

# LAND OF PLENTY: PUBLIC PERSPECTIVES IN PEMBROKESHIRE

CONVERSATIONS ON THE FUTURE OF  
CLIMATE, NATURE AND FOOD

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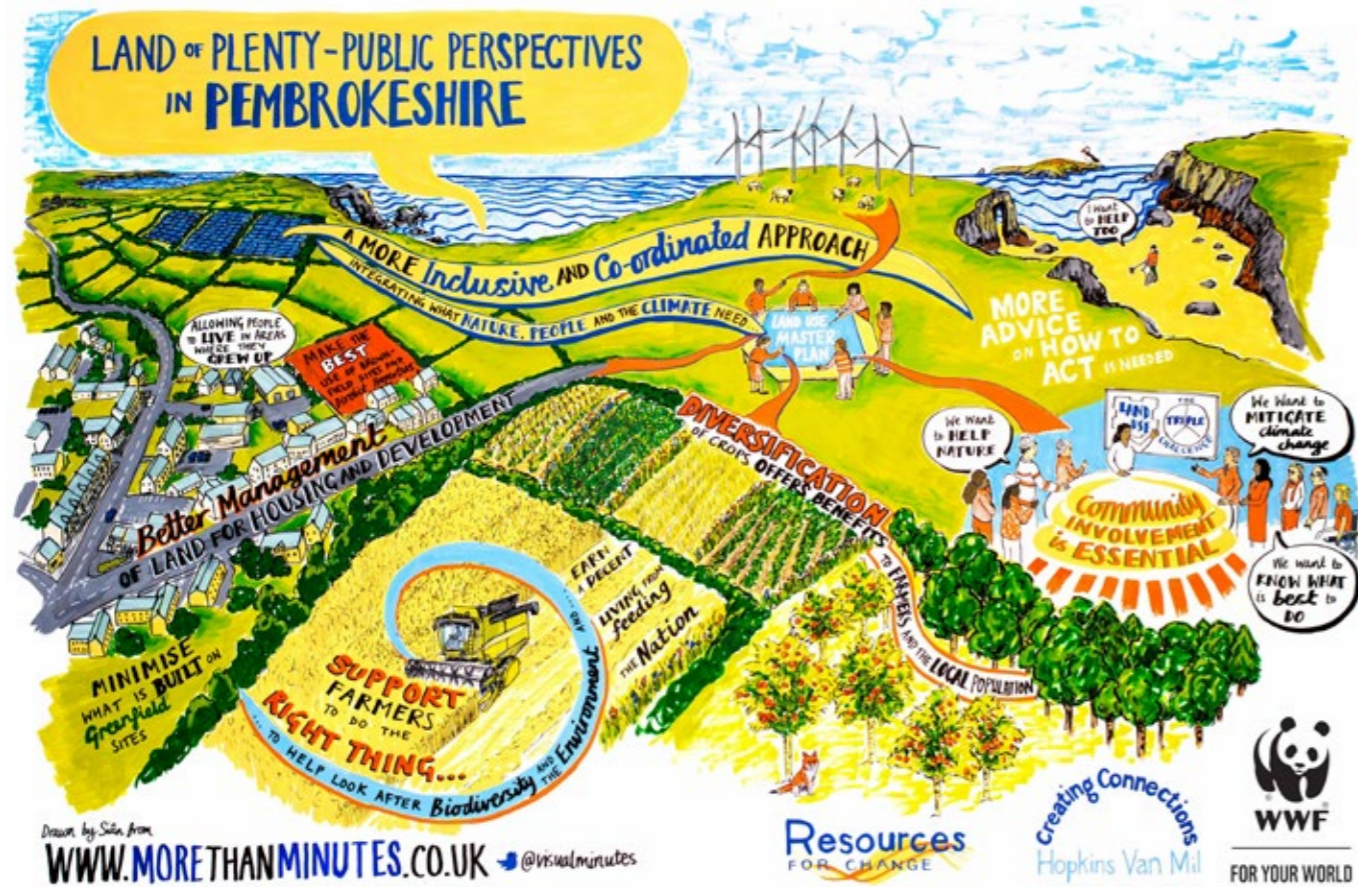


This public dialogue was commissioned by WWF-UK. This report has been written by the sustainable development company Resources for Change and the deliberative engagement specialists Hopkins Van Mil. Report authors Henrietta Hopkins, Mike King and Suzannah Kinsella.

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 – PEMBROKESHIRE

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 Pembrokeshire:

<p><b>BELIEVE SUPPORTING FARMERS TO DO THE RIGHT THING IS ESSENTIAL</b></p>	<p><b>CALL FOR BETTER MANAGEMENT OF LAND FOR HOUSING AND DEVELOPMENTS</b></p>	<p><b>STRESS THE NEED FOR A LAND USE MASTERPLAN: INTEGRATING WHAT NATURE, PEOPLE, CLIMATE NEED</b></p>	<p><b>BELIEVE COMMUNITY EDUCATION AND INVOLVEMENT IN LAND USE AND THE TRIPLE CHALLENGE IS VITAL</b></p>	<p><b>STRONGLY SUPPORT THE DIVERSIFICATION OF CROPS TO GENERATE INCOME AND CREATE MORE CHOICE IN LOCAL PRODUCE</b></p>
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Important points for participants in Pembrokeshire include:

- Supporting farmers to help look after biodiversity and the environment and to make a decent living from feeding the nation, so that in five or ten years’ time discussions on the triple challenge will not be necessary.
- An approach to housing and land use that allows people to live in houses in the areas where they grew up and makes best use of brownfield sites and derelict/ abandoned properties to minimise what is built on greenfield sites.
- The need for a more inclusive and coordinated approach to ensuring land is used in ways that benefit nature and mitigate climate change, participants want to see a masterplan of how land could best be used and identify missed opportunities or inappropriate land use.
- There is a significant, untapped resource of people wanting to help nature and mitigate climate change. Participants want to know what to do for the best as both individuals and as communities and recognise the need for both top down and bottom-up action for change. More advice and help on how to act is needed.
- Diversification offers benefits to farmers and the local population: diversifying into a range of different sectors: local community renewable energy production, nature conservation and to a wider range of crops: could this be a model for the future of land use in Pembrokeshire?

# 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 events<sup>1</sup>. 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. 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 Pembrokeshire where 19 participants were recruited from the region.

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

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

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





## 2.2 HOUSING AND INFRASTRUCTURE DEVELOPMENT: LOCAL VS SECOND HOMES AND THE QUESTION OF WHERE TO BUILD

Housing is a profoundly complex topic in Pembrokeshire. It spans affordability (beyond just social housing), social sustainability, local infrastructure and environmental impacts. The issue of people not being able to afford to buy homes in the communities they grew up in is hugely important. Some spoke of clinging on to links with their communities by serving as school governors or going to church. They worry that communities increasingly dominated by second homes are being hollowed out. Local connections to the land, how it is changing and good approaches to land management, risk being lost if communities lose the families who have known it for generations. Some participants emphasised that the problem of affordability isn't just linked to the availability of social housing. They stress that even those who have well-paid jobs, cannot afford to pay the £700,000 average asking price for a house in their village.

Participants recognise the dilemma around providing housing for the local populations and the increasing amount of building on greenfield sites in Pembrokeshire (Saundersfoot was specifically mentioned). Some feel that more flexibility should be given to small 'family' developments on greenfield sites whereas larger developments should be directed towards brownfield sites.

*The local authority are often quick to turn down applications from those who own small plots and wish to reside there, with obtaining a mortgage being out of reach for so many people many have used savings to purchase land with a view to building as it is a far more achievable goal financially, unfortunately planning is often not granted even after in principle decisions have been favourable prior to purchase.*

Many participants worry that the impact of new developments threatens to overwhelm small villages and detract from the open spaces and wildlife that are part of Pembrokeshire's identity. They know that their area needs to respond to the need for housing and for infrastructure to support jobs and schools, but they want to see more done to protect the beauty of Pembrokeshire.

*I recognise the need for affordable housing and development and infrastructure and what that does for the economy, but that is the piece that causes me the greatest concern, because all of that, I fear, will eventually hinder everything about Pembrokeshire that I find so beautiful, so the impact that it will have on our open spaces, on our wildlife, we're already starting to see some of that.*

## 2.3 CLIMATE CHANGE IMPACTS ON PEMBROKESHIRE

Climate change feels very real in Pembrokeshire. Flooding, rising sea levels and coastal erosion all loom large. Participants look at villages such as Newgale, where the main coast road is predicted to be submerged by rising sea levels in the next 10-15 years, and see the threat to homes and livelihoods. Others point to housing built on flood plains near Solva and how this area will be forced to adapt if flooding becomes more frequent.

*This is an area that floods quite regularly. So, yes, a lot of our conversation around climate change and more extreme weather events, made me think about how the lower village will be impacted. Obviously there are a lot of houses down there as well, and essentially some of which have been built on a not so good flood plain, and obviously over time how that is going to change that area completely really.*

Some participants spoke about the changes they are already making to their lives to cope with the more violent weather they are experiencing. For some this includes buying bigger and more powerful cars to drive through flood water. Some participants spoke of climate change impacts accelerating with society playing catch up.

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

## 2.4 WHAT IS A NATIONAL PARK FOR?

The Pembrokeshire Coast National Park (often referred to as 'The National Park') was more often questioned and criticised than praised in our discussions. Some participants believe that the National Park encompasses most of Pembrokeshire (rather than just its coastal fringes) and were surprised to learn that 95% of the land is in private hands. Many didn't know what the Park's approach to the triple challenge is and how the organisation is accountable to meeting climate change and biodiversity goals. There are also concerns that the Park Authority doesn't have a full understanding of residents' hopes and fears for the land in their remit. Participants think it was important to change this through more public involvement.

Participants want a better understanding of what the National Park's role is; if it is evolving in light of the climate emergency; and how land within the Park has been used historically.

*I also feel that the National Park, while it is beautiful to have something that is naturally there, it is just being used as grazing land. Traditionally and historically, some of that land would have been used for growing and maintaining rural crafts. It would have been used for other purposes, and National Parks now seems to be very much where we're leaving the land to go back to nature, but actually, we're not doing that because we are overgrazing.*

## 2.5 OIL REFINERIES AND MILITARY LAND: NECESSARY BUT COULD BE BETTER USED?

There is a 'beauty and the beast' aspect to the Pembrokeshire landscape. Participants juxtapose the stunning landscape with the presence of oil refineries and military firing ranges.

With the oil refineries, there is some acceptance of their presence as a source of jobs and energy/ manufacturing needs but also dismay at the impact they are felt to have on local air quality (someone mentioned they thought the air quality in Neyland is worse than London). There is also speculation about how the areas will be impacted by the shift to a lower carbon economy.

Some participants discussed the military firing ranges. In some ways this land is protected from developments and so is a place for wildlife. But this is contrasted with the military uses which inevitably harm the local environment. Questions are asked by participants as to whether the military still need such large tracts of land.

*Do the military need so much land that they have? They have so much land around here, and do they need it? Could some of it not be put to better use in relation to what we're discussing? Aside from all the pollution they chuck out of their tanks and the shelling and the noise?*

## 2.6 WELSH LANGUAGE: LINK TO FARMING COMMUNITIES

Participants spoke about the importance of Welsh language particularly in north Pembrokeshire with its links to farming communities, culture and heritage. The way land is used and how farming practices evolve could help Welsh language to thrive or decline. Participants want to see these human factors included in discussions on the triple challenge and land use.

*People need to realise that there's local people who are actually working, professional people that still actually can't afford to live where they were born and raised, and it is going to ruin our communities. I'm a Welsh language first speaker, and I think it is going to have an impact on the language of the community.*



## 3. CONCERNS FOR THE FUTURE OF LAND USE

### 3.1 MAKING IT HARD TO DO THE RIGHT THING

Several examples of 'making change difficult' were shared by participants. Wales has ambitions to be a 'forest nation'. But several participants quoted the media coverage of a farmer in the Brecon Beacons who was fined £15,000 for planting his trees in a way that contravened the Glastir Woodland scheme (tree placement was out by 10cm).

*When you read something like that in the paper you just think all these farmers are going to go, 'Oh, for God's sake, we just can't be bothered with it.'*

Another example of a farmer facing hurdles was an initiative for local milk vending machines. This was widely praised during discussions as an example of innovative local food production. Participants understand from what they heard about the situation that the farm had to scale barrier after barrier to set up a milk vending business. They worry that these barriers and persecutory actions will put off other farmers and landowners from taking part in similar schemes. In another instance of a frustrated farmer, an application had been made to use slurry to generate power, but this has been turned down.

*There's a farm down the road where they were going to use their slurry for power. I know they just couldn't get the permissions, I think it's just still lying there. If it's there and they can use the space to make power, why is someone putting so much red tape there?*

The One Wales: One Planet Development initiative, which aims to help people who want to transition to a more sustainable way of life through grants to buy land, live on it and earn a living from what they grow was also discussed. Participants said that while it had been championed by the Welsh government, local councils were less engaged. This led to frustrated applicants who couldn't make the positive changes they hoped. There are also concerns that the targets associated with the initiative (such as level of income from the land) are unrealistic and cause some people to default.

### 3.2 CLIMATE CHANGE IMPACTS

Building on the climate change experiences shared in the 'Pembrokeshire story', more specifics on the locations and features of climate concern are shared here. Flooding is the most discussed impact of climate change and areas identified are: Newgale; Amroth; Tenby and between the rivers Nevern and the Teifi. Participants said they have noticed significant increases in the severity and frequency of flooding in their areas in recent years.

A change from four seasons to two seasons was another climate change impact discussed by several participants. They see quick shifts from winter to summer to winter with the loss of the 'shoulder' seasons of spring and autumn.

*Talking to the farmers around here, they do keep saying that in their lifetime here, that they've gone from having four seasons in a year to two.*



Across the discussions, participants raised several changes to biodiversity in Pembrokeshire, some of which they attributed to climate change:

- Fewer mackerel, arriving in earlier (May)
- Fewer frosty morning
- Swallows arriving 3 weeks earlier
- Rowans with no berries
- Fewer insects
- Depletion of dunes near Fresh Water West
- More Risso's dolphins and orcas spotted close to shore
- Demise of breeding curlews
- Fewer foxes and badgers

### 3.3 TRIPLE CHALLENGE: WHAT IS THE ANSWER, ARE WE DOING THE RIGHT THING?

What is the right thing to do? This was the underlying question in many discussions in Pembrokeshire. This uncertainty has several causes. Some participants spoke about their concern that the 'right thing to do' comes along on a bandwagon. This is then quickly superseded by something else. Is the right thing to do to jump onto the next thing or stick with what you started with - or do both?

Uncertainty also came from confusion about the impacts participants understood some 'green' products and innovations might have. Examples that participants raise in the dialogue of issues that have given rise in their minds to such confusion and uncertainty are:

- Diesel cars promoted 10 years ago as 'better for the environment', but are now condemned
- Producing a battery for an electric vehicle is the same resource usage as running a diesel car for 5 years
- Lab grown meat that might produce less methane than livestock farming, but produces more CO<sub>2</sub>
- Is it better to buy milk from the farm gate produced two miles away or buy soy or almond milk from sources around the globe?
- If we move away from meat to a plant-based diet, do we risk famine if there are serious crop failures?
- If I plant trees, how long will it take to offset the carbon emissions from driving to plant them?

*There's a huge amount of disillusionment generally where there is so much hypocrisy and double standards. It's trendy to do this, so everyone is trying to do this and then people are judging because the people they know haven't done this, this point scoring. But really it's more that what is actually factually possible, as opposed to what is the current trend really. How to differentiate between those?*

### 3.4 HOLIDAY HOMES: IMPACT ON COMMUNITIES

Second homes and holiday homes are a longstanding issue for Pembrokeshire. Participants characterised Pembrokeshire as a place of extremes: parts of the year where some places have too few people to maintain small communities and in the summertime being 'over-run' by people putting pressure on local services.

When thinking about how land is used, participants are concerned about how the loss of people living (rather than holidaying) in an area has many impacts. They include the increase in low maintenance gardens for second homes leading to nature loss and the loss of available talent in communities to work together on environmental issues. Increasing numbers of holiday home purchases are seen to have driven property prices ‘through the roof’ with local people being priced out of owning their own homes.

*We need to all work together as communities more so in relation to tackling these things. I can see a difficulty there where there are a lot of smaller communities that are mainly filled with second homes, so you’ve got a lot of impacts coming in there that aren’t necessarily going to pull together with the same objective.*

Participants noted the Welsh and local governments’ efforts to manage the issue, including an increase in council tax for second homes. However they point out that there are tax advantages if a property is set up as a business, so the council tax increase is not a real financial burden. Another way is to require new developments to include a proportion of affordable homes, however participants sense that developers have been avoiding this by building small numbers of houses that add to the second home housing stock, whilst leaving local people ‘out in the cold’.

### 3.5 LACK OF COORDINATION

*Is there any blueprint laid out that people can look to see what needs to be done?*

Across the groups, as participants heard about the climate, biodiversity and farming aspects of land use, participants began to ask, ‘What’s the plan?’. They recognise the interdependencies in the triple challenge and want to know if the big picture on land use is being looked at and if so, who is involved. Many worry that piecemeal activities risk being ineffective and even counter-productive given the scale of the climate, biodiversity and food challenges.

*So, who’s looking at it from a system whole?. There’s quite a big coherence piece in all of this to ensure that by invoking one thing, you’re not creating a bigger problem somewhere else.*

Some participants spoke about nature ‘not having a voice’ and suggest as a result the idea of creating a ministerial role of ‘Nature Minister’.

*There just seems to be the only loser in this whole melange of things going on seems to be nature itself. And there doesn’t seem to be almost like a nature minister that’s saying, ‘Stop. This is what we need to be doing and you can’t do this, and you can encourage this.*

There is a strong sense that the farming sector may be approaching land use in a very different way to the environmental sector. Participants want to see more collaboration to build a better shared understanding and to work on long term planning, with time-bound deliverables. A Pembrokeshire example of a ‘what’s the plan?’ land use question centred on farmland being converted to campsites. Participants have seen an increasing number of arable and livestock land being converted to campsites and holiday parks. They felt that this might have an impact on the available land for food production if it continues and builds momentum as an income stream for farmers. Participants fear that such a shift in farming roles would require Pembrokeshire and Wales to import more food and be less self-sufficient. They also expressed concern about the environmental impact and question whether land used for holiday schemes will be less able to absorb carbon. They also worry that such shifts in land use will mean a loss in local food production skills.

*There seems to be more and more farmers, in Pembrokeshire particularly, where a lot of the farmers are either being encouraged or taking on converting land and putting it into camping and caravans and things, to supplement their revenues. I’m interested in what do the NFU have on that, and whether there are any studies being done as to the impact that type of thing will have on food production, and also on the environmental impact.*

### 3.6 LACK OF ENFORCEMENT/PENALTIES

Rivers polluted by dumped slurry and hedgerows stripped out with no significant penalties for the perpetrators are a significant concern. Participants referred to farmers preferring to pay the ‘small fines’ rather than for the tanks required to store the slurry, or the fees to take it away. They feel that a lack of appropriate penalties and enforcement mean the damage to nature will continue with ever worsening consequences.

*The balance is heavily in favour of the farming people and everything. I’m going to be honest, some of the legislation, they are like powerless pups. They don’t know when they prosecute people for slurry going in the rivers. They don’t do anything about hedgerows, despite them chopping them down and the nesting birds going away. I have a saying. It’s like a one legged person in an arse kicking competition. They’ve got no power at all. By the time they prosecute these people, it takes months and months to come to fruition.*

### 3.7 GRAZING DENUING THE LAND

Some participants are concerned that so much land in Wales is used for sheep farming. They worry that such a use of the land is an inefficient system. They are concerned about overgrazing denuding the land and think that more areas should be returned to woodland so that the landscape is closer to the condition of the Pengelli Forest.

Other concerns for the future of land use in Pembrokeshire include:

- Carbon capture initiatives depleting employment: with participant concerns about companies, such as airlines, offsetting carbon by buying farms to plant trees, meaning that no one lives on the farm and there is no onward supply chain supporting employment.
- Affordable housing built on green spaces: the tension between needing to build homes for local people and doing so on green spaces. This creates anxiety that this disrupts the beautiful rolling countryside that makes the Pembrokeshire landscape so vibrant and natural
- Livestock reduction leading to a lack of fertiliser: participants observe that if livestock numbers plunge, so will access to natural fertilisers from slurry and manure.





## 4. LAND USE DECISIONS

### 4.1 GOVERNMENT INACTION

Across all the groups in Pembrokeshire, participants share their frustration that local, Welsh and UK governments are lagging behind the population on the need to tackle the triple challenge. A range of reasons for this lag were shared, notably: bureaucracy; short termism of the political process and double standards.

The changes to the Common Agricultural Policy and Wales' 'Future Generations Act' (FGA) are held up as examples of well-meaning policies, which are frustratingly slow to achieve any real change on the ground. One participant had discovered the Pembrokeshire Public Services Board during the dialogue process but was disappointed to see little being carried forward under the FGA. Others blame bureaucracy for delaying changes to farming subsidy payments:

*With the farmers and the common agricultural policy, which is now obviously finished because we're not part of the EU. But it's going to be another 3 or 4 years before there is a new policy, so there's going to be a 10 year gap because of bureaucracy where nothing gets done.*

Politicians distracted by party political point scoring and by their five year electoral cycles made some participants feel hopeless about how significant steps to resolving the triple challenge could come about. They wonder what might need to happen for politicians to come to the same conclusion about what needs to change and follow the same path.

The UK Government's continued investment in fossil fuels and brokering of trade deals with New Zealand to import lamb, while urging the population to reduce emissions was seen as a double standard that hinders all levels of society from making significant change. Some felt this affects the Welsh Government, as the direction 'trickles down to Wales'. Participants asked what power the Welsh Government has that it could use.

*I am very concerned to see that the government still invests such a huge amount in fossil fuels whilst simultaneously encouraging us and eventually forcing us to cut emissions and move to greener energy.*

Participants express frustration that efforts to improve the triple challenge situation are unforgivably slow. They feel that government policy making is not effective when it comes to making farming more sustainable.

*The big concern is that we continue on the same trajectory and just not doing enough to protect the environment especially quickly enough. I suppose specifically within Pembrokeshire we're talking about changing the way we farm really and the attitudes surrounding that to be more conducive to biodiversity and less harmful. Just that we're not going to do enough quick enough essentially.*

### 4.2 LOCAL GOVERNMENT: NATIONAL ALIGNMENT AND RESPONSIBILITIES?

Participants see a misalignment between national ambitions in the interest of the environment and local decision making. They spoke of 'battles' with local authorities to get local initiatives, such as solar panels and wind farms approved. Some wonder if smaller, more localised land use initiatives, such as community gardens, are needed to help to get initiatives approved. Others wonder if local authorities have the resources to monitor the progress of small and large scale initiatives. They foresee local and national environmental policies needing local authority resource to be monitoring e.g. the 'public benefit' aspect of the new farming subsidies.



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*How are we actually going to monitor and implement that, and make sure that farmers are adhering to more sustainable practice? Does local authority have the capacity to implement that kind of monitoring and implementation properly?*

### 4.3 POWER TO THE PEOPLE

Put people at the heart of decision-making processes around land use and the triple challenge is a plea that grew in strength as the dialogue progressed. Extinction Rebellion was raised by some participants during the dialogue, in particularly by endorsing their call for a Citizens' Assembly with legal power over the government. Others want to see more meaningful involvement in infrastructure and property developments. Participants also call for more influence over council owned lands and repurposing them to help the environment and nature.

*Just make it easier for people to do things if there is your community council wanting to do something and recruit people, make it easier that they could have access to some land which is available. Because there's loads of, not common land, but council own lands in villages and small towns. So make it easier for them to do something with if there's an idea for it.*

# 5. OPPORTUNITIES FOR THE FUTURE OF LAND USE

## 5.1 COMMUNITY ACTION

Participants spoke of an appetite for community action as an antidote to the frustration they feel with government inaction on climate and biodiversity. They agree on a range of ideas to bring fresh thinking and inspiration to action including:

- A wildflower version of ‘Britain in Bloom’ where community projects benefit biodiversity ‘rather than just looking pretty’
- Voluntary groups given access to redundant brownfield sites to plant/encourage biodiversity
- Promotion of land transfer to communities for allotment projects, community gardens and wild spaces
- Property developers and community groups work together to plan new developments with space for allotments, wildflower gardens etc.

## 5.2 EDUCATION AND DISSEMINATION:

When participants speak of education, they aren’t limiting their thinking to school children. They point to the Welsh Curriculum’s ‘Four Purposes’ one of which is to create ‘well informed ethical citizens’ as an opportunity to help build commitment to resolving the triple challenge. But many also identify society-wide initiatives to create motivations for change. One suggestion is to capitalise on Pembrokeshire’s tourism by working with farmers and landowners to showcase green initiatives to visitors.

*That could be also way to educate the farmers to encourage some kind of diversity whereby they welcome tourists and give them an insight into the changes they're making. It could be an actual opportunity to help the farmers to diversify and become more green with the help of the tourists and educating the tourists at the same time.*

Another is for people to be helped to understand how they can make their gardens more nature friendly. This could be through local authority initiatives or garden centres.

## 5.3 INCENTIVES AND REGULATIONS

### 5.3.1 FARMING

Participants welcome the restructuring of farming subsidies to support ‘public goods’. Many participants discussed what they hope the new subsidy approach will achieve, as well as other measures they thought could support farming to contribute to biodiversity and climate change mitigation. These include:

- Subsidies that stipulate activities rather than options that are ‘dipped in and out of’: e.g. introducing a pond or not cutting hedges in summer
- Adding a penny on milk to pay for farmers’ environmentally friendly practices
- Tracking slurry movement – ensuring it is either used or disposed of responsibly
- Eco- ratings for farms (similar to eco-ratings for homes)
- A requirement for farms to generate a certain amount of their own power, or to offset their energy use.
- Restrictions on hedgerow cutting
- A proportion of large farmland allocated for local food production: either by the farmer or through use by community groups

These thoughts on initiatives are underpinned by the pre-requisite that farmers are involved in the development of incentives and regulations – rather than having them imposed without meaningful engagement.

*I think farmers, a lot of farmers anyway, are well aware of what's good. What the government has been telling them to do, or financially incentivising them to do, is different. So, it's important that when all these policies and things are made, that the farmers are really on board and that they can actually have a good input on what they think is going to work as well. Because they do tend to generally know the land very well.*

### 5.3.2 CONSUMPTION: GUIDING CHOICE

Many participants spoke about the power of consumer choice. They recognise the difficulty of shifting away from a reliance on big supermarkets towards more locally produced food, but feel that some form of incentives should be introduced to encourage shopping from farm shops and local outlets, and for growing your own produce. Participants propose removing VAT on, or providing interest free loans for ‘big ticket’ environmentally friendly products, such as solar panels.

### 5.3.3 CARBON NEUTRAL HOUSE BUILDERS AND SPACE FOR NATURE

Regulations that move housebuilding towards carbon neutrality and greater diversity are suggested by some participants. They are aware of existing requirements about green spaces but want to ‘push the boundaries’ on this and push for further measures to be added such as tree planting around developments. Participants are baffled that houses can still be built with gas boilers and minimal insulation. They want to see strong regulations in place to build carbon neutral homes.

Another suggestion is for some form of ‘abandonment clause’ where land that is unused, and has been for some time, could be ‘requisitioned’ and put to good use for climate change and biodiversity.



#### 5.4 LOCAL FOOD SYSTEM RENEWAL: THE PEMBROKESHIRE ADVANTAGE

Participants in all groups spoke of feeling lucky to live in an area where locally produced food is more available through farmers' markets and smaller food shops than in many other parts of the UK, but they feel more should be done to support local producers. Participants want to see more direct selling to consumers. They feel that there are too many intermediaries in the process.

*All the good of buying and consuming fresh produce is ruined by the massive industrial carbon footprint created in getting it to the shops for us to buy!*

As well as the farmers' vending machines, participants spoke about small 'no dig' farms and market gardens such as Glebelands in St Dogmael and Caeriad in St David's producing fruit and vegetables. Participants want to see operations like this supported through incentives, grants and loans. As well as producing local food, because of their low use of mechanisation, they were liked for employing more people.

But participants are not saying that only small farms should be supported to produce food for the local markets. Many want to see more opportunities and less bureaucracy to allow farms of all sizes to sell direct to the public.

#### 5.5 SUPPORTING SMALL-SCALE, MORE DIVERSE FARMING

Participants call for small-scale farming to be given the opportunity to survive and thrive. They believe that smaller farms are on the brink of extinction in the face of mass farming. Some describe being at a tipping point in terms of agriculture, the moment where the country can choose mass farming or bring back smaller farms which are seen as being better for:

- Soil quality
- Biodiversity
- Diversity of production
- Skills and employment
- The Welsh language and
- The community.

Other, more diverse crop ideas included insect protein and mushrooms.

*It keeps family farming where it should be, which is at the heart of the community, and it stops these huge companies coming in and, as we've all I think agreed, super farms aren't particularly healthy for the community or our local economy.*

#### 5.6 PEMBROKESHIRE AS A PLACE THAT ATTRACTS AND KEEPS YOUNG FARMERS

Participants want to see more young people staying in Pembrokeshire. If they stay, participants believe the appetite for driving change in land use would increase.

*The young farmers, that I know from around the area, like I say, are using technology to look at soil samples, are quite aware of what's going on, to be honest with you, and they use rotating fields and rotating crops and things to make the most of it. A lot of them have people come in to make sure they make the best use of the soil and grow what's best for their soil.*



#### 5.7 DUAL LAND USE FOR RENEWABLE ENERGY

Participants discussed the opportunity to use land for the dual purpose of generating renewable energy and for food production or biodiversity. They propose solar farms where, for example, sheep could graze; or wind farms with wild meadows.

*Wind turbines is one of the ways and it's just to show that these turbines are actually in fields that are being utilised for something else as well. So, it doesn't take away the opportunity to both use the land, or even leave it wild. That could be a wild meadow if they chose to.*

#### 5.8 TOURISM THAT TREADS CAREFULLY

The increase in visitors because of the pandemic travel restrictions led some participants to consider how visitors can be guided to be conscious of how their behaviours impact on nature.

*Everyone coming to the coast, which is fantastic, and we're promoting it all the time, and all I want is people to be outdoors more often. But we need to teach or have more safety regulations in there, just to make sure it is safe and respecting the land and respecting areas which are out of use.*

# 6. COMMUNICATIONS AND AWARENESS RAISING

## 6.1 CLIMATE AND NATURE MESSAGING

When discussing the role of communication and messaging around land use and the triple challenge, participants prioritise:

- Finding common ground
- Communicating the good stuff that's happening
- Being clear on what people should do (not just telling them about the problem)
- Making locally specific information available.

Given the current context of confusion about climate and nature and mistrust in some government policies, participants want to see a shift towards consensus. They realise that this is no easy task but working towards finding some form of common ground for the greater good was seen as necessary to achieve positive action.

*We need to disengage from that sort of conflicting conversation and work as a whole collective, as opposed to individual organisations.*

During the dialogue participants heard about Plant! Trees for every child born or adopted<sup>2</sup> in Wales. Participants think this is a wonderful initiative, but they had not heard about it before the workshops. Several participants spoke about doing internet searches for projects and organisations they'd heard about during the workshops, such as community market gardens, and were astonished at how much is going on in their area.

Participants want the good things that are happening around them to be better communicated. They feel this will drive more involvement and inspire copy-cat schemes and behaviour change. If these initiatives are publicly funded, they also believe there is a duty that they are better publicised.

*Planting a tree for every baby born in Pembrokeshire. I've got a 6-month-old and I didn't have a clue that was happening, and I live in St Davids, and I thought it was fantastic, because that would encourage more thought into it....It would have an impact on communities getting together, it would empower people, it would educate people. Yes, as much as you hear about something, the more you're going to think about it and the more you're going to get involved in it, or it just is in your mind.*

Ant Rogers from the Biodiversity Implementation Office at Pembrokeshire Nature Partnership shared information with the group about key pressures driving nature loss and biodiversity decline in the county. He included specific data on soil quality and river pollution. Participants found these details fascinating and drew on them in their discussions. Participants also had their interest peaked by the local Covid-19 data provided by Public Health Wales. As a result of these inputs participants in Pembrokeshire agreed that more local level information on land use, climate change and biodiversity should be easily available to them and others in the community. They feel this will bring the situation to life for people across the county and prompt action.



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*I was thinking about this the other day, and I wondered if something like the Public Health Wales did for the Covid thing, where they had a whole section with all the stats of rates of infection. I looked at it quite a bit, because I found it very interesting. And they've got the map of Wales and you could narrow it right down to your immediate area. Maybe something like that which had the information about the emissions in your area and how much renewable energy was being done in your area. It might incentivize people to actually work towards it.*

## 6.2 MEANINGFUL ENGAGEMENT WITH COMMUNITIES

Participants perceive there to be a lack of information about what they can do to make a difference to the triple challenge. The kinds of advice they are looking for includes:

- As a single Mum, on low income, what can I do to live more sustainably when I can't afford organic food?
- What can I do if I have a small plot of land or a small front garden: what should I plant, should I just leave my land to nature or manage it in other ways?
- How can I fit the promotion of biodiversity into my life? I can't do that day to day; how will that be achievable for me?
- How do I access loans or grants to make my home more sustainable?

## 6.3 WHO IS TRUSTED

People who are trusted by participants in Pembrokeshire include: Greta Thunberg, Marcus Rashford, David Attenborough and George Monbiot. All are seen to have a passion for a single issue and no political angle.

Organisations which are trusted are local community groups, the BBC, WWF and 'nature charities', the National Trust (for the most part) and the Intergovernmental Panel on Climate Change. But above all, people trust themselves and their own eyes.

*If you're seeing things changing and it's not changing in a positive direction, things are diminishing, then you can see it with your own eyes. You can also see what's changing the environment around you.*

The characteristics of trust discussed in Pembrokeshire when it comes to communications around the triple challenge are:

- Transparency
- Being a-political
- Impartiality
- A sense of being 'genuine'

# 7. KEY MESSAGES FROM PEMBROKESHIRE

Taking into account all the discussions held over two weeks with participants in Pembrokeshire, the main considerations that come from the group's land use conversation are:

- Supporting farmers to do the right thing
- Affordable, sustainable local produce
- Better management of housing resources
- Community education and involvement
- A coordinated approach

## 7.1 SUPPORTING FARMERS TO DO THE RIGHT THING

Participants heard in the dialogue that more than eight out of every ten acres of land in Pembrokeshire is farmland. This makes working with farmers to manage the land sustainably a major consideration for most participants. They are conscious that farming practices have been criticised in the public discourse in recent years. Most think this 'villainising' of farmers is unfair because they have been doing what retailers have been demanding for their customers: delivering low cost food.

The tone of the conversations about farming in Pembrokeshire is forward looking. Participants want to see both incentives and regulations introduced to support farmers to shift their practices in favour of nature, biodiversity and combatting climate change. However, it is important to them that these 'carrots and sticks' are developed in collaboration with farmers rather than being imposed on them. They recognise that farmers hold knowledge about their land and have livelihoods to maintain. They don't want farmers to feel driven from the land as a result of these measures.

*Because Pembrokeshire is so heavily farmed, we felt it was really important to look at the way we farm the land and to make sure it's done so that we produce food for people to eat, but also to promote biodiversity and to help with the carbon problem, just all carbon and trees, that sort of thing. We need to make sure that farmers manage to make a profit out of it as well so they can live.*

## 7.2 AFFORDABLE, SUSTAINABLE LOCAL PRODUCE

Participants believe that local produce needs help, support and encouragement. They agree that the drive for ever cheaper produce sourced from the most economic locations on the planet has gone too far. They want a range of measures introduced to make locally produced food better known and more affordable compared to food imported from overseas.

They also want locally produced food to be priced competitively with food produced overseas. Participants suggest subsidies for local food and costs applied to imported food so that local food is better value. Another way of making local produce more affordable in the eyes of participants is for retailers to be clear about where food came from – particularly for fresh produce. They believe that if people are more aware of the origins of their food, they are more likely to buy local and thereby help to reduce costs. The concept of a Pembrokeshire Pound (in a similar vein to the Bristol Pound<sup>3</sup>) was also suggested.

*It's just about looking at ways to encourage individuals and businesses to source good-quality local produce as far as possible. Having things labelled up, whether it's on a menu or in a supermarket, will enable us to make a choice as to what we eat. And, hopefully, local.*

## 7.3 BETTER MANAGEMENT OF HOUSING RESOURCES

The stunning and rugged landscape described by participants at the start of the dialogue is at risk of becoming a privilege that some local people can't afford to live in. Participants recognised the complexity of the problem. How to create affordable, sustainable homes for local families and still protect greenfield sites and support the tourism economy. Many participants talked about the need for a more coherent economic and land management strategy that helped to address the inflated house prices and make better use of brownfield sites and derelict/abandoned and semi-built homes. They felt it was morally wrong for communities to become holiday home ghost towns and so deprive areas of local people who can help support local nature and climate change initiatives.

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

## 7.4 COMMUNITY EDUCATION AND INVOLVEMENT

Pembrokeshire participants say there is a significant, untapped resource of people wanting to help nature and mitigate climate change. Participants frequently spoke about feeling uninformed about nature depletion particularly and about local environmental benefit initiatives. Participants want to know what to do for the best as individuals and as communities. They recognise the need for both top down and bottom up action for change but want more advice and help on how to act: whether it's to plant in their garden or joining a Facebook group in Newport to challenge slurry pollution of the Nevern Estuary.

*I feel very uneducated about what's going on out there, how things are changing and, from my point of view now, will be trying to find projects I can become more involved with, to ensure that we are looking after the landscape in the rural community going forward... And I think now is our real opportunity to move forward in a way that we are looking after nature, looking after our communities and making sure that people can earn a living from the land still.*

## 7.5 A COORDINATED APPROACH

Participants repeatedly discussed the need for a more inclusive and coordinated approach to ensuring land is used in ways that benefit nature and mitigate climate change.

They want to see a strategic review – variously described as a 'blueprint' or a 'masterplan' – of how land could best be used and identify missed opportunities or inappropriate land use.

*There needs to be an action plan put in place to review current land usage, and then implement any changes deemed necessary to both diversify food actually produced to that which can be consumed within the UK so avoiding unnecessary importing, and also fully utilising available land that is currently lying abandoned, by utilising, I mean either restore to food production, or enhancing the environmental effectiveness through tree planting, land bogs etc.*

They talked about a 'Minister for Nature' or a non-political 'Tsar' to coordinate farmers, residents, industry, retailers, government and environmental groups. They want the challenge to be raised above political agendas and be given a longer time horizon than the parliamentary 5 year cycle.

*If we can start working together, with food production we can also start working together to allow nature to have its place within our communities, whether we're in urban areas, or where we are in rural Wales. It's the hope that that can continue to move forward...I think there has to be a much better balance, and perhaps this is our chance to take that forward.*

<sup>3</sup> A local currency initiative <https://bristolpound.org/>

# 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 specialists<sup>4</sup>: 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.

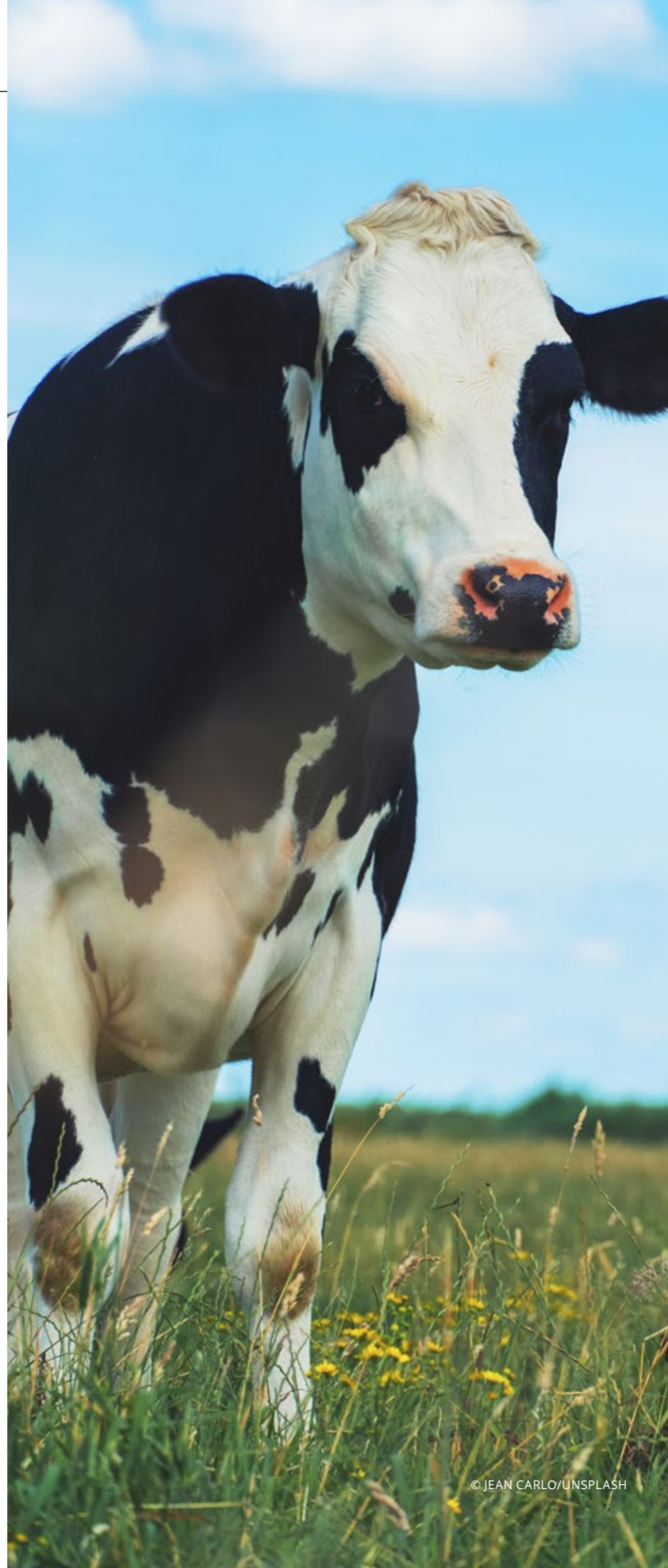
We used a consistent group of HVM facilitators in all dialogue workshops. Each small group comprised no more than seven participants working with one facilitator. Facilitators followed workshop process plans designed in discussion with the Project Team.

## 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 19 participants in Pembrokeshire, 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.



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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.

<sup>4</sup> 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 specialists<sup>5</sup> 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.



# 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"> <li>• Tenant farmers/ farm workers/ the farming industry</li> <li>• People working or volunteering in the hospitality/ leisure industries related to land use</li> <li>• Small-scale food producers</li> </ul> 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><b>Hull region</b> – within a 30 mile radius of Hull city including Humberside and East Riding</p> <p><b>Soar Catchment</b> – 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><b>Aberdeenshire</b> – 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><b>Yorkshire Dales</b> – 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><b>Cornwall</b> – the whole county with an urban/ rural and coastal mix</p> <p><b>Pembrokeshire</b> – 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><b>Belfast</b> – 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 <b>must not</b> 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 the three aspects of the triple challenge (nature and land use, climate and land use, and food, farming and land use) specific to Pembrokeshire. Participants heard from speakers with specific knowledge of and interest in land use in the area.

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

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

# Welcome Pack

## UK Land Use Conversation Public Dialogue

Pembrokeshire


Monday 25<sup>th</sup> October  
**Webinar: 6 to 7pm**

Wednesday 27<sup>th</sup> October  
**Workshop 1: 6 to 8:30pm**

Monday 1<sup>st</sup> November  
**Workshop 2: 6 to 8:30pm**

Thursday 4<sup>th</sup> November  
**Workshop 3: 6 to 8:30pm**

Sunday 7<sup>th</sup> November  
**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](mailto: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

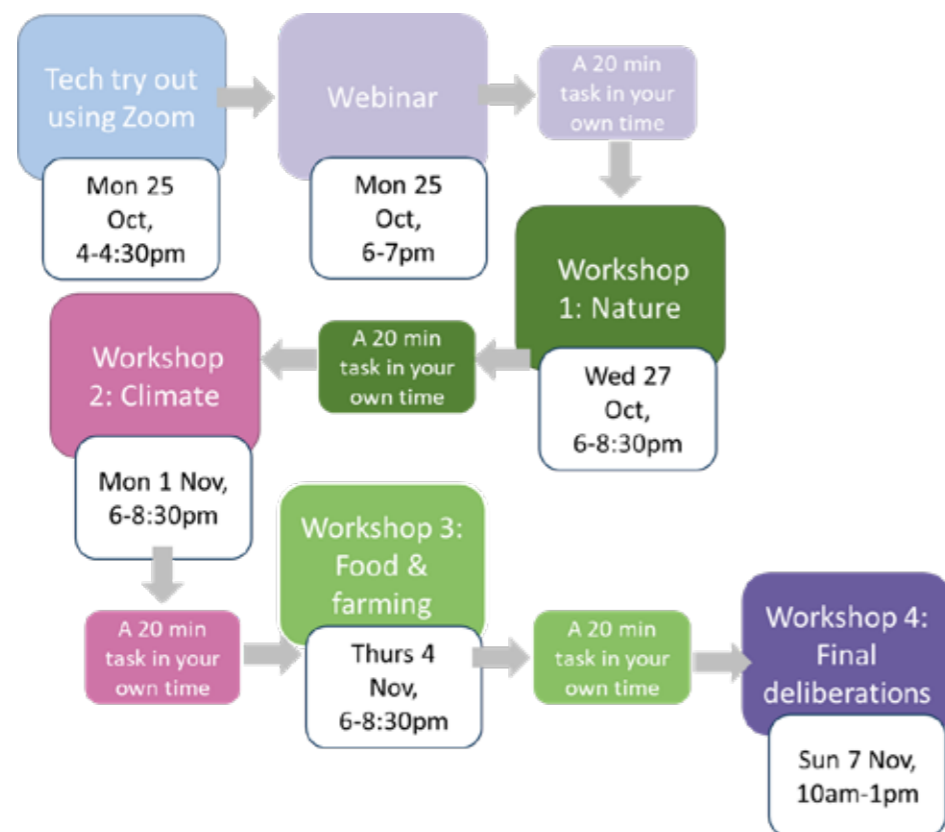
Read through this guide
Test out Zoom
Find a suitable space where you can join the online workshop
Join the tech try out session at 4pm on Monday 25 <sup>th</sup> October if you have never used zoom before, or you want to refresh your knowledge of using zoom, or to ask questions about the online homework 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 Pembrokeshire 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 13<sup>th</sup> 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 Pembrokeshire. 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: Suzannah, Sophie & 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 Pembrokeshire
- 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](http://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.



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## 5. What will I be doing between the workshops?

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

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

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

You will receive an email from Recollective inviting you to join on Monday 25 October. You will need to sign up to access the space. You can access the online space by clicking this [link](#). 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](mailto:grace@hopkinsvanmil.co.uk)



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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 Monday 25 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 Pembrokeshire 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 Tuesday 26 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 **Monday 25 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](https://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](https://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](https://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.

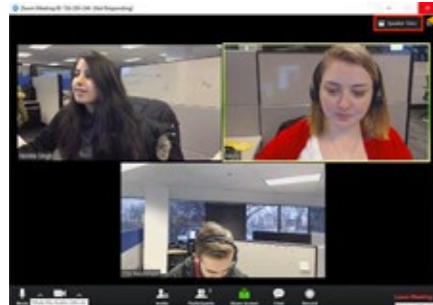
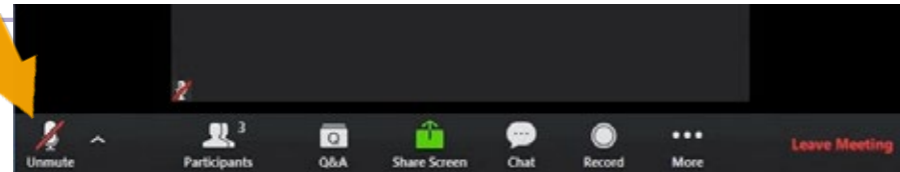


[11]

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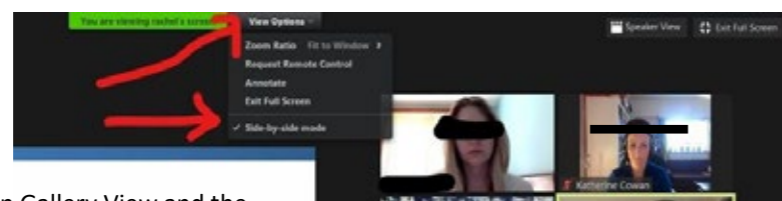
## 8. Tips for using Zoom

- 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.

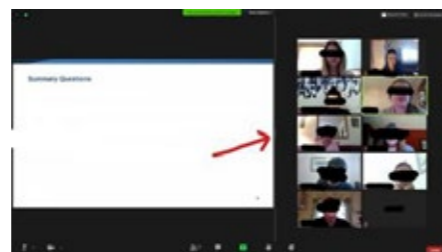


If you use Gallery View (top right-hand corner), you can see everyone at once, rather than just the speaker.

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:














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## 9. Points to help the online discussions

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

- Keep yourself on mute unless speaking 
- Use the chat to make a comment 
- Keep your video on 
- Raise your hand 
- 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 

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## 10. How will I receive my thank you payment?

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

The recruiters are collecting your bank details – we will use those to pay you unless you request voucher payment. You will receive payment within three 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 Monday 25 October at 5.45pm for the webinar. The following pages in this guide provide important information on recording and how we use your data, and the agenda for each session.



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## UK Land Use Conversation: Public Dialogue

### Research consent form

Thank you for agreeing to join us for the UK Land Use Conversation for Pembrokeshire. 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 <b>will not</b> 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](mailto: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](mailto:info@hopkinsvanmil.co.uk). You can also contact the Information Commissioner's Officer via their website at [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns) or at:

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



[17]



## Webinar & Workshop Agendas

Webinar: Monday 25 October  
6 - 7pm

Webinar: Monday 25 October, 6 - 7pm

6:00	Welcome, introduction & quick questions using <a href="http://www.menti.com">www.menti.com</a>
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 <a href="http://www.menti.com">www.menti.com</a> questions
7:00	Thank you & see you on Wednesday



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## Workshop 1: Wednesday 27 October 6 - 8:30pm

Workshop 1: Wednesday 27 October, 6 - 8:30pm

6:00	Welcome, introduction & quick questions using <a href="http://www.menti.com">www.menti.com</a>
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 <a href="http://www.menti.com">www.menti.com</a> questions and homework briefing
8:30	Thank you & see you on Monday



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## Workshop 2: Monday 1 November 6 - 8:30pm

### Workshop 2: Monday 1 November, 6 - 8:30pm

6:00	Welcome, introduction & quick questions using <a href="http://www.menti.com">www.menti.com</a>
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 <a href="http://www.menti.com">www.menti.com</a> questions and homework briefing
8:30	Thank you & see you on Thursday



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## Workshop 3: Thursday 4 November 6 - 8:30pm

### Workshop 3: Thursday 4 November, 6 - 8:30pm

6:00	Welcome, introduction & quick questions using <a href="http://www.menti.com">www.menti.com</a>
6:15	Small group discussion 1: food, farming and land use
6:35	Film on land use and food & farming
6:50	Presentation on the local landscape in relation to food and farming
7:00	Q&A
7:20	Break
7:30	Small group discussion 2: hopes and concerns
8:20	Final <a href="http://www.menti.com">www.menti.com</a> questions and homework briefing
8:30	Thank you & see you on Sunday



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**Workshop 4: Sunday 7 November  
10am - 1pm**

**Workshop 4: Sunday 7 November, 10am - 1pm**

10:00	Welcome, introduction & quick questions using <a href="http://www.menti.com">www.menti.com</a>
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 <a href="http://www.menti.com">www.menti.com</a> questions
12:55	Closing remarks
1:00	Thank you



[22]



**Welcome Pack**

**UK Land Use Conversation Public Dialogue**

Pembrokeshire

Any questions?

[grace@hopkinsvanmil.co.uk](mailto:grace@hopkinsvanmil.co.uk)

[info@hopkinsvanmil.co.uk](mailto:info@hopkinsvanmil.co.uk)



[23]



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](http://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](http://wwf.org.uk)

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