pm

Workshop 3: Wednesday 20 October, 6 - 8:30pm

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



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Resources
FOR CHANGE

Creating Connections
Hopkins Van Mill

Workshop 4: Sunday 24 October 10am - 1pm

Workshop 4: Sunday 24 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



[22]

Resources
FOR CHANGE

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Welcome Pack

UK Land Use Conversation Public Dialogue

Yorkshire Dales

Any questions?

grace@hopkinsvanmil.co.uk

info@hopkinsvanmil.co.uk



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Resources
FOR CHANGE

Creating Connections
Hopkins Van Mil

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

wwf.org.uk

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

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

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

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



For a future where people and nature thrive | wwf.org.uk

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