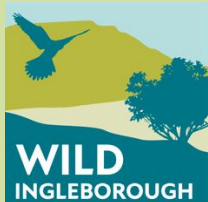


Wild Ingleborough Community Conversations

Final Report: June 2022



TPXimpact



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Executive Summary

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Community Engagement Enhances Nature Restoration

Wild Ingleborough Community Conversations provided a valuable space for local people and other stakeholders to learn about the project and contribute to its future.

The community workshops, pop-up conversations, one-to-one interviews and online discussions that took place uncovered plenty of wisdom and creativity in the community, which should be drawn upon by the Wild Ingleborough Steering Group over the coming months and years.

This desire to understand, access and help sustain the landscape was evident in the [50+ ideas that were submitted](#) through the process and are outlined in this report. Ranging from quick wins and simple actions to long term partnerships and advocacy initiatives, these proposed activities offer a blueprint for deepening the participation of local people in nature restoration and building public support for Wild Ingleborough. They will need to be considered carefully by the Steering Group and this report offers [clear guidance for how that should be done before decisions are communicated publicly](#).

The Community Conversations also demonstrated the wider potential of community engagement to enhance the Wild Ingleborough project. This report offers [4 recommendations for the Steering Group to take into the next phase of the project](#):

- Establish an ongoing community advisory or leadership structure
- Embrace a broader community leadership role beyond land management
- Make public commitments to long-term advocacy and/or support for campaigns on a small number of big issues
- Agree the community engagement pathways you are seeking to build and monitor them

Background

Introducing Wild Ingleborough, the
Project Team and the need for
Community Conversations

/ The Wild Ingleborough Partnership

The Wild Ingleborough Partnership was launched in 2020 and brings together six organisations with a shared vision for nature recovery and habitat restoration in the area around Ingleborough:



Yorkshire Wildlife Trust is a charity dedicated to conserving, protecting and restoring wildlife and wild places in Yorkshire. The Trust owns over 100 nature reserves across Yorkshire, several of which are at Ingleborough, and has been working in the area for over 50 years.



WWF-UK is a charity dedicated to building a world where people and wildlife can thrive together, and this is at the heart of the Wild Ingleborough project. It has invested funding into the project and has been overseeing the initial community engagement programme.



Natural England is the UK government's adviser for the natural environment. Their purpose is to help conserve, enhance and manage the natural environment for the benefit of present and future generations. They are responsible for managing the Ingleborough National Nature Reserve.



UNIVERSITY OF LEEDS

The University of Leeds brings a wealth of expertise in research and monitoring and is leading on work to gather evidence around the impacts of the project on climate, biodiversity and people.



United Bank of Carbon is a local charity focused on protecting, planting and restoring trees and forests in the UK and across the world. It has invested funding and expertise into the Wild Ingleborough project.



The Woodland Trust is focused on the restoration of our woodland heritage. The charity brings a wealth of woodland creation and natural regeneration expertise to the project, along with advice and funding for farmers interested in planting new areas of their land.

Wild Ingleborough Steering Group

The Wild Ingleborough Steering Group oversees the project and organises a range of activities to promote nature recovery in the Ingleborough area for the benefit of local communities, visitors and businesses.

They commissioned the Community Conversations project and are responsible for responding to the ideas generated by the public.

The Steering Group comprises:

- **Jono Leadley** - Yorkshire Wildlife Trust
- **Andrew Hinde** - Natural England
- **Cat Scott** - United Bank of Carbon
- **Dom Spracklen** - University of Leeds
- **Lizzie Knight** - WWF-UK
- **Hannah Marshall** - Woodland Trust





TPXimpact was commissioned to deliver Community Conversations and this report for Wild Ingleborough.

We support public bodies, community and third sector organisations to put people's voices at the heart of change.

Over the past 14+ years we have supported organisations to engage with their communities in new ways, to shape and deliver transformation that matters to people and places. Our clients include over 100 top tier local authorities and 11 of YouGov's top 20 most recognised charities in the UK.

Our multidisciplinary teams provide expertise in a variety of approaches - from service design and digital transformation to community engagement and deliberative democracy - and across different sectors - from health and housing to climate and social care.

We are committed to working in ways that deliver impactful and sustainable outcomes for people, planet and communities.



/ Project Team

Wild Ingleborough Community Conversations were organised and delivered by a blended team with expertise across community engagement, deliberative processes and design from TPXimpact, WWF-UK and Yorkshire Wildlife Trust.

Core Team



Tom Chigbo
Community
Engagement &
Participation
Manager



Kelly McBride
Deliberative
Democracy
Lead



Charlie Cutt
Community
Engagement
Manager



Ellie Parker
Community
Engagement
Officer

Wider Team



Claire Hazelgrove
Community &
Political
Engagement
Director
(Project Sponsor)



Amy Rainbow
Senior Design
Researcher



**Hannah
Zafiropoulos**
Design
Researcher

/ About Ingleborough

Ingleborough is one of the famous Three Peaks in the northwestern part of the [Yorkshire Dales National Park](#).

Together with Pen-y-ghent and Wharfedale, this mountainous area is renowned its wildlife, geology and spectacular scenery.

The area also faces a number of challenges:

- Sheep farming has been an important part of Dales life for centuries. However, increases in the number of sheep after the Second World War have contributed to the depletion and fragmentation of native woodland and other natural habitats, resulting in loss of wildlife.
- Ingleborough is a popular tourist destination which brings both economic gains and additional pressures for the landscape and community.
- Opportunities to visit and enjoy the landscape are not equally accessible to all people.



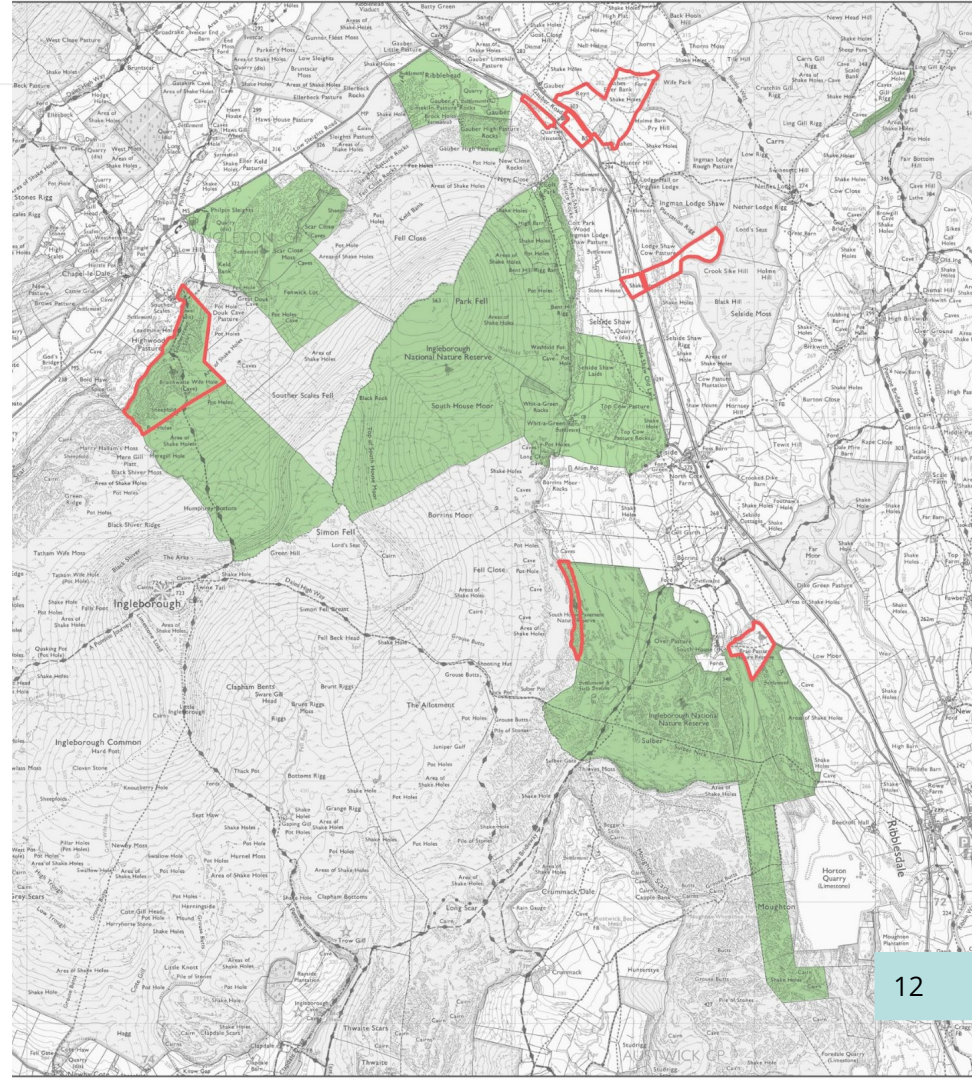
A Vision for a Wilder Future

Wild Ingleborough is an ambitious conservation project, which aims to create a wilder future for the Ingleborough area that supports low intensity farming, restores nature and tackles climate change.

The project focuses on habitat restoration on around 1,200 hectares of land owned by Natural England and the Yorkshire Wildlife Trust, helping wildlife to thrive across the [Ingleborough National Nature Reserve](#).

By helping the area to sustain a wider diversity of habitats, it will support more wildlife, store more water and capture more carbon. All these things help halt the decline of wildlife and fight against climate change.

Habitat restoration also opens up new possibilities for connection with wildlife, which have the potential to bring other benefits to local people and visitors, including employment, recreation, learning and volunteering opportunities.



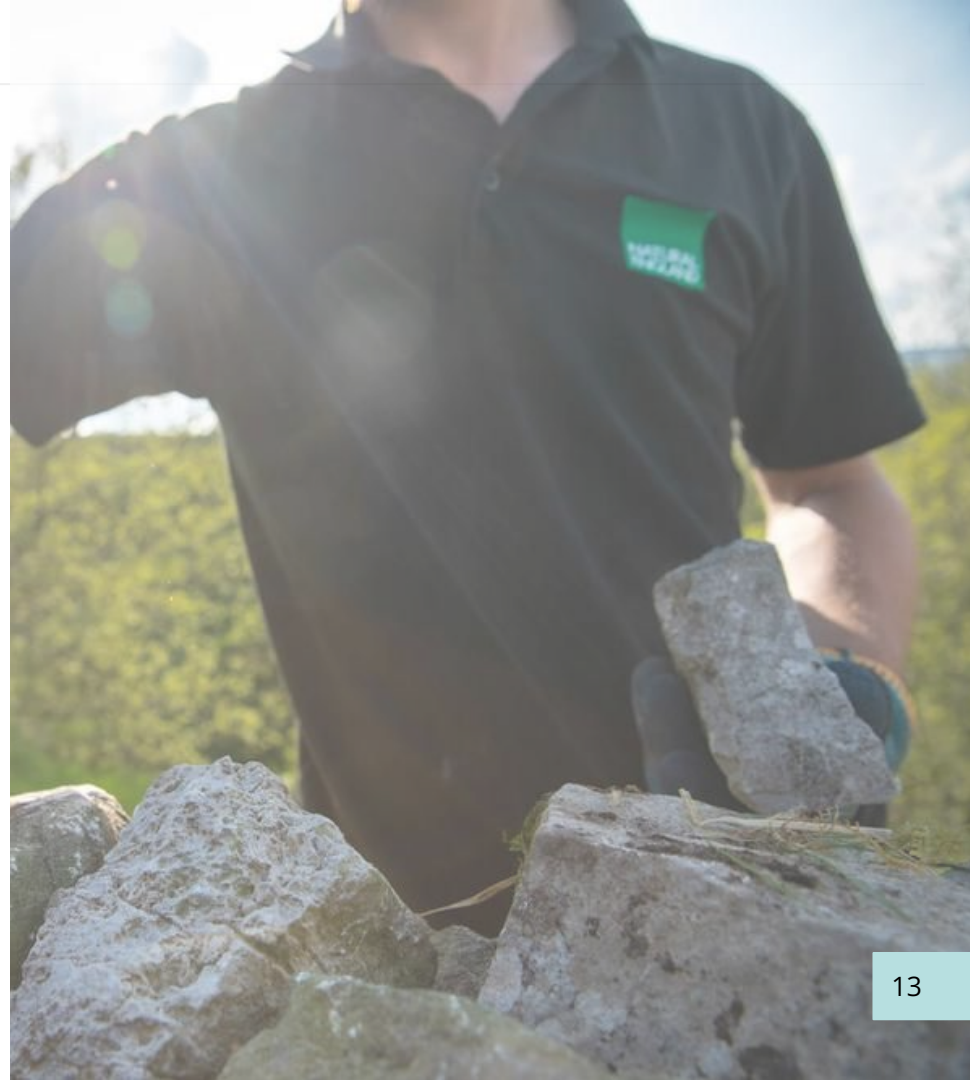
/ Early Progress

By early 2022 the project had already made considerable progress on its nature recovery and habitat restoration goals, including:

- Managing 200+ hectares of land under restoration
- [Bringing 150+ hectares of new land under restoration](#)
- Protecting 62+ hectares of blanket bog
- Building a tree nursery
- Planting 59,000+ trees
- Created and maintaining 1500m+ of footpath
- Completing 850m+ of dry stone wall
- [Conducting ecological surveys and other monitoring](#)

Several community engagement events also were underway:

- Public information talks and consultation meetings
- Nature walks
- School visits
- Face to face meetings with local farmers
- [3000+ hours worth of volunteer days \(including 1500 hours on tree planting\)](#)
- [Experience Wild Ingleborough Access to Nature Fund](#)
- ['Our Ingleborough' community documentary and oral histories project](#)



/ Involving the Community

Once initial habitat restoration work was underway, its potential to have a positive impact on the local area became increasingly clear.

The Wild Ingleborough Steering Group was keen to deepen the involvement of community members and other stakeholders in shaping the future development of the project.

The Community Conversations project was initiated to:

- Hear ideas directly from the public and gain a deeper understanding of the hopes and concerns of people with an interest in Ingleborough.
- Encourage greater community understanding and participation in the project as a whole, giving participants the opportunity to learn about Wild Ingleborough and reflect on the variety of needs to be considered in planning for the future of the project.



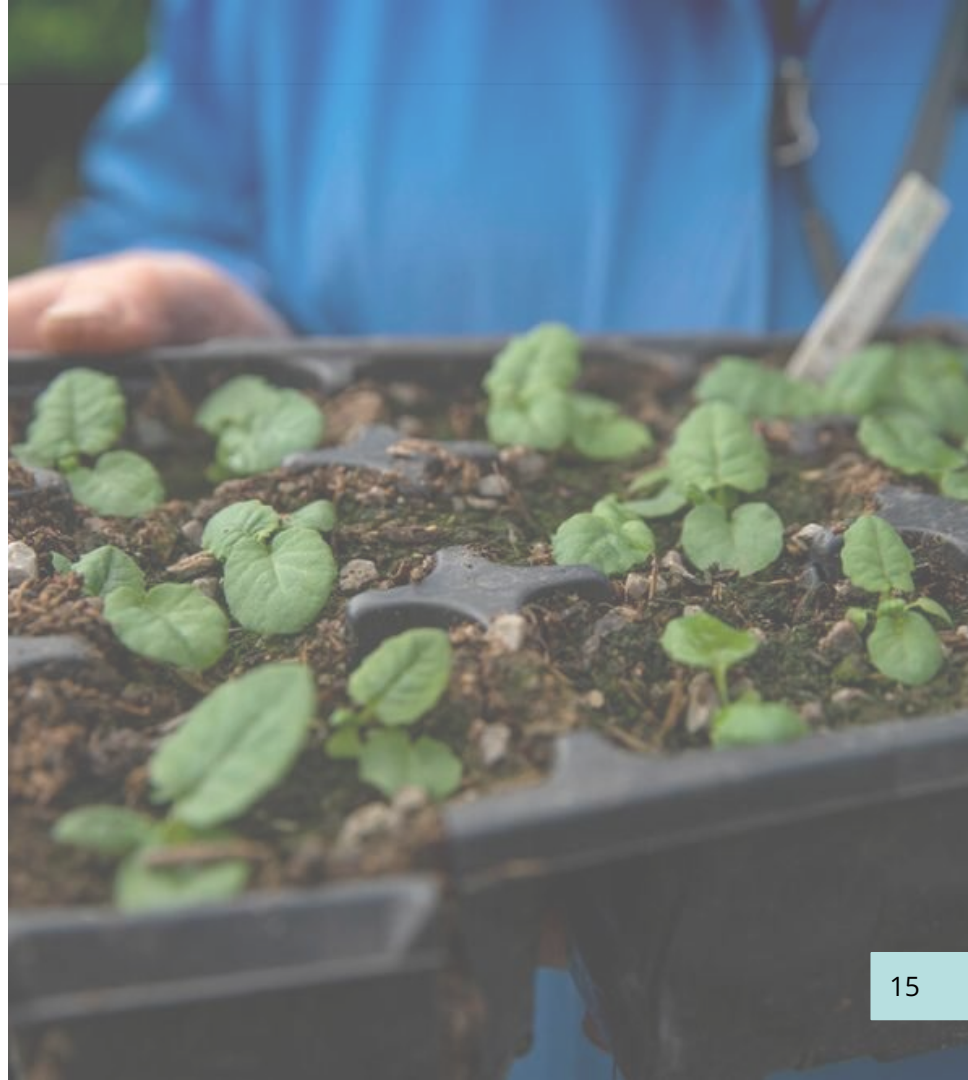
Community Conversations

The project was framed by the question:

How can Wild Ingleborough provide benefits for local people, communities and businesses, whilst welcoming more diverse groups of visitors to enjoy this popular area of the Dales?

Further considerations included:

- What needs must we all consider to sustain this landscape and support local people, visitors, wildlife and farming now and into the future?
- How can we improve access to/throughout the site?
- How can Wild Ingleborough play a role in supporting sustainable tourism in this area?
- How can we provide opportunities for local people to enjoy, learn from and contribute towards looking after the area?



Our Approach

Explaining who we spoke to, how we spoke to them and what they felt about the experience

/ Who did we speak to?

Decisions about how to manage the landscape and support local people, visitors, wildlife and farming affect a wide range of people and groups, each with different experiences. To ensure we heard a range of perspectives, we initiated conversations with people with different connections and relationships to the area, including:



Local Residents



Visitors



Landowners



Farmers



**Local Business
Owners**



**Access Funding
Recipients**



**Students &
Young People**



**Outdoor
Recreation
Participants**

/ How did we reach them?

To ensure we engaged as broad a range of participants as possible, we used a variety of methods to reach people, including:

Existing Relationships	Link Tracing	Active Outreach	Promotional Activities
We made use of the Wild Ingleborough Partnership's existing networks and stakeholder mapping to contact people and organisations already involved in ongoing Wild Ingleborough activities and engagement events	We spent time getting to know the existing community assets and networks and connected with their trusted organisers and champions	We provided local civil society leaders and groups with information about the Community Conversations to disseminate to their networks	We publicised our activities widely via local media, online forums, and and sharing them with Parish Councils, local organisations and businesses

/ What did we do?

We conducted four community engagement activities across a range of scales, in the local area and online:



Workshops

Held workshops in Ingleton, Settle and a further online workshop engaging 14 participants



Pop-ups

Had conversations with 25 people in public spaces in Ingleton and Settle



Interviews

Conducted 8 interviews with people in various locations and online



Online Platform

Built a website for people to submit ideas for consideration

Workshops

We held workshops in Ingleton, Settle and online with 14 participants from different urban and rural locations in North Yorkshire and Cumbria.

Each workshop lasted 2.5 hours and included a facilitated discussion and activities that helped people to:

- Learn about the project and work to date
- Reflect on the diverse needs that we must consider to sustain this landscape and support local people, visitors, wildlife and farming now and into the future
- Share any questions or concerns they have about the project
- Develop ideas for how Wild Ingleborough can provide benefits for local people, communities and businesses, whilst welcoming more diverse groups of visitors to enjoy this popular area of the Dales.



/ Pop-ups

We help pop-up conversation sessions in Ingleton and Settle to provide a space for people to share their thoughts and ideas in a more informal way.

These conversations helped us to reach people who may be less willing or able to participate in a more demanding or lengthy engagement activity. They provided input from people who were generally less familiar with Wild Ingleborough.

Each conversation was guided by the participant's interest after the facilitator provided a brief introduction to Wild Ingleborough and some of the main opportunities and challenges related to the project. Key themes discussed in conversations included:

- Access and Inclusion
- Welcome and Information
- Tourism
- Getting Involved



/ Interviews

We held a series of in-depth interviews with 8 people to gain further insight into the diverse needs, expertise and ideas of people who have an interest in Wild Ingleborough.

We spoke to a range of local stakeholders with different relationships and connections to the area including faith and community groups, farming, land management, local business and parish councils.

The interviews took place in person and online. Key themes discussed in conversations included:

- Access and Inclusion
- Welcome and Information
- Tourism
- Getting Involved



Online Platform

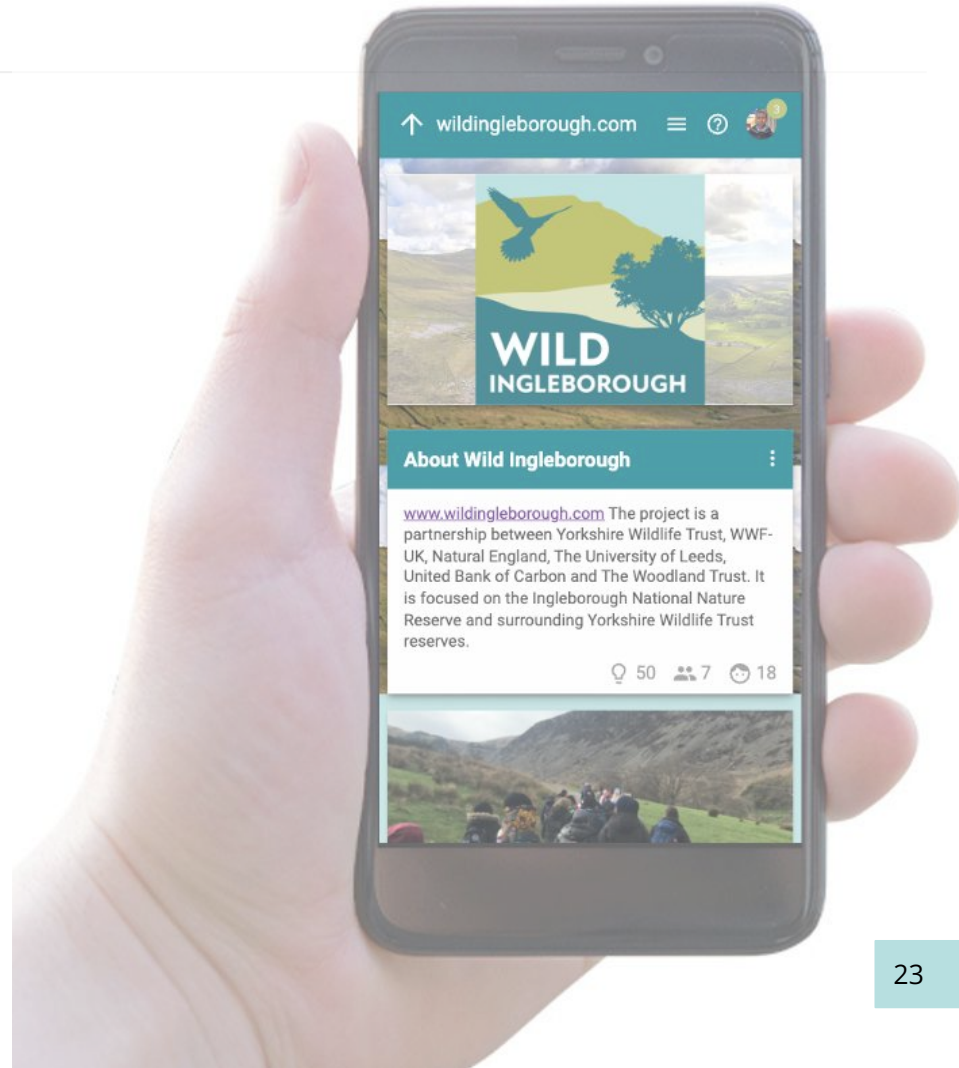
We developed a website for Community Conversations using the [Your Priorities](#) digital platform.

The website provided background information about the project and links to the Wild Ingleborough website.

It also allowed people to propose ideas and react to those from others, through voting and balanced deliberation. This meant that both supportive suggestions and criticisms were given equal prominence, building trust that the desire to listen to all views was genuine. No restrictions were placed on what ideas could be submitted, or how they were expressed. To stimulate discussion and draw out ideas, users were offered 6 themes as prompts:

- Access & Inclusion
- Tourism
- Getting Involved
- Welcome & Information
- Health & Wellbeing
- Community Events

The website was also promoted via targeted social media to 56,688 users, generating 1643 site visits.



/ The Experience for Participants

Those who took part in the Community Conversations reported a positive experience of learning and discussion.

Quote

**"It was great. A chance
for everyone to put
forward their views."**

Workshop Participant,
Online

Quote

**"It was nice to be in a
forum that gave you the
opportunity to hear
others' points of view.
Not ones that agree with
mine - it's far too easy to
agree with yourself. I got
to chat with them and
open my mind."**

Workshop Participant,
Online

Quote

**"I will take away a
greater understanding of
what people with
complex disabilities can
do in a wild environment.
And the benefit that they
get from it, how great
they feel being out
there."**

Workshop Participant,
Ingletton

/ The Experience for Participants

Those who took part in the Community Conversations reported a positive experience of learning and discussion.

Quote

"I was expecting it to be far more constrained by what we had to do, than it was actually. We were given quite a free hand."

Workshop Participant,
Ingleton

Quote

"I was pleased to see a number of people that recognised the importance of the wild world on the wellbeing of everybody, regardless of where they currently live."

Workshop Participant,
Online

Quote

"There were some points that came out, on the ecological point of view, that as the child of farming generations surprised me, ran contrary to the beliefs that I was raised with and were passed on from generation to generation."

Workshop Participant,
Online

Ideas

Analysis of the notes from workshops, pop-ups, interviews and submissions on the online platform revealed over 50 distinct ideas were proposed

/ Key Themes

The Community Conversations were guided by four key themes seen as particularly relevant to the project, where local community could have a meaningful impact:



Tourism



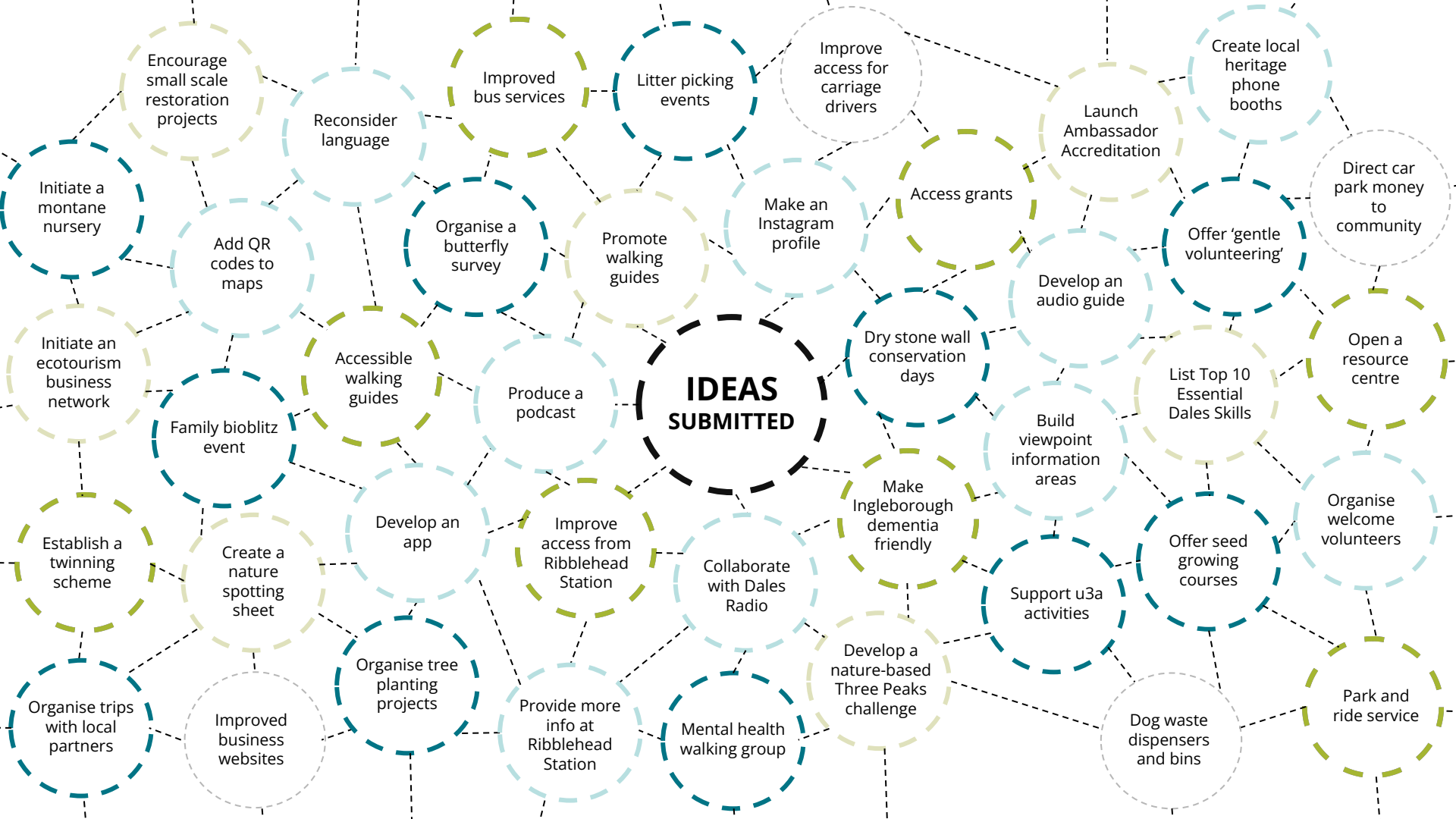
Access



Getting
Involved

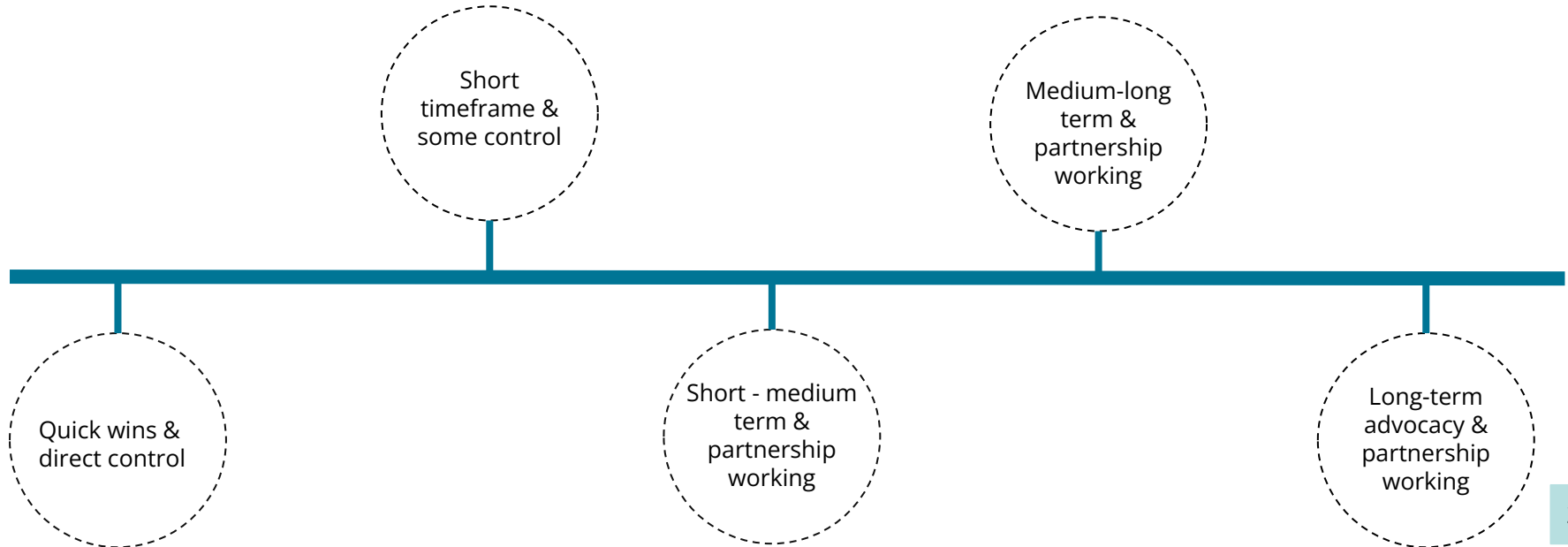


Welcome &
Publicity



/ Organising Ideas By Complexity

The Project Team identified which ideas fell within the scope of the project. This more focused list was mapped on a scale according to the work required to implement the ideas, with some already under consideration or needing little external support and others requiring longer term advocacy or external partnerships:



/ Tourism

Quick wins &
direct control

Promote walking
guides

Create a nature
spotting sheet

Short
timeframe &
some control

Make a list of
Top 10 Essential
Dales Skills

Short -
medium term
& partnership
working

Develop a
nature-based
Three Peaks
Challenge

Medium-long
term &
partnership
working

Launch
Ambassador
Accreditation

Initiate an
ecotourism
business
network

Long term
advocacy &
partnership
working

/ Access

Quick wins &
direct control

Provide grants
to support
access to
Ingleborough

Short
timeframe &
some control

Produce
accessible
walking guides

Short -
medium term
& partnership
working

Make
Ingleborough
dementia
friendly

Improve access
from Ribbleshead
Station

Medium-long
term &
partnership
working

Open a resource
centre

Establish a
twinning
scheme

Long term
advocacy &
partnership
working

Advocate for
improved bus
services

Establish a park
and ride service

/ Getting Involved

Quick wins &
direct control

Plan dry stone wall
conservation days

Organise a butterfly
survey

Organise tree planting
projects

Offer 'gentle
volunteering'

Initiate a montane
nursery

Short
timeframe &
some control

Offer seed growing
courses

Organise a mental
health walking group

Plan litter picking events

Organise a family
bioblitz event

Short -
medium term
& partnership
working

Organise trips with local
partners

Medium-long
term &
partnership
working

Support u3a activities

Long term
advocacy &
partnership
working

/ Welcome & Publicity

Quick wins &
direct control

Reconsider language

Make an Instagram
profile

Short
timeframe &
some control

Collaborate with Dales
radio

Produce a podcast

Short -
medium term
& partnership
working

Develop an app

Build viewpoint
information areas

Develop an audio guide

Add QR codes to maps

Medium-long
term &
partnership
working

Provide more
information at
Ribblehead Station

Organise welcome
volunteers

Create local heritage
phone booths

Long term
advocacy &
partnership
working

Looking Ahead

How to respond to the ideas,
recommendations for future community
engagement and next steps

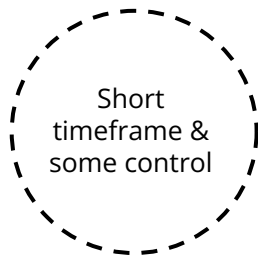
Responding to the Ideas

/ Responding to the Ideas

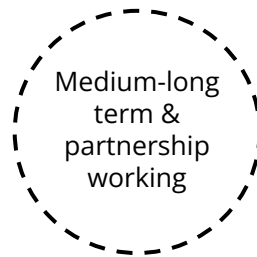
The ideas proposed require different forms of action and timescales to implement. When choosing which to take forward, we recommend that the following framework is used:



- Quickly decide whether or not to take each idea forward - with the presumption that most feasible ideas will be pursued.
- Where ideas are accepted, begin work on implementation as soon as possible and share timelines with the community and stakeholders.
- Where ideas are rejected or deemed unfeasible, communicate the reasons why clearly to the local community and stakeholders.



- Conduct further research and meet with potential partners to discuss how the idea might be implemented.
- Consult with potential participants or stakeholders on a proposal for action.
- Review proposals and decide on implementation, in light of capacity, resources and impact.
- Communicate the decision to the community and stakeholders.



- Select 1 or 2 ideas to pursue long term.
- Make public commitments to advocate for them.
- Begin work on a power analysis of the issue, to identify potential stakeholders, decision makers, supporters and opponents.

Recommendations for future community engagement

/ Summary of Recommendations

1

Establish an **ongoing community advisory** or leadership structure

2

Embrace the **broader community leadership role** beyond land management

3

Make public commitments to **long-term advocacy and/or support for campaigns** on a small number of big issues

4

Agree the **community engagement pathways** you are seeking to build and monitor them

Establish an ongoing community advisory or leadership structure

As well as specific ideas and suggestions for action, the Community Conversations revealed a strong appetite among some local people and stakeholders to contribute more directly to the planning and development of Wild Ingleborough. An upcoming opportunity for this is the development of the Interpretation Plan, where community input into decisions could add value.

Introducing a more permanent mechanism for drawing from the wisdom of local stakeholders (e.g. Community Leadership Team, Community Advisory Group) would benefit the project in many ways, including:

- Fostering a stronger sense of local ownership and loyalty to Wild Ingleborough - combatting the sense of the project being 'done to' the area
- Greater support with the design, development and delivery of future engagement activities, as well as the potential to elicit more enthusiastic participation from local networks and institutions
- Readily accessible guidance and practical assistance for the project's Community Engagement Officer, beyond that provided by the Steering Group
- A pool of ambassadors who, by virtue of the respect or relationships they already have within their community, are trusted to hear and deliver messages about the project.

Embrace a broader community leadership role beyond land management

The Community Conversations were broadly welcomed as a positive space to discuss a range of issues related to sustaining the landscape and supporting local people, visitors, wildlife and farming now and into the future.

While it was understood by all participants and stakeholders that most of the work of the Wild Ingleborough Partnership will focus on land management, there was a clear willingness from people to submit ideas reaching beyond this specific task.

The number and diversity of ideas received (as well as the passion with which they were expressed) demonstrates that, regardless of people's views about the project, Wild Ingleborough is seen as a significant player in wider local affairs. This potential to offer broader community leadership should (whilst being careful not to overwhelm the core work of the project), be embraced as a means of building more local support for habitat restoration and influencing the wider social and economic landscape to make nature recovery more successful.

Make public commitments to long-term advocacy and/or support for campaigns on a small number of big issues

Some of the most passionate discussion in the Community Conversations related to difficult problems and complex issues, which made living in the area more challenging or acted as barriers to accessing and enjoying the landscape. Most of these issues fall outside the direct control of Wild Ingleborough and cannot be resolved through land management work. However, they are widely and deeply felt by local people, uniting people with diverse backgrounds and interests.

Publicly supporting efforts to address some of these long term issues, while remaining true to the goals of the project, would allow Wild Ingleborough to clearly demonstrate that it values local communities. Wild Ingleborough would not need to take up many issues, nor act as the leading advocate where more appropriate local voices exist. But being seen to participate in even modest actions to address big local concerns would be valuable.

Agree the community engagement pathways you are seeking to build and monitor them

Recruitment of participants in community engagement activities was a challenge for Community Conversations, especially as activities like workshops and interviews demanded lots of time. Meanwhile, a range of other activities from information talks to volunteer days are underway to provide people with additional opportunities to connect with Wild Ingleborough.

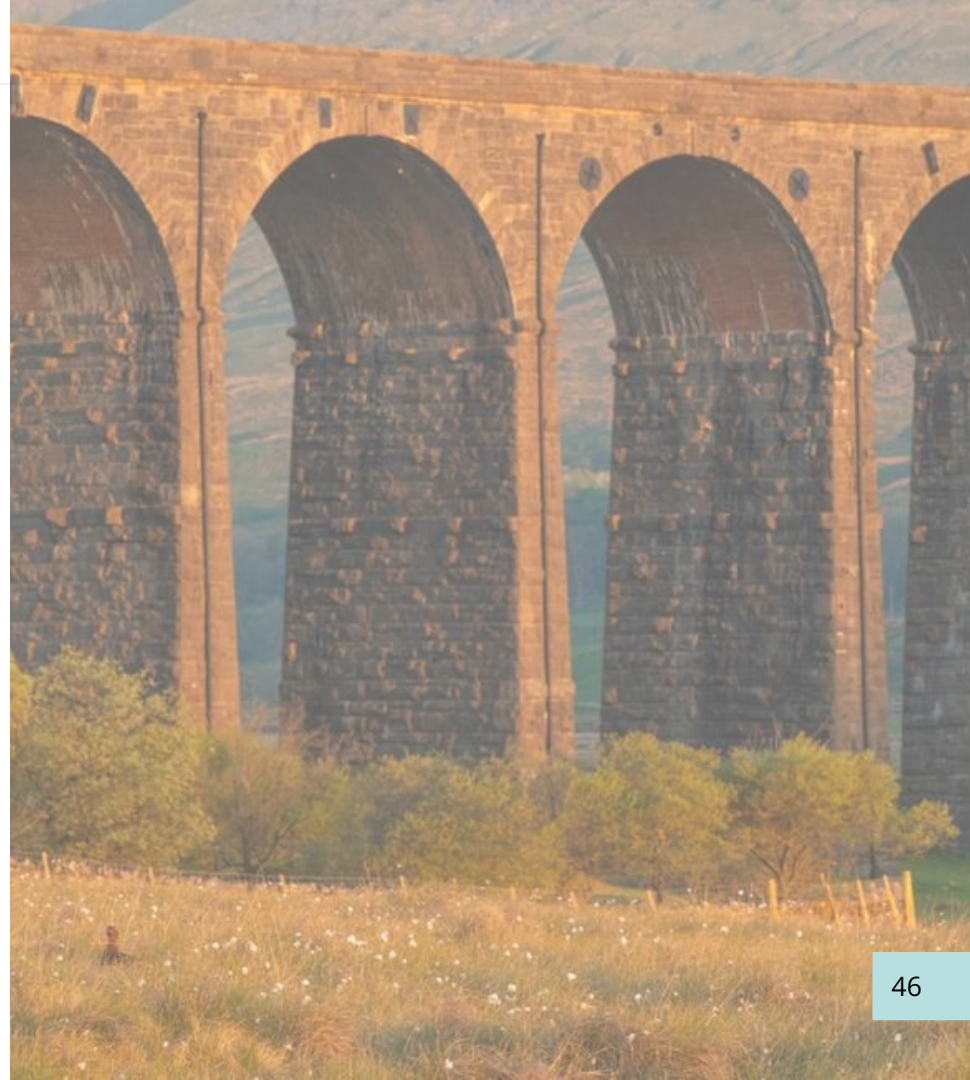
Rather than simply organising a range of events to meet discrete needs, the project would benefit from a clearer understanding of how those activities (individually and in combination) take participants on a journey from minimal participation to deeper and more demanding engagement. By agreeing user journeys/community engagement pathways and monitoring participation levels at each stage, Wild Ingleborough will be more successful in building community support and engagement over time.

Next Steps

/ Work Underway

Wild Ingleborough have already begun work on some of the ideas raised in the Community Conversations, including:

- Access to Nature Fund - this scheme will run again next year along with a budget for some discretionary small grants
- Spotters' Sheets - "Birds of Ingleborough" and "Flowers of Ingleborough" sheets are being developed to help visitors identify wildlife
- Dry stone walling, tree planting and tree guard removal will continue to be offered as volunteering activities
- Visitor information and interpretation panels around the site are being updated



/ Plans for 2022

Some activities are being planned for later this year including:

- Reviving plans for a fully accessible walking and tramper route through Lime Kiln Pasture & beyond
- Researching walking guides for the area
- Summer family activities, including a Big Butterfly Count in July 2022
- Exploring opportunities for green social prescribing to support people with mental health and other needs
- Developing Wild Ingleborough's social media presence
- Exploring opportunities to improve visitor information at Ribbleshead station with rail operators
- Convening a Sustainable Tourism Forum

Other ideas emerging from Community Conversations will be evaluated by the Steering Group, before plans and proposed actions are shared with the community in late 2022.



Find Out More



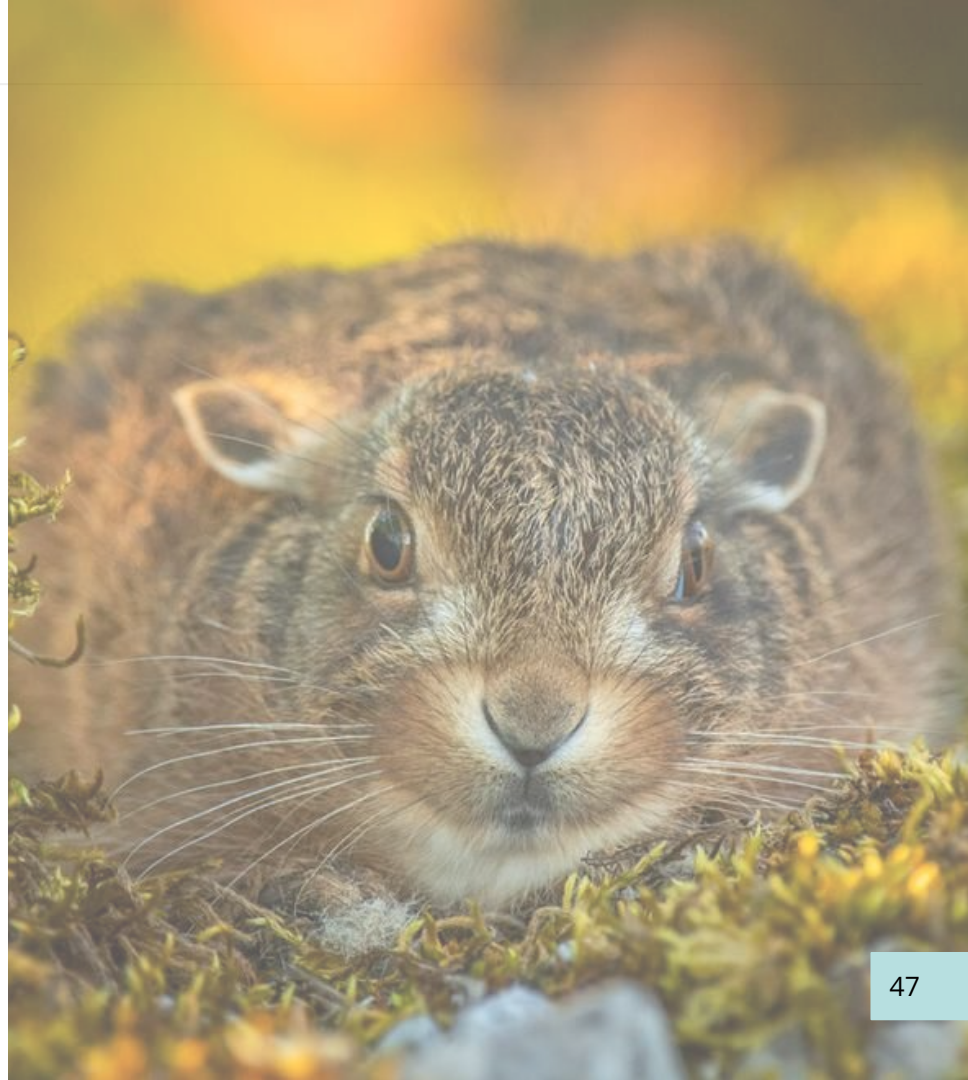
www.wildingleborough.com



[www.facebook.com/
Wild-Ingleborough-110459444922187](https://www.facebook.com/Wild-Ingleborough-110459444922187)



hello@wildingleborough.com



Thank You

To the Wild Ingleborough Steering Group, local people and stakeholders who contributed their knowledge and experience to the Community Conversations