March 2021

Living Landscapes

Public dialogue on the future of land use

METHODOLOGICAL ANNEX

Conducted on behalf of the Royal Society

THE ROYAL SOCIETY

Ipsos MORI

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1 Scoping Research

1.1 Methodology

The initial stage of the project involved a **rapid literature review** and scenario planning phase, taking the myriad sources available in this area and using them to inform the development of the scenarios and materials used in the later dialogue stages. This involved:

- An initial alignment meeting between Royal Society and Ipsos MORI to set out the literature review frame and to begin populating it with key documents, including those referenced within the project's Invitation to Tender and further recommendations from Royal Society team members.
- This literature review was built upon by:
    - Following the references and authors of the initial documents
    - Additional recommendations from scoping interviews (see below)
    - Documents found through internet searching for key terms.
- Once the final list of 73 documents were agreed, these documents were reviewed and analysed into a code frame, highlighting the relevance for future scenarios and each of the dialogued six key themes (Food production, biodiversity etc.).

For the full list of sources reviewed, please see **1.2 Bibliography** below.

The scoping research also included **interviews with land use experts and stakeholders** to begin to explore the trade-offs and win-wins that could be deliberated, to discover the most important information that the public should know in order to deliberate effectively, and to gain recommendations for further literature and case studies. The list of interviewees is described below at **1.3** while the topic guides can be found at **1.4**.

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N.B. for consistency and conciseness, publications are listed by organisation(s) rather than individual author(s).

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1.3 Interviewees

Interviews were carried out with the individuals listed below. Those indicated with an asterisk (*) were also Living Landscapes steering group members at the time of the interview (see section 4 for a full list of members and their role throughout the process).

Professor Ian Bateman OBE FBA FRSA FRSB, University of Exeter

Professor Tim Benton FRSB FLS, Chatham House and University of Leeds

Professor Sir Ian Boyd FRSE FRSB, University of St Andrews

Dr Jayne Glass, Scotland's Rural College

Professor Rosie Hails MBE FRSB FRES, National Trust

Professor Paula A. Harrison, Centre for Ecology & Hydrology

Professor Ian Hodge, University of Cambridge

*Professor Dame Georgina Mace DBE FRS, University College London

Dr Rob McMorran, Scotland's Rural College

Dr Diane Mitchell, National Farmers' Union

Professor Richard Sandford, University College London

Dr Jonathan Scurlock, National Farmers' Union

*John Varley OBE, Clinton Devon Estates

Guy Shrubsole, Who Owns England?

Professor Michael Winter OBE, University of Exeter

*Judy Ling Wong CBE, Black Environment Network

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1.4 Scoping interview topic guides

First round (scenario development and informing literature review)

1. *If non-steering group member*: **To begin with it would be good to know a bit more about you. Could you tell me a little bit about your work, and how it relates to land use and the landscape of the UK?**

   If steering group member: **To start, we'd like to talk a bit more about your role on the Living Landscapes steering group. How did you get involved, and how has your expertise shaped the project so far?**

   NOTE ANY SPECIFIC CASE STUDIES CITIED

2. **What would you say are the biggest challenges facing the UK landscape over the next ten years? And what are the biggest opportunities?**

   Prompts (if needed):

   - *Food production/security*
   - *Protecting biodiversity and habitats ('')*
   - *Reducing risks and harms from hazards ('')*
   - *Cultural aspects of landscapes ('')*
   - *Clean air and water ('')*

INTERVIEWER INSTRUCTION: focus on systems the interviewer knows most about.

- *Are there examples/case studies of particular areas of the UK landscape which illustrate this challenge?*
- *Are there people/resources which we should talk to/look at to make sure we understand this thoroughly?*

3. **Where are the main areas of consensus in the UK on how to address these challenges?**

Probe on: What is driving this consensus? Who are the influential voices? How might this change in the next 5-10 years?

4. **And where are the key areas of disagreement or uncertainty on how to address these challenges?**

Probe on:

- *What sorts of groups agree/disagree on how to address the challenges? Are there any particular groups or voices whose perspective should be included in this dialogue, to get the most rounded view?*
- *How might this change in the next 5-10 years?*

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- *Are there any key areas of the UK or particular case study landscapes we could use to illustrate the tensions, challenges or tradeoffs that have to be made?*

5. **What changes do you expect to see happening to the UK landscape as these challenges and opportunities interact over the next decade?**

Probe on:

- *What will be the main drivers of this change? Climate/Government/trade/science/public opinion?*
- *Any particular areas, or types of area, where change would be most visible?*
- *Desirable versus likely futures – is x something you would want to happen?*

6. **Our project will focus on what are called "multifunctional landscapes" – an approached where land uses are combined to provide multiple benefits or trade-offs. How important are multifunctional landscapes to the future of land use in the UK?**

Probe on:

- *Is there a future where multifunctionality is not a major feature of the UK landscape?*
- *How does this differ by region, land use, terrain type?*
- *Are there different kinds of multifunctional land use futures – what decisions would they be based on?*

7. *Ask if steering group members only (BRIEFLY):* **Are there any areas you would recommend we don't look into in this dialogue? Any "red herrings", or subjects which appear relevant but are not?**

8. **Finally, thinking about everything we've discussed, what do you think the public needs to know, at a minimum, upfront, to start having an informed discussion on the subject of the future of land use?**

Are there any good resources you've come across that you could point us to?

9. **Before we finish, do you have any questions for us or anything you'd like to raise that we haven't covered?**

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Second record (scenario refinement and material development)

1. **To begin with it would be good to know a bit more about you. Could you tell me a little bit about you/your organisation's work, and how it relates to land use and the landscape of the UK?**

   If steering group member: **What has been your involvement in the Living Landscapes steering group so far?**

   NOTE ANY SPECIFIC CASE STUDIES CITIED

2. **In our public dialogue we will first need to outline what land ownership and use in the UK looks like at the moment. From you/your organisation's perspective, what would be the three things we need to tell people to allow them to have an informed discussion?**

What are the important regional variations on this topic?

How different is this to a few years ago?

Where are there likely to be big changes in the next few years?

ASK NEXT QUESTIONS DEPENDENT ON PARTICIPANT EXPERTISE. NOTE ANY CASE STUDIES AND ASK FURTHER DETAILS

3a. We will be talking specifically about biodiversity. What impact does biodiversity have on the UK landscape at the moment, and how might that change in the next few years?

PROBE ON:

To what extent are steps to increase biodiversity in competition with other land uses? Or can they work together?

How much debate is there on steps such as introducing non-native species and rewilding? Who are the main voices on either side of these debates?

3b. We will be talking specifically about climate change and adaptation. What are currently the main impacts of our changing climate on the UK landscape at the moment, and how might that change in the next few years?

PROBE ON:

Which areas, land types or land uses might be most strongly affected, and will some benefit?

Which changes in climate or in our environment might present us with new decisions or tradeoffs to make, that we didn't have to consider previously?

3c. We will be talking specifically about agriculture and food production. What is the current impact of agriculture on the UK landscape at the moment, and how might that change in the next few years?

PROBE ON:

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What do you think are the likely impacts of the UK exiting the EU Common Agricultural Policy? Who might be winners, or losers?

How much change will there be in the proportion of UK land used for agriculture in the coming years? Who, or what will be driving this?

What types of agriculture will be in play? What are the arguments for and against, where can we find more resources?

3d. We will be talking specifically about environmental risks and hazards such as flood, drought, and coastal erosion. What is the impact of these risks on how land is used in the UK at the moment, and how might that change in the next few years?

PROBE ON:

What are the important driving factors which determine how land at risk from these hazards is used currently?

What solutions, if any, are being employed to mitigate or prevent these hazards? Who are the important voices in these debates?

What case studies or areas are particularly good examples of tensions or win-wins we could use?

3e. We will be talking specifically about how people use the land for leisure and cultural purposes. What impact does leisure have on the UK landscape at the moment, and how might that change in the next few years?

PROBE ON:

How much of an impact do these uses of land have on the areas surrounding them? Is this positive or negative for surrounding areas?

Will the importance of this type of land use rise or fall in the coming years? Who might benefit or lose out as a result?

Whose perspectives are important to include in this discussion?

3f. We will be talking specifically about protecting water and air from pollution. What is the impact of maintaining water and air standards on the UK landscape at the moment, and how might that change in the next few years?

PROBE ON:

To what extent do steps to ensure clean water and air standards compete with other land uses? Or can they work together?

How much debate is there on maintaining water and air standards? Who are the main voices on either side of these debates?

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4. **We will also be asking the public to think about the future of the UK landscape. What do you think are the biggest debates about the UK landscape facing you/your organisation over the next decade?**

How do you see this debate being resolved? Who will be the winners/losers?

What role will you/your organisation play in this debate? Who are the other influential voices here?

How might this influence our themes of food production, biodiversity, environmental risks and hazards, leisure and culture, clean air and water?

5. **And still thinking about the future, what pressures do you think the UK landscape will experience over the coming decade?**

Are these pressures new, or a result of changing intensity of existing pressures?

How do they vary between different regions/land types?

How might these pressures develop between now and 2030?

What changes do you expect to see in the UK landscape as a result of these pressures?

6. **Finally, thinking about everything we've discussed, is there any other information you feel it is important for the public to know to start having an informed discussion on the subject of the future of UK land use?**

7. **Before we finish, do you have any questions for us or anything you'd like to raise that we haven't covered?**

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2 Online workshops

2.1 Recruitment

Ipsos MORI worked with their recruitment partners Criteria Research to find four cohorts of 28 participants across four different regions (chosen to encompass a variety of different land uses highlighted by the scoping research):

- East Anglia and the Fens (Cambridgeshire, Norfolk, Lincolnshire)
- North Wales (Clwyd, Gwynedd, Powys)
- Western Scotland and Highlands (Argyll & Bute, Glasgow, Highlands, Strathclyde)
- South-West England (Bristol, Devon, Somerset, South Gloucestershire)

The 28 participants included an overage of four participants of the desired number of participants (24) in anticipation of potential attrition before or between workshops. To encourage engagement, reduce socio-economic barriers and to reduce attrition, participants were financially incentivised for participation in the workshops: £50 for the initial three-hour workshop; £60 for three weeks of participation on the online community; and, £90 for the final four-hour workshop. The tables below outline the quotas achieved by region. We also included housing tenure, disability status, access to vehicles and ability to work at home during the pandemic as 'watching quotas'. These were not used to choose participants but aided with constructing the land-use typologies.

Table 2.1: Participant details for group 1 – East Anglia and the Fens

East Anglia and the Fens (25 participants), 09/09/20 and 03/10/20		
Urban / rural	Urban	7
	Suburban	8
	Rural	7
Gender	Female	12
	Male	13
Age	16 – 34	6
	35 – 54	8
	55 – 69	6
	70+	5
Ethnicity	White	19
	Ethnic minorities	6
Social grade*	ABC1	15
	C2DE	10

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Table 2.2: Participant details for group 2 – North Wales

North Wales (23 participants), 23/09/20 and 17/10/20		
Urban / rural	Urban	5
	Suburban	7
	Rural	11
Gender	Female	13
	Male	10
Age	16 – 34	5
	35 – 54	10
	55 – 69	5
	70+	3
Ethnicity	White	21
	Ethnic minorities	2
Social grade*	ABC1	17
	C2DE	6

Table 2.3: Participant details for group 3 – Western Scotland and Highland

Western Scotland and Highlands (23 participants), 24/09/20 and 17/10/20		
Urban / rural	Urban	8
	Suburban	7
	Rural	8
Gender	Female	11
	Male	12
Age	16 – 34	6
	35 – 54	8
	55 – 69	5
	70+	4
Ethnicity	White	20
	Ethnic minorities	3
Social grade*	ABC1	12
	C2DE	11

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Table 2.4: Participant details for group 4 – South-west England

South-West England (22 participants) 30/09/20 and 24/10/20		
Urban / rural	Urban	6
	Suburban	9
	Rural	7
Gender	Female	12
	Male	10
Age	16 – 34	8
	35 – 54	4
	55 – 69	5
	70+	5
Ethnicity	White	16
	Ethnic minorities	6
Social grade*	ABC1	11
	C2DE	11

* Social grade is a classification system based on occupation that is commonly used in market and social research. It is referenced throughout this report as a way to describe the socio-economic background of some land use typologies and also featured as an element of recruitment for the workshop participants. The main characteristics of each letter of the social grade scale are described below:

- **A**: High managerial, administrative or professional backgrounds
- **B**: Intermediate managerial, administrative professional
- **C1**: Supervisory, clerical and junior managerial, administrative or professional
- **C2**: Skilled manual workers
- **D**: Semi and unskilled manual workers
- **E**: State pensioners, casual grade workers, those unemployed with state benefits only

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2.2 Expert attendance

East Anglia and the Fens, Workshop 1, 09/09/20

- Dr Pam Berry, University of Oxford
- Professor Sue Hartley OBE, University of Sheffield
- Professor Ian Holman, Cranfield University
- Professor Richard Sandford, University College London

East Anglia and the Fens, Workshop 2, 09/09/20

- Dr Jeremy Burchardt, University of Reading
- Professor Ian Hodge, University of Cambridge
- Dr Tim Newbold, University College London

North Wales, Workshop 1, 23/09/20

- Dame Fiona Claire Reynolds DBE, University of Cambridge (formerly National Trust)
- Tony Harrington, Welsh Water/Dwr Cymru
- Professor Paula A. Harrison, Centre for Ecology & Hydrology
- Professor Tom Oliver, University of Reading

North Wales, Workshop 2, 17/10/20

- Professor Allan Buckwell, Institute for European Environmental Policy
- Professor Bridget Emmettt FLSW FRSB, Centre for Ecology & Hydrology
- Dr Jackie Rosette, Swansea University/Prifysgol Abertawe

Western Scotland and Highlands, Workshop 1 24/09/20

- Professor Laurence Jones, Centre for Ecology & Hydrology
- Professor David Miller, James Hutton Institute
- Professor Martin Phillips, University of Leicester
- Professor Pete Smith FRS, University of Aberdeen
- Professor Eileen Wall, Scotland's Rural College

Western Scotland and Highlands, Workshop 2 17/10/20

- Professor Davy McCracken, Scotland's Rural College

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- Dr Rob McMorran, Scotland's Rural College
- Dr Mark Sutton, Imperial College London
- Judy Ling Wong CBE, Black Environment Network

South-West England, Workshop 1, 30/09/20 and 24/10/20

- Professor Paul Bates CBE, University of Bristol
- Professor Bob Doherty, University of York
- Professor Matt Heard, National Trust/Centre for Ecology & Hydrology
- John Varley OBE, Clinton Devon Estates
- Baroness Barbara Young, Woodland Trust

South-West England, Workshop 2, 30/09/20 and 24/10/20

- Dr Sam Bridgewater, Clinton Devon Estates
- Professor Jane Memmott FRES, University of Bristol
- Professor Michael Winter OBE, University of Exeter

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2.3 Pre-workshop booklet

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Living Landscapes

WHAT'S THIS PROJECT ABOUT?

We want to talk to you about the future of rural land in the UK

The Royal Society, the UK's national academy for science and an independent charity, has asked Ipsos MORI to speak to the UK public about how we use land across the country.

Your views matter! You are part of a project bringing together people from across the UK, to understand public views of the choices we need to make about the future of how we use rural land in this country.

Based on what you tell us, Ipsos MORI will write a report. The Royal Society will use this to inform recommendations to the UK Government about some of the big decisions they will need to make in the coming years about farming and protecting the environment.

This booklet gives you an introduction to what we will be talking about – please read it through and bring it to the workshops.

WE'LL BE ONLINE...

Because we can't meet with you in person at the moment we'll be online, using the "Zoom" web chat platform

WORKSHOPS ON ZOOM:

We will be meeting virtually in a **Zoom group** of around 30 people from your region. Your group will meet twice – each time, you will get to talk to each other and to experts about the key land use issues for your region and the country as a whole. There will be four groups in total, spread across England, Scotland and Wales.

AN ONLINE COMMUNITY:

Between the workshops, you'll also join an **online community.** Everyone from all four groups will log in to explore the issues we've discussed in more detail. There will be exercises, games, and other ways to share your views with Ipsos MORI and other participants.

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TALKING TO EXPERTS

At the workshops there will be the chance to **speak with experts** – in farming, climate change, pollution, environment and land ownership. They will help give you the right information and make sure we have everything we need to inform our discussion on the topics.

Most importantly: have fun! We are interested in everyone's views and there are no right or wrong answers. We hope that over the workshops you'll learn a lot about the different points of view about how the way land is used in the UK could change in the future.

The main question we will discuss is….

How do we want to use the UK's rural land in the future?

We'll be looking at the next 15 years and thinking about how to balance the country's different future needs for land. We'll also explore other factors, like how to pay for any changes, how to make these changes happen and think about who gets to make the decisions.

Why are we talking about this now?

The way the countryside looks now is a result of choices that have been made in the past by governments, organisations and individuals. Over the next 15 years, what we need our rural land to do is likely to change a great deal. **So we need to talk about which changes, if any, we want to see in how we use land**.

YOUR TASK…

Over the next few pages we will introduce some of the main landscapes in the UK at the moment. Before your workshop please read these pages and write down some answers to the questions we pose. We'll discuss these at the start of your workshop.

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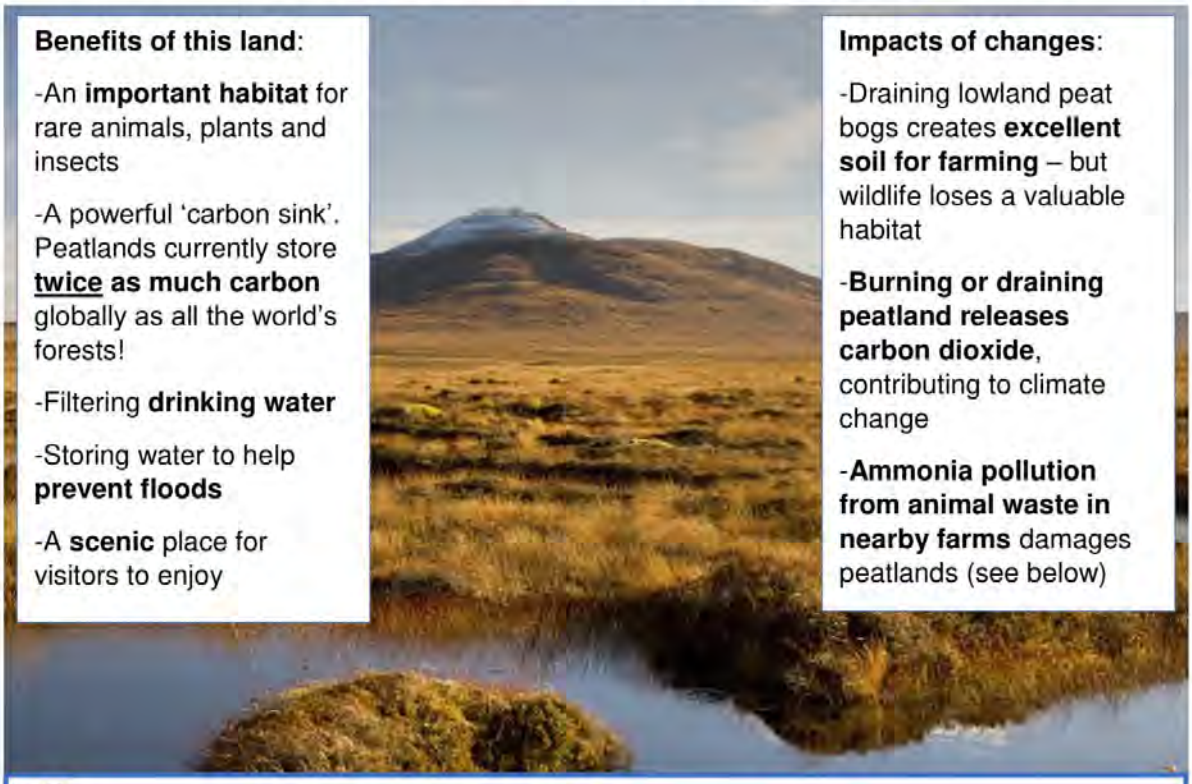
PEATLAND

What type of land is this?

Peatlands are found mostly in northern England and Scotland. They cover 10% of the UK's land, compared with just 3% worldwide. In addition to being scenic, their wet, boggy conditions are ideal for storing carbon that would otherwise contribute to the UK's carbon dioxide emissions. The remains of dead plants and mosses do not completely rot away; they are stored as peat.



Benefits of this land:

-An **important habitat** for rare animals, plants and insects

-A powerful 'carbon sink'. Peatlands currently store **twice as much carbon** globally as all the world's forests!

-Filtering **drinking water**

-Storing water to help **prevent floods**

-A **scenic** place for visitors to enjoy

Impacts of changes:

-Draining lowland peat bogs creates **excellent soil for farming** – but wildlife loses a valuable habitat

-**Burning or draining peatland releases carbon dioxide**, contributing to climate change

-**Ammonia pollution from animal waste in nearby farms** damages peatlands (see below)

A case study of the Moninea Bog in Northern Ireland is a good example of the effects of air pollution on peatlands. A Royal Society study showed that ammonia pollution (which comes from animal manure) in nearby farms can significantly harm rare peatland plants :

"*Between 2004 and 2007 there was a 50% loss of bog moss in locations less than 400m from the poultry farm, and it was estimated that up to 200m downwind of the farm, lichens and mosses were more than 90% [wiped out] or injured.*"

What do you think should be our priority when it comes to the future of this type of landscape? *Preserving biodiversity, developing farmland, storing carbon, access for people to enjoy the landscape…. Or something else?*

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FARMLAND

What type of land is this?

About 70% of UK's land is used for agriculture. What we farm depends on lots of things: what grows well in the local area's soil and climate, which types of produce will make farmers more money, and the availability of money from the government to encourage farmers to grow particular crops or to farm in a particular way. But a lot of these things are changing…

The crops and animals we farm today have been influenced by 'subsidy', or **financial aid from the government and EU.**

The way this money is given out will be changing soon and there are a **lot of questions about how farmland and the landscape might change** once this happens.

The role of farmers may change into managing their land for other uses. For example, they could be paid to grow forests, create space for wild animals to live in, or to provide areas for recreation, like national parks or campsites.

Did you know?

80% of all UK-produced food comes from just 20% of our farms

Above are examples of **different types of farming**:

- Top left: **arable** farming, which means growing crops and cereals like wheat and corn.
- Bottom left: **horticulture**, growing fruit and vegetables.
- Bottom right: **livestock farming**, the rearing and production of meat and other products from animals including pigs, chickens, sheep, beef and dairy cattle.

What do you think should be our priority when it comes to the future of farmland? *Should we think about reducing carbon, preserving wildlife, increasing biodiversity, producing more food, access for people to enjoy the landscape…. Or something else?*

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WOODLANDS

The UK's woods and forests are home to a lot more than trees! A huge variety of animal and other plant species live among trees. Forests can also provide food and a space for humans to enjoy. Increasingly, trees are also seen as a good way to reduce our emissions by storing carbon from the air in their wood. The government is already planning to increase the land area of the UK planted with trees.

Woodland covers 13% of the UK's total land area:

10% of England

15% of Wales

19% of Scotland

9% of Northern Ireland.

But the UK is one of the least wooded countries in Europe. For instance, 31% of France is covered with trees.

Woodland can be used for lots of different purposes:

For profit (e.g. producing timber)

Creating **habitats for wildlife**

Protecting surrounding land from **flooding**

Storing **carbon from the air**

Providing **places for us to enjoy**, for hikes, picnics, holidays, or just enjoying the scenery!

What do you think should be our priority when it comes to this landscape?
Should the focus be on storing carbon by growing forests as quickly as possible using fast-growing trees like fir or spruce, or promoting biodiversity through slower-growing native species like oak?

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A quick jargon buster

During this project you'll become familiar with a lot of terms you won't encounter in your day-to-day life. We've given you this jargon buster as a starting point, but please feel free to speak to the Ipsos MORI team if you have any further questions!

Agriculture: another word for farming covering all types – arable farming (growing crops like wheat), livestock (animals such as cows and sheep) and horticulture (fruit and vegetables).

Biodiversity: a term which refers to the biological variety of all life on earth or within certain habitats. Areas with greater biodiversity (so a wider variety of animals and plants) function more successfully and provide greater societal benefits to people.

Carbon dioxide (CO_2): A gas produced through burning fossil fuels, which is also breathed out by people and animals. CO_2 traps heat within the earth's atmosphere, which is why it is called a "greenhouse gas". Scientists agree that the CO_2 produced from burning fossil fuels, along with methane and nitrous oxide gases are responsible for most global warming.

Carbon sequestration or carbon storage: Where the carbon dioxide is taken from the air and stored in a non-gas form to reduce the amount in the atmosphere. This can happen naturally through growing plants and trees, or it can be done artificially with technology.

Ecosystem: This refers to the interaction of organisms within certain habitats. An ecosystem is made up of all the living things (plants, animals and others) and non-living materials (such as water, rocks, soil, and sand) in an area. Importantly, when we talk about ecosystems, we are talking about how all these things work together and impact each other.

Land management: is the process of managing how land is used and developed. Land is used and managed for a variety of purposes including agriculture, forest, water resource management and eco-tourism projects.

Public goods: This term is used to describe things that everyone can access, regardless of their own behaviour or whether they have paid for it. For example, clean air is a public good, because it is something that everyone can breathe in, whether they drive a highly polluting car or travel only by bicycle and public transport. Many public goods do not make money and so are not often prioritised by people and businesses. The UK government is thinking about changing its subsidies for farmers to reward them for the public goods they provide.

Subsidy: means money given to a person or business to support their activities where this is not effectively financially rewarded by the market. It also helps to keep prices more stable in the longer term. Currently, all farming in the UK receives government subsidy through the EU's "Common Agricultural Policy".

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2.4 Workshop 1 discussion guide

Timings	Questions, Workshop 1 discussion guide
20 mins (1800 – 1820)	***Introduction and housekeeping*** *CHAIR TO INTRODUCE SELF, IPSOS MORI, MODERATOR TEAM, ROYAL SOCIETY* KEY POINTS ON RESEARCH: • Ipsos MORI, an independent research company, is doing research for the Royal Society to explore what people know about how land is used in the UK and how this might change over the next fifteen years. • The Royal Society is The UK's national academy of sciences and an independent charity committed to promoting high quality scientific research and encouraging its development for the benefit of society. • We hope you enjoy this really interesting event – there is a lot of potential for change in how we use our land over the next 15 years so we and the Royal Society think it is important that the public are consulted on the choices which might be made for us. • Your help tonight and in the second workshop in a few weeks will be reflected in a report to be published in spring next year that represents the UK public view on this. • Introduce team plus observers and experts – "seating plan" slide in the deck [SLIDE 2] SHAPE OF THE EVENING/GROUND RULES: • Explain how online discussion works – may not get to speak on everything, please try not to speak over each other • Event 1 of 2 – getting to know everyone and giving you lots of information to read and discuss for use in the online community and second event [SLIDE 3] • Housekeeping announcements: Make sure you have the booklet we posted you to hand! Timings for the break and end, repeat point about not talking over each other, silencing phones and rules for toilet breaks • Share telephone number for tech help/advice should people fall out of the groups. MENTION MRS CODE OF CONDUCT: • All our research adheres to the Market Research Society Code of Conduct and the General Data Protection Regulation/Data Protection Act. • This means that all data collected is confidential, anonymised and kept securely. • We won't tell anyone else anything you say today. Please respect this by not sharing anything that other people in the group say, or anything you hear in the videos today. • Although we might use your words in the final report we write for Royal Society on the research findings, we will never use any names so nothing could be attributed to you as individuals. • After today, if you think you don't want your words or opinions being included in the report, that's also fine, just let us know. • If you are all happy, we would like to audio and video record the discussion, so we don't have to scribble down lots of notes as we are talking. Is that okay with everyone? (If needed – these will not be shared outside the project team and

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Timings	Questions, Workshop 1 discussion guide
	deleted after the project closes in line with our procedures) Chair to explain that all will be sent into breakout groups for most of the evening – introduce administrator who will be moving people automatically.
25 mins (1820 – 1845)	***Group warm-up discussion*** MODERATOR TO INTRODUCE SELF AND GET GROUP TO INTRODUCE THEMSELVES **Please let us know a bit about yourself: your name, where you live and what you like the best about living where you live?** • What is the rural landscape like where you live – is it hilly, woody, by the coast, next to a river or something else? **As you will have seen from the booklet we sent you, today we are going to talk about how rural land is used in the UK.** **There are lots of different uses for rural land –, agriculture (or food production), supporting nature and biodiversity, forestry for timber and storing carbon and recreation like holidays or walking on the coast, in the countryside, in forests or mountains. The booklet covers some of these and shows how some types of land achieve more than one of these uses at the same time.** **But as we only have so much land, throughout our history we have had to balance these different uses against each other. Over the next few years, new government policy could lead to changes in the current balance, which will have big, visible impacts on what the country looks like.** **If you could go forward in time by fifteen years, what do you think might have changed the most about the UK landscape?** PROBES • Why do you say that? • Is this what you *want* to happen, or what you think *will* happen anyway? • What do you think might not change? **How might these changes affect the land types we mentioned in the booklet?** INTERVIEWER USE PROMPTS BELOW • Peatlands: How important do you think this land type is? • Farmland: What changes might we see to the types of things we grow in the UK and your local area? • Woodlands: Would we see more or less forest in the UK? Where do you think new trees would grow? IF TIME: **What would you say is driving these changes?** • Is it large scale global forces such as climate change, choices by the government, or the actions of individuals living in the area?
25 mins (1845 – 1910)	***Introducing the landscape*** **The main thing we want to discuss this evening is the future of rural land use and the rural landscape in the UK.**

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Timings	Questions, Workshop 1 discussion guide
	This is important because the UK is currently developing its own agriculture and environment policies as we leave the EU and climate change commitments mean there is increasing pressure on using land to store carbon as well as produce food .In the next few years, a lot of big decisions will be made that could have a big impact on what the UK countryside looks like. **There are lots of different ways we can use the same land. Sometimes we can do multiple things in the same area but other times we have to choose.** [SLIDE 4] **Living on a small set of islands we don't have unlimited space! There is an opportunity now to think about what is important and how we can use land to meet multiple needs.** **It is also important to realise the diversity of different land types in the UK and the different people in charge of land use decision-making** [SLIDE 5] **Remember – the UK has been inhabited for millennia and almost all of the landscapes we consider "natural" or "traditional" are the result of centuries of decisions made by humans.** [EXPLAIN SLIDE 6]. [SLIDE 7] **The rules that govern how we make decisions about land use were established in late 1940s, after the end of World War Two – and have not really changed that much since:** • **The aim of the laws set then was to protect farmland from expanding cities (e.g. 'greenbelt land') rather than integrate urban and rural land use** • **These laws preserved a Victorian-era system of large-scale land ownership. Even now, 1,200 people own 25% of all English and Welsh farmland/In Scotland 1,125 estates control 70% of all privately-owned rural land and It is generally agreed that land ownership in Scotland is more concentrated than anywhere else in Western Europe** • **The principle of paying farmers to protect them from low food prices dates further back still but was formalised after the war. This system promotes large-scale farming and increasing production** [SLIDE 8] **So - the big question we want to talk to you about is: how do we want to use the UK's land in the future? What should our priorities be, how will we reach the priorities we've set, and who should be deciding this?** [SLIDE 9] **We'll need you to think about things wearing different 'hats'. As citizens, tax-payers and as individuals we might have different ideas about what the best thing to do with our land is – we need to balance these needs against what those decisions mean for those living in the landscape** **Does anyone have any questions about this?** **So, first off – what do you think is the most important consideration for the country in the way we use our landscape?** • Why do you say that? • What else do you think you need to know to help you form an opinion on this? **Before we go on I want to give you all a bit more information about what the UK landscape looks like now. I have a short quiz for you about the UK landscape – I'll ask some questions and I would like people to call out answers…** MODERATOR NOTE: CALL ON PEOPLE BY NAME TO ENSURE DIFFERENT PEOPLE ANSWER – NO NEED FOR ALL TO ANSWER ANY SINGLE QUESTION

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Timings	Questions, Workshop 1 discussion guide
	REFER TO SLIDE 11 FOR EACH QUESTION (IT HAS ANIMATIONS IN POWERPOINT) • Question 1: How much of the UK land area is currently built on? (With buildings, roads, quarries etc.) [5.9%] • Question 2: And how much of the UK's land area is covered by bog and peatland? [9.5% - more than 20% in Scotland, 12% in N Ireland and 4% in Wales] • Question 3: What percentage of food consumed in the UK was *produced* in the UK? [53% - EU second on 28%] • Question 4: What proportion of the UK's carbon emissions come from agriculture? [10% - transport is on 28%, energy 23%] • Question 5: What proportion of households are at risk of flooding in England/Scotland? [1 in 6 – EA assessment 2018, 1 in 8 for Scotland) • Question 6: How many National Parks are there in the UK? [15 – 12 in England, 3 Wales and 2 Scotland). In addition there are 46 areas of outstanding Natural Beauty, covering 18% of the UK's surface area QUESTIONS TO ASK AFTER EACH REVEAL: • Does that figure surprise you? Why? • How does this affect how you think about land cover in the UK? FINAL Q: • What was the most interesting new thing you learned? Why is that?
Part A: 40 mins (1910 – 1950) Break: 15 min (1950 – 2005) Part B: 25 minutes (2005 – 2030)	***Introducing the landscape themes*** DISCUSSION OF THE SIX THEMES – EACH BREAKOUT WILL DISCUSS THREE, MEANING EACH IS COVERED TWICE PER EVENT. C. 20 MINUTES PER THEME. REFER TO THE ROTATION GUIDE TO ENSURE YOU COVER THE CORRECT THEMES N.B. BREAK OCCURS IN THE MIDDLE OF THIS SECTION. COVER TWO THEMES IN THE FIRST SESSION AND THE THIRD IN THE SECOND. **We're now going to talk about some of the main land uses that currently exist in the UK. Each is a broad theme that covers lots of different parts of the landscape and our lives and all of these themes are deeply connected.** **What we'll do is share some information with you about what happens now, what might happen next and some suggestions of the sorts of decisions we'll need to make in the future.** **We'll have experts on hand who can offer their view on any of the discussions we are having.**
	THEME 1: Food and Farming **Now I want to talk about farming. What do you think are our main challenges when it comes to farming for food in the UK?** • Will these be the same or different in the next 15 years? How might they change? MODERATOR SHOW AND TALK THROUGH THE STIMULUS FOR THIS SECTION. CHECK COMPREHENSION. SHOW SLIDE 1

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Timings	Questions, Workshop 1 discussion guide
	Farms are businesses: many rely on government funding to continue which has come from the EU's Common Agricultural Policy for decades. This scheme has many critics but has partly created the agricultural sector we have today. SHOW SLIDE 2 **As this is now ending the government can change these subsidies to prioritise different things. But there are many different opinions about what the biggest priorities for farmers and land managers should be. Could they plant trees to help combat climate change, promote biodiversity, or continue to produce more food?** SHOW SLIDE 3 **Some of the choices we have are shown on this slide. What do you think about these choices?** • Which do you think offer the most benefits for producing food, and for other purposes? • Which ideas stand out to you the most? Why? <u>Less intensive, more organic farming</u> ***We could focus on producing less, but better quality, food*** • What do you think are the positives and negatives here? • How would you feel if this meant food prices increased by a lot? • What sorts of changes to our diets would we need to make if we followed this idea? • How far would people start buying cheaper, lower-quality and lower-welfare food from abroad instead? • Who or what else might benefit or lose out from changing our approach to farming? Would rising biodiversity be a benefit? <u>Moving away from farming</u> ***We could use farmland for other purposes and import more food*** • What do you think are the positives and negatives here? • The Committee on Climate Change recommend we devote 20% of our land to climate change mitigation (via more forestry, peat restoration and bioenergy). How far would making UK diets more vegetarian, or importing more efficiently grown food from abroad be a good way to achieve this goal? • Who or what might benefit from this change? (hazard mitigation) • Who or what might lose out? (Biodiversity) <u>High-tech farming</u> ***We could invest in automating farming and increasing productivity through technology*** • What do you think are the positives and negatives here? • Using more technology would make it likely there would be fewer jobs in farming – how might this affect local areas? • Who or what might benefit from this change? (Food production) • Who or what might lose out? <u>More intensive farming in some places, less elsewhere</u> ***Some areas could become solely farmland while others could be managed less intensively, for wildlife conservation or other purposes*** • What do you think are the positives and negatives here? • How would it feel to live in an area of very high intensity farming? Or an area left without any land management? • How might this play out in different landscapes – what might happen in your local area? <u>Multi-use farming</u>

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Timings	Questions, Workshop 1 discussion guide
	Some crops and animals can be farmed together but this isn't something that's done much in the UK • What do you think are the positives and negatives here? • Some crops can grow with trees (e.g. trees for fuel or fruit with corn crops) but little of UK farmland is set up for this – do we want to change uses of land which have been there for generations? • Who or what might benefit from this change? (Biodiversity) FINAL SUM UP FOR FOOD AND FARMING: **Thinking about all these ideas, which can you see working together, and how?** **Overall, thinking as a…** • **…taxpayer, which way(s) of supporting farmers will give best value for money and bring the most benefits to the UK and its nations?** • **…citizen, which way(s) of supporting farmers balances the need to feed everyone at a fair price with protecting the environment, biodiversity and farmers' livelihoods?** • **…individual, which way(s) of supporting farmers do we want to use – and how does that differ from what is best for the nation and for the farmers?**
	<u>SYSTEM 2: Improving biodiversity</u> **What do you think are our main challenges when it comes to protecting species and the environment in the UK?** • Will these be the same or different in the next 15 years? How might they change? MODERATOR SHOW AND TALK THROUGH THE STIMULUS FOR THIS SECTION. CHECK COMPREHENSION. SHOW SLIDE 1 **The UK's biodiversity – the numbers and varieties of animals and plants living here – has been falling for some time. This has been identified as a problem because having wider biodiversity provides lots of benefits such as cleaner air and water, pollinators for crops, healthier and more productive soil and biodiversity has its own intrinsic value as a source of natural beauty.** SHOW SLIDE 2 **The prominence of the global biodiversity crisis is increasing, alongside other high-profile priorities such as climate change and food production. Solutions for all of these issues are related to how we choose to use and manage the land.** SHOW SLIDE 3 **Some of the choices we have are shown on this slide. What do you think about these choices?** • Which do you think offer the greatest benefits for biodiversity, and for other purposes? • Which ideas stand out to you the most? Why? <u>Managing land for species</u> ***Land that is turned over to nature still requires management to help beneficial habitats emerge*** • What do you think are the positives and negatives here? • Are there any areas where you think this would work better/worse? • What do you think happens to land when people stop managing it? • What does the term 'rewilding' mean to you? • Who or what else might benefit or lose out from this change?

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Timings	Questions, Workshop 1 discussion guide
	Intensifying in some areas ***Marking some areas for intensive food production while saving others for biodiversity*** • What do you think are the positives and negatives here? • How might it feel to live in an area of intensive agriculture, or an area left for biodiversity? • What other land uses should we think about saving land for? Why? • Who or what else might benefit or lose out from this change? Mixed agriculture ***Crops, animals and biodiversity can be delivered together*** • What do you think are the positives and negatives here? • This can range from growing wildflower meadows with crops or animals, through to agroforestry where animals are reared among trees. What types of mixed farming have you heard of? • Who or what else might benefit or lose out from this change? Building biodiversity into built-up areas ***Supporting biodiversity not just in the countryside*** • What do you think are the positives and negatives here? • What examples have you seen of people promoting biodiversity in built up areas? • Who or what else might benefit or lose out from this change? Farming less intensively ***Less intensive farming provides space for other species, allowing farming and nature conservation to share land*** • What do you think are the positives and negatives here? • These farming methods typically produce less food per acre than more intensive approaches. What is your view on the trade-off between food and biodiversity here? • Who or what else might benefit or lose out from this change? FINAL SUM UP FOR BIODIVERSITY: **Thinking about all these ideas, which can you see working together, and how?** **Overall, thinking as a…** • **…taxpayer, how important are the gains from subsidising biodiversity versus other benefits?** • **…citizen, how do we balance the needs of people with those of animals and plants in the landscape?** • **…individual, how important is biodiversity to you compared with other ways we use the landscape?**
	SYSTEM 3: Focusing on climate change **What do you think are our main challenges when it comes to mitigating and adapting to climate change in the UK?** • Will these be the same or different in the next 15 years? How might they change? MODERATOR SHOW AND TALK THROUGH THE STIMULUS FOR THIS SECTION. CHECK COMPREHENSION. SHOW SLIDE 1

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Timings	Questions, Workshop 1 discussion guide
	The scientific consensus is that the earth's temperature is rising due to human action. In the UK its effects are driving less predictable weather patterns. SHOW SLIDE 2 **The UK government has signed up to the Paris Climate Agreement and is planning the actions it can take to reach a "net zero" target by 2050** SHOW SLIDE 3 **Some of the choices we have are shown on this slide. What do you think about these choices?** • Which do you think offer the greatest benefits for fighting climate change, and for other purposes? • Which ideas stand out to you the most? Why? <u>Replenishing peat bogs</u> ***Increasing the land cover that stores carbon in the ground*** • What do you think are the positives and negatives here? • What thoughts did you write down in the pre-task booklet about peat bogs – can you share them with the group? • How important is preserving this environment for carbon storage benefits? • Who or what else might benefit or lose out from this change? <u>More renewable energy</u> ***Making renewable energy a land use priority*** • What do you think are the positives and negatives here? • How would you feel if more of your local area was converted for use as solar farms and energy storage in the UK? • Who or what else might benefit or lose out from this change? <u>Paying farmers to store carbon on their land</u> ***Using land for CO2 storage rather than food*** • What do you think are the positives and negatives here? • To what extent would you support paying farmers to do things other than produce food? • Carbon storage could be through planting trees, maintaining natural landscapes like peat bogs or wildflower meadows – how do you feel about these options? • Who or what else might benefit or lose out from this change? <u>Moving away from animal husbandry</u> ***Making agriculture more efficient through choosing to eat plants over animals*** • What do you think are the positives and negatives here? • How would you feel if meat became a lot more expensive in the UK? • Livestock farming would need to be much more efficient and automated, or much less intensive and with fewer animals overall (like organic methods) – which do you prefer? • Who or what else might benefit or lose out from this change? <u>Changing our diets</u> ***Reflecting the carbon cost of our diets in the choices we make by eating less meat and more local/seasonal food*** • What do you think are the positives and negatives here? • How realistic do you think this change would be for people you know? • Who or what else might benefit or lose out from this change? FINAL SUM UP FOR CLIMATE CHANGE: **Thinking about all these ideas, which can you see working together, and how?**

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Timings	Questions, Workshop 1 discussion guide
	Overall, thinking as a… • **…taxpayer, which suggestions do you think offer the best return on investment?** • **…citizen, which carbon reduction methods should our governments be pursuing – and why?** • **…individual, how important is storing carbon to you compared with other ways we use the landscape?**
	<u>SYSTEM 4: Reducing environmental hazards</u> **What do you think are our main challenges when it comes to protecting people in the UK from environmental risks such as flooding?** • Will these be the same or different in the next 15 years? How might they change? MODERATOR SHOW AND TALK THROUGH THE STIMULUS FOR THIS SECTION. CHECK COMPREHENSION. SHOW SLIDE 1 **Over the past decade, increasingly frequent extreme weather events have increased the occurrence of environmental risks like flooding, drought and coastal erosion. Increasing development for housing and agriculture makes these risks more common still.** SHOW SLIDE 2 **We expect the dangers posed by these risks to increase into the future and current policies are considering the strategies we need to take to minimise the risk to people and mitigate the impact of these hazards** SHOW SLIDE 3 **Some of the choices we have are shown on this slide. What do you think about these choices?** • Which do you think offer the greatest benefits protecting us from environmental risks, and for other purposes? • Which ideas stand out to you the most? Why? <u>Protecting and restoring plants in upland areas</u> ***Letting vegetation regrow in upland areas to hold more water upstream*** • What do you think are the positives and negatives here? • Upland areas are commonly used for other purposes like growing food and stocking game animals – how important are these uses compared with this proposal? • Who or what else might benefit or lose out from this change? <u>Tree planting</u> ***Plants' roots secure soil and prevent water running off quickly into rivers, it is particularly important to slow the flow through good land management in upland areas*** • What do you think are the positives and negatives here? • Trees and plants would need to be planted in specific areas – how far would you support this if these are currently farmland, tourism/historic sites or people's houses and gardens? • Who or what else might benefit or lose out from this change? <u>Reintroducing key species</u>

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Timings	Questions, Workshop 1 discussion guide
	Beavers as a case study • What do you think are the positives and negatives here? • Reintroducing beavers is opposed by some farmers because they are concerned the animals can damage farmland and spread disease to farm animals. How does this concern compare for you with trying to control flooding? • Who or what else might benefit or lose out from this change? <u>Managing river catchments better</u> ***Ensuring sensitive areas upland are not built on or farmed*** • What do you think are the positives and negatives here? • Some types of farming are suited to these upland areas and cannot move elsewhere – e.g. sheep farming. What do you think should be the balance between these uses of land? • Who or what else might benefit or lose out from this change? <u>Stricter planning controls</u> ***Constricting the building of homes and infrastructure in areas prone to flooding*** • What do you think are the positives and negatives here? • How would you feel about living in an area at high risk of flooding? • Who or what else might benefit or lose out from this change? FINAL SUM UP FOR RISKS AND HAZARDS: **Thinking about all these ideas, which can you see working together, and how?** **Overall, thinking as a…** • **…taxpayer, which suggestions do you think offer the best return on investment?** • **…citizen, which methods of controlling environmental risks should our governments be pursuing – and why?** • **…individual, how important is protecting people living in areas at risk from flooding, erosion and drought compared with other ways we can use the landscape?**
	<u>SYSTEM 5: Leisure and heritage</u> **What do you think are our main challenges when it comes to providing opportunities for leisure and culture for people in the UK?** • Will these be the same or different in the next 15 years? How might they change? MODERATOR SHOW AND TALK THROUGH THE STIMULUS FOR THIS SECTION. CHECK COMPREHENSION. SHOW SLIDE 1 **The UK has a varied landscape which draws tourists from around the world. People enjoy being in the landscape through activities such as visiting heritage and natural sites (e.g. Stonehenge, Giant's Causeway), holidays on the coast and walking in hills, mountains and the countryside. Large parts of the country are managed for tourism and culture by National Parks and charities such as the National Trust.** SHOW SLIDE 2 **As the UK population continues to increase, we expect to see rising demand among UK residents to access the countryside – and the Covid-19 pandemic has made 'staycations' even more popular this year. But as population rises are in cities, not everyone can access the landscape to the same extent.**

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Timings	Questions, Workshop 1 discussion guide
	SHOW SLIDE 3 **Some of the choices we have are shown on this slide. What do you think about these choices?** • Which do you think offer the greatest benefits for providing leisure and cultural opportunities to people? • Which ideas stand out to you the most? Why? <u>Protecting historic ways of life</u> ***Subsidising people to live traditional ways, in traditional landscapes*** • What do you think are the positives and negatives here? • What are your views on paying farmers to follow traditional methods that help maintain a traditional landscape, rather than producing food? • Who or what else might benefit or lose out from this change? <u>Financial support for tourism</u> ***Land use payments for running campsites, forest retreats etc.*** • What do you think are the positives and negatives here? • How far should land owners be paid to use land for recreational purposes, over other uses such as growing food? • Who or what else might benefit or lose out from this change? <u>Impact on rural livelihoods</u> ***The impact on jobs for the rural population*** • What do you think are the positives and negatives here? • What sort of support do you think a rural community might need to change from farming to other skills? • Who or what else might benefit or lose out from this change? <u>Improving access</u> ***Linking urban and rural more strongly*** • What do you think are the positives and negatives here? • How important do you think it is that access to the countryside is improved for people living in big cities? • Who or what else might benefit or lose out from this change? <u>Changing planning regulations</u> ***Blending urban and rural*** • What do you think are the positives and negatives here? • How important is ensuring people can move more easily between urban and rural settings? • Who or what else might benefit or lose out from this change? FINAL SUM UP FOR LEISURE AND CULTURE: **Thinking about all these ideas, which can you see working together, and how?** **Overall, thinking as a…** • **…taxpayer, which suggestions do you think offer the best return on investment?** • **…citizen, which methods of offering leisure and cultural access to landscapes should our governments be pursuing – and why?** • **…individual, how important are leisure and cultural uses of land to you compared with other ways we can use the landscape?**
	<u>SYSTEM 6: Clean air and water</u>

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Timings	Questions, Workshop 1 discussion guide
	What do you think are our main challenges when it comes to ensuring the clean air and water for the UK? • Will these be the same or different in the next 15 years? How might they change? MODERATOR SHOW AND TALK THROUGH THE STIMULUS FOR THIS SECTION. CHECK COMPREHENSION. SHOW SLIDE 1 **Ensuring clean air and water is important for our health. For instance, most drinking water in the UK is taken from natural sources. Pollution from farming or overuse can degrade these aquifers. Air pollution is another threat, particularly in cities but also elsewhere.** SHOW SLIDE 2 **A rising, urbanising population increases pressure on clean air and water sources through pollution and also through rising agricultural production. This is an issue for the most populated parts of the country in particular.** SHOW SLIDE 3 **Some of the choices we have are shown on this slide. What do you think about these choices?** • Which do you think offer the greatest benefits for clean air and water? • Which ideas stand out to you the most? Why? <u>Prioritising some water uses</u> ***Giving priority to farming, carbon storage, or to people*** • What do you think are the positives and negatives here? • Currently we tend to prioritise access to water for new housing developments and drinking. How far should this change? Where? • Who or what else might benefit or lose out from this change? <u>Natural solutions</u> ***Protecting peatlands from ammonia pollution and expanding peat coverage to help the environment*** • What do you think are the positives and negatives here? • How far do you support reducing space for food production to help provide cleaner air and water? • Who or what else might benefit or lose out from this change? <u>Agricultural technology</u> ***Investing in modern agricultural technology to reduce waste and use of pesticides and fertilisers*** • What do you think are the positives and negatives here? • How far should we use technology to keep farming as it is now, or should we think about different ways of making food? • Who or what else might benefit or lose out from this change? <u>Incentivising cleaner agricultural methods</u> ***More directed subsidy to farmers who pollute less and enforcement of minimum standards*** • What do you think are the positives and negatives here? • Larger farms might find it easier to switch methods – how do you feel about more subsidy going to larger farm businesses? • Who or what else might benefit or lose out from this change?

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Timings	Questions, Workshop 1 discussion guide
	Water technology investment ***Making household consumption more efficient*** • What do you think are the positives and negatives here? • How important is this step compared with the other options presented here? • Who or what else might benefit or lose out from this change? FINAL SUM UP FOR CLEAN AIR AND WATER: **Thinking about all these ideas, which can you see working together, and how?** **Overall, thinking as a…** • **…taxpayer, which suggestions do you think offer the best return on investment?** • **…citizen, what standards of clean air and water should the public expect to have?** • **…individual, how important are uses of land which help provide clean air and water compared with other ways we can use the landscape?**
10 mins (2030 – 2040)	***Understanding priorities*** **This evening you'll have looked at three of the six themes we are investigating in this public dialogue. Other groups will have looked at a different set of three themes.** **Here are all six of the themes – which of the three you've not looked at sound particularly interesting or important?** PROBES FOR ANY THEME MENTIONED • What would you want to know about this? • How do you think we can we use UK land for this purpose? • Are there any that seem particularly important or unimportant? MODERATOR NOTE DISCUSSION AND PREPARE TO RECAP TO PLENARY/NOMINATE A GROUP MEMBER TO DO SO
20 mins (2040 – 2100)	***Close and prepare for Community/Event 2*** **Thank you all for your time this evening. I hope you've found it as interesting as we have!** **Each group has now seen all six themes. What would you say are the key messages from each of our subgroups about how the themes can work together on UK land?** CHAIR TO DRAW OUT KEY CONTRASTS/AGREEMENTS • What has been the most interesting thing you heard today, or the most surprising? • Do you agree with this group's thoughts, or disagree? • What do you think will actually happen in the next 15 years? We can influence things from this dialogue, but what do you reckon will be the most likely forward path for the UK's land use? CLOSE – REMINDER THAT COMMUNITY WILL OPEN/IS OPEN AND THAT SECOND EVENT WILL OCCUR ON X DATE AND TIME AND WE WILL DISCUSS THE FUTURE! **Thank you for your time this evening. I hope you have found it interesting!**

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	This is not goodbye – we have a lot more to discuss on the online community and the second event in a few weeks' time. We'll send log-in details to you in the next few days. **In the community you'll be able to see how we've combined the different systems we have been talking about into scenarios of what the UK landscape might look like in 2035. We'll also discuss these in the second workshop when we meet again.**

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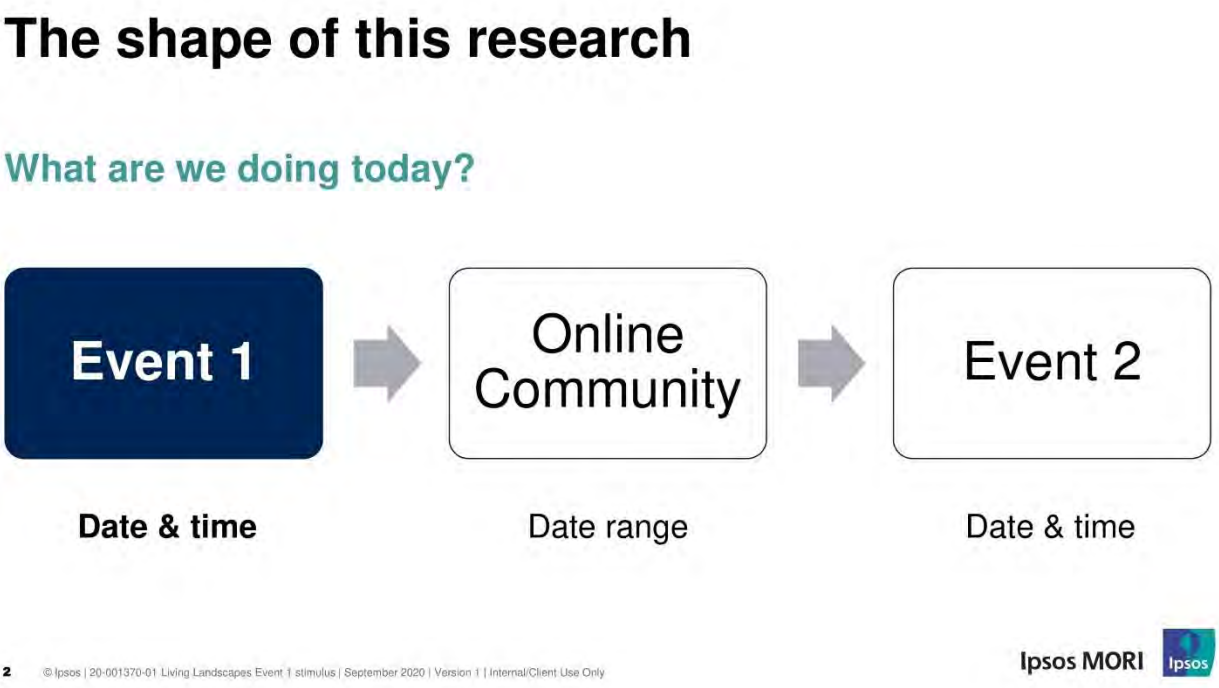
2.5 Workshop 1 slide deck



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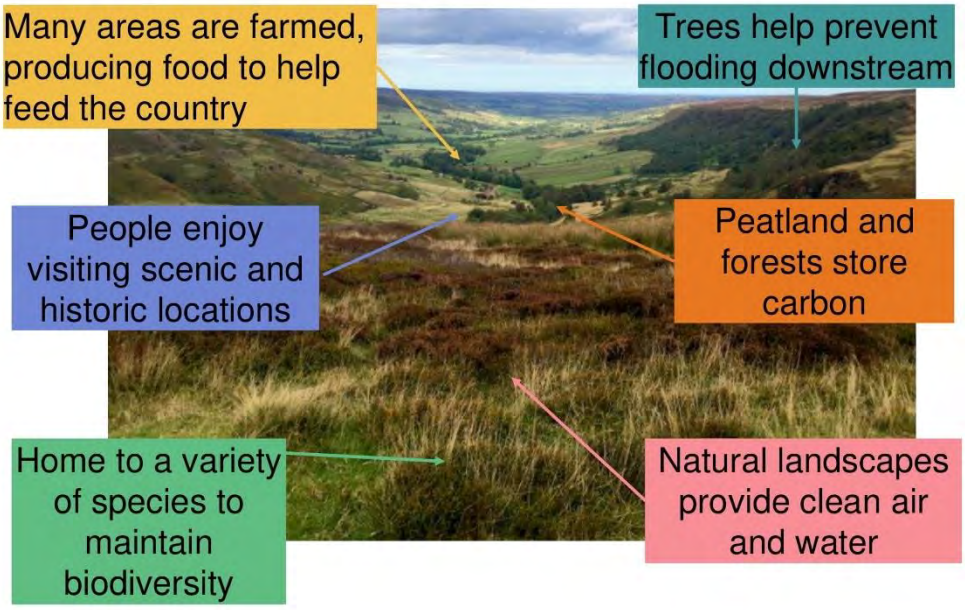
Land has many uses!



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The UK at a glance

UK Overall
- **UK population: 66.8 million**
- **Managed land: 71%**
- **Woodland: 13%**

Northern Ireland
- Population: 1.9 Million
- Managed land: 75%
- Woodland: 8%
- Total government support payments: £286 million

Wales
- Population: 3.1 Million
- Managed land: 80%
- Woodland: 15%
- Total government support payments: £300 million

Scotland
- Population: 5.4 Million
- Managed land: 75%
- Woodland: 19%
- Total government support payments: £502 million

England
- Population: 56 Million
- Managed land: 70%
- Woodland: 10%
- Total government support payments: £2.1 billion

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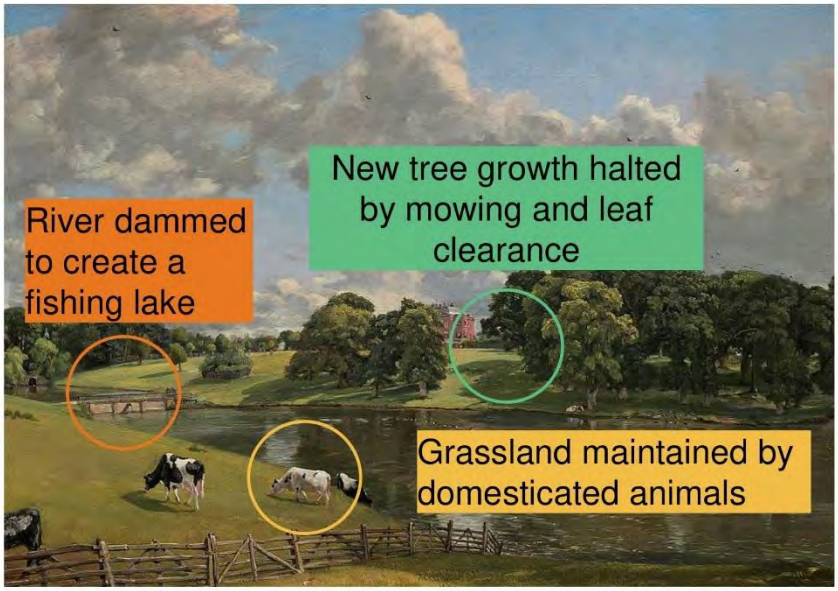
We are in control

The UK's landscape has been managed for millennia – there are very few "natural" landscapes.

The decisions we take impact how our rural environment looks.



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How do we decide things currently?

Many of the current rules governing who can build what, where date from shortly after World War Two

Legislation

- Protecting farms from urban development has long been the priority, over controlling what farmers do on their land

Landowners

- Land ownership in the UK is highly concentrated among individuals and organisations

Incentives

- The UK government has used taxes to protect farms against high costs and low food prices since the 1930s

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How do we want to use the UK's rural land in the future?

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Today, we will need to think from several points of view

Taxpayers: how should we support farmers?

How important is it to produce food here, and what else can we pay farmers to do?

Citizens: what's the best way to improve what our land can offer everyone?

How can we keep air and water clean, fight climate change, provide opportunities for leisure and so on?

Individuals: What benefits do we get personally from the land?

Should we change our lifestyles to protect or improve other aspects of the landscape? What changes might we make?

And we'll need to **think of other people** – e.g. farmers and other people who live and work in rural areas….

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How well do you know the landscape?

6%	10%	53%	10%	1 in 6	15
% UK land currently built on	% UK land area covered by peat bogs	% food consumed in the UK which is grown here	% carbon emissions from agriculture	Households at risk from flooding in England	Number of UK National Parks

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PRODUCING FOOD

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What happens now?

We produce

70% of our land is agricultural and it produces 53% of our food

It produces a lot of other benefits too: farmland provides animal habitats, stores carbon and is nice to visit.

Farmers are helped

Billions are spent on subsidising farmers – without this many farms could not survive.

Currently, subsidies pay farmers according to the amount of land they work on.

60-70% of UK farms rely on this money.

After Brexit…

An opportunity for change – how could we spend the money?

The potential to pay farmers to produce a wider range of benefits with their land – "public goods"

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What happens next?

Uncertain environment

How might rules on food imports and exports change next year?

What will our new agriculture policies promote?

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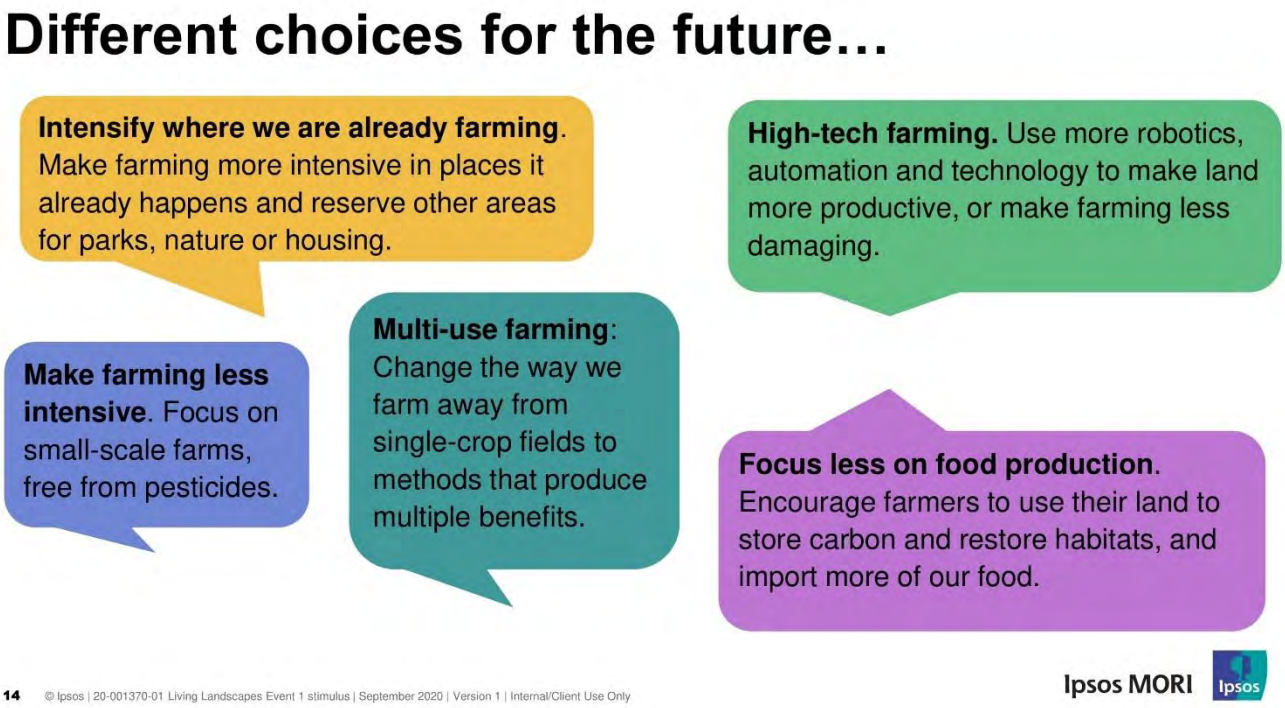

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What happens now?

Biodiversity is reducing

15% of all species in the UK are considered to be at risk of extinction.

Biodiversity provides…

- Insects for **pollination of food crops**
- Soils and plants which aid **water purification**
- **Carbon storage** through tree and plant growth
- **Protection from flooding** provided by soils and plants
- A **variety of plants and animals** which people enjoy visiting or living near

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What happens next?

Continuing pressures

Our changing climate threatens landscapes and the animals/ plants that rely on them

Growth in land used for large-scale agriculture, infrastructure and housing

Current steps

Planting more trees
The Government aims to plant 700 square miles of woodland in the next two decades which could help boost biodiversity – depending on the type of trees

Protecting important habitats
Habitats that promote biodiversity are protected – e.g. peats and bogs, hedgerows and wildflower meadows

Reintroduction of species
In some areas, extinct species are being reintroduced – for example, Sea Eagles in southern England

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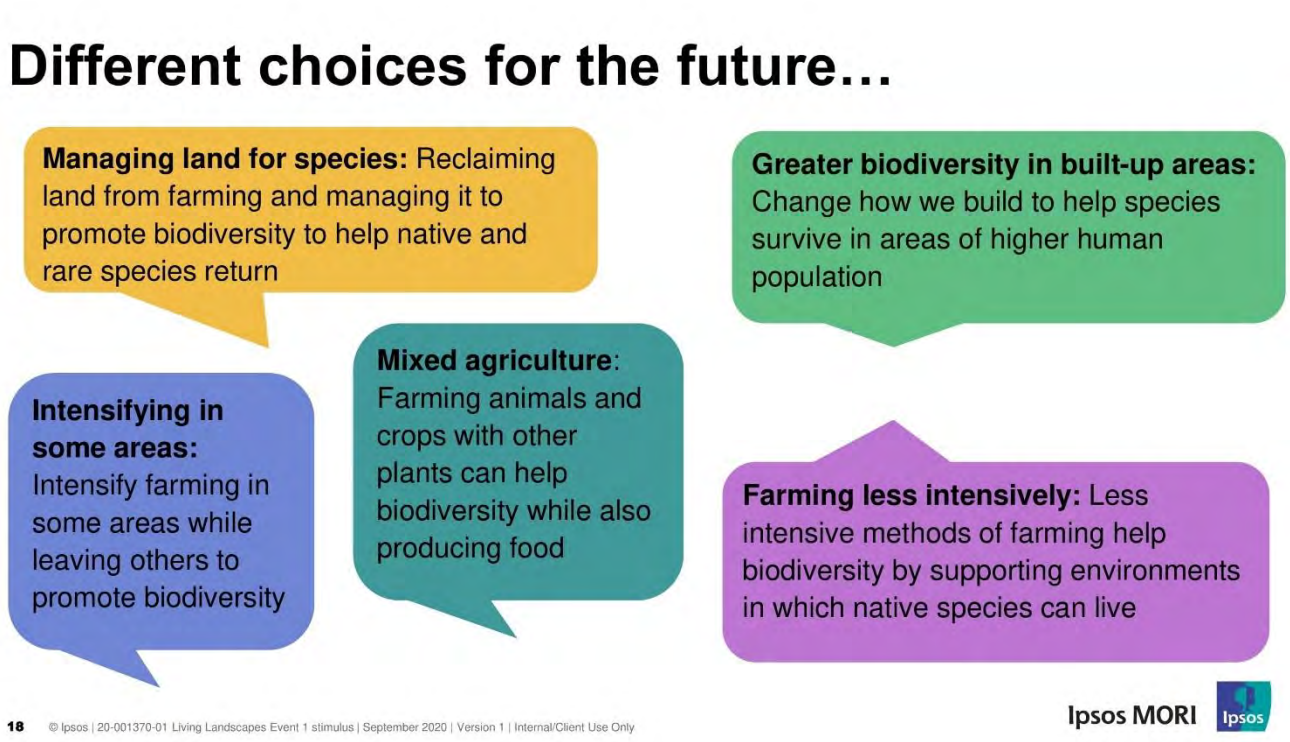

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What happens now?

More extreme weather patterns

Extreme weather events are becoming more common

Summers are becoming drier, winters are becoming warmer and wetter

We can expect more of…

- Extreme heatwaves, which have impacts for crops and can cause wildfires
- Drought, affecting the supply of food and water
- River and coastal flooding
- Shifting rainfall and temperature patterns driving out existing animals and plants, to be replaced by new species, pests and diseases

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What happens next?

Paris Climate Agreement

The UK is a signatory and has pledged to reduce carbon emissions.

By 2050 it plans to reach "Net Zero", meaning it stores more CO2 than it produces

Current steps

Investment in renewables and biomass
Using sunlight, wind and water for energy – as well as growing trees and grasses to burn for energy

Planting new forests
Trees are a way to store carbon for the medium-term; new growth reduces net emissions

Other carbon storage
Exploring other methods, such as 'carbon capture and storage' – and protecting and expanding peatlands

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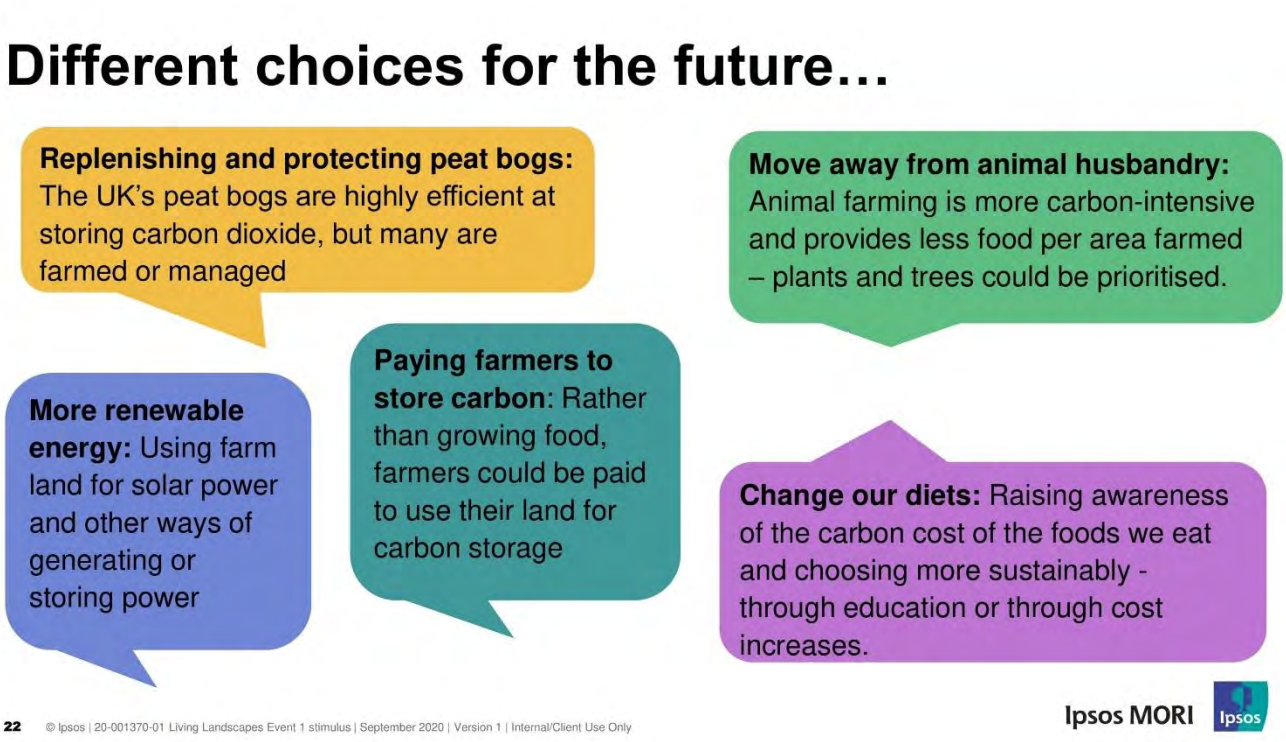

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What happens now?

Protecting people from hazards

Protection from environmental risks is mostly man-made

Dams, flood barriers and sea defences can be overwhelmed

The nature of risks may change

- Extreme weather makes flooding more likely and can overpower sea defences
- Urban development increases water run-off which can contribute to flooding downstream
- Water extraction for drinking and agriculture is rising; water supply is not

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What happens next?

Expectation of greater risk

The impacts of climate change and further development are expected to increase the likelihood of flooding, drought and erosion

Current steps

Natural solutions
Policies aim to make more use of natural flood barriers such as natural river courses and marshes, deep-rooted plants, to slow the flow of water

Avoiding inappropriate land use and development
Less building in flood plains and avoiding developing sensitive areas upstream

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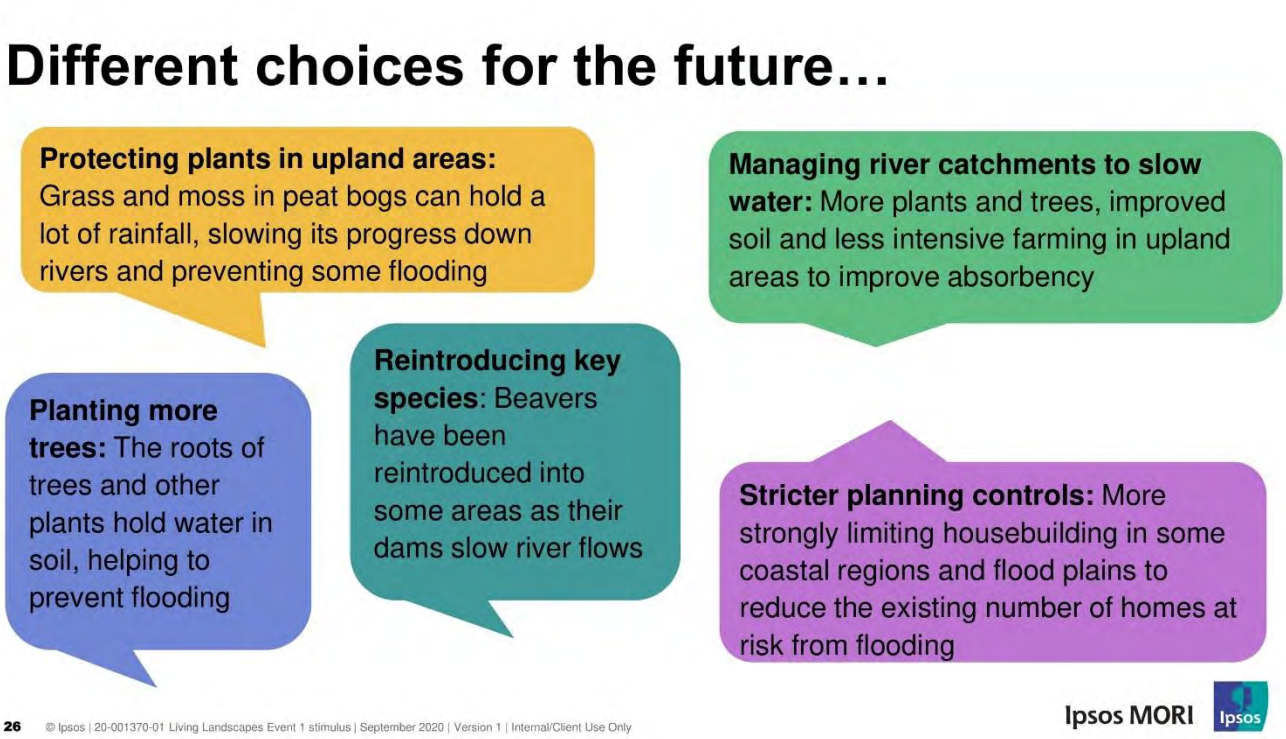

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What happens now?

Parks, beaches and landscape

The landscape is an important area for leisure and cultural activities

Organisations like the National Trust and National Parks manage large areas of land

People enjoy being in the landscape

- Visiting heritage sites, stately homes
- Green spaces are good for mental health
- Holidays at beaches, camping and caravanning
- Walks in the countryside: hills and mountains but also farmland and coastal areas
- Game shooting is a popular pastime and a big employer in some areas

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What happens next?

Greater public demand

Even before Covid-19 made 'staycations' more common, a growing population meant demand for leisure and recreation was increasing

Current steps

Impacts of Brexit
Some predict that many farms will go out of business when Common Agricultural Policy funding ends later this decade, unless they move away from food production and focus on other things.

Urban connections
As population growth is expected in cities, there is a focus on enabling access to rural areas and parks to those living in towns and cities

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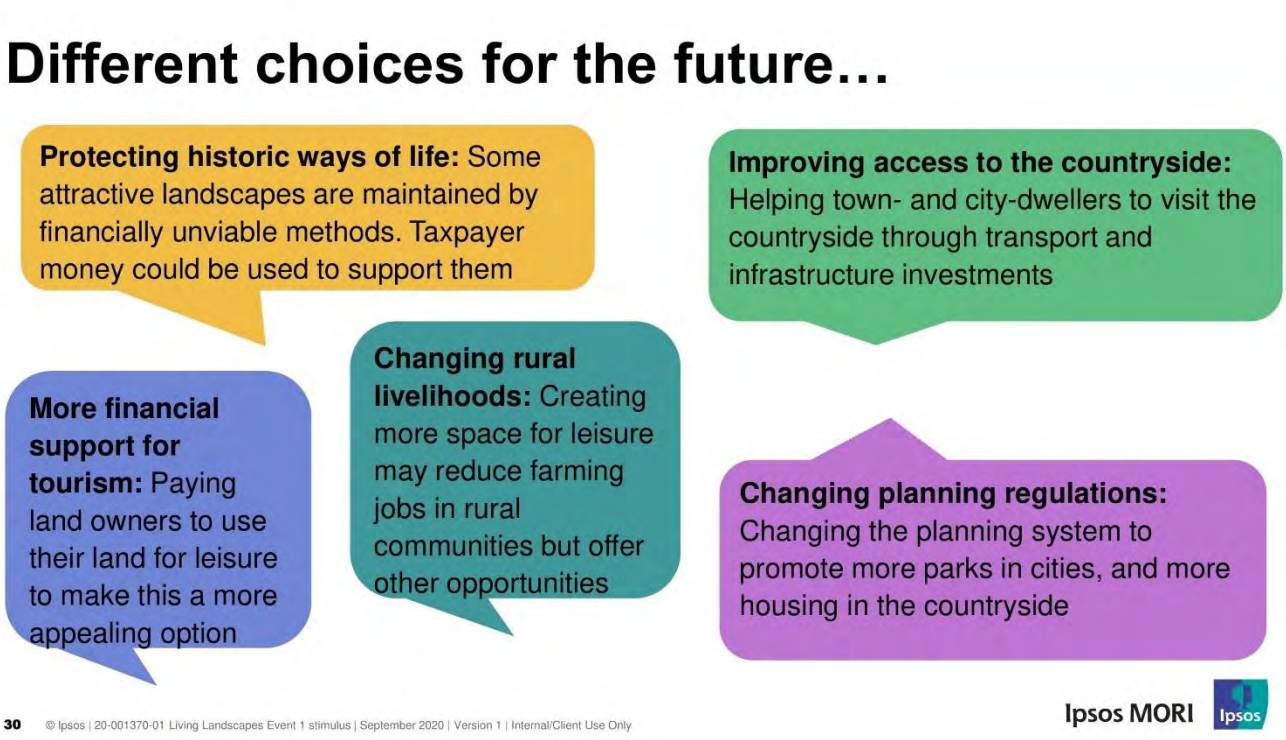

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What happens now?

Protecting water and air quality

The environment affects our water and air

Our drinking water comes from rivers and underground aquifers, which are affected by pollution

There are pressures on air and water already

- A growing population means greater demand for water – for homes and food
- Farming is a significant source of pollution. For instance, fertiliser and slurry run-off from farming can harm biodiversity which affects water quality
- Ammonia pollution from farms is a major contributor to particulate pollution in cities

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What happens next?

Increasing demand

Population growth is highest in areas where there is a lot of farming – the south and east of England.

These areas will become more water stressed

Current steps

Water efficiency
Householders and water distribution networks are under pressure to become more efficient

Emissions reduction targets
The country is committed to phasing out combustion engines in cars by 2035 and a clean air strategy to reduce ammonia emissions from farming

"Catchment Sensitive Farming"
A pilot in England is seeking to train farmers to operate in less polluting ways

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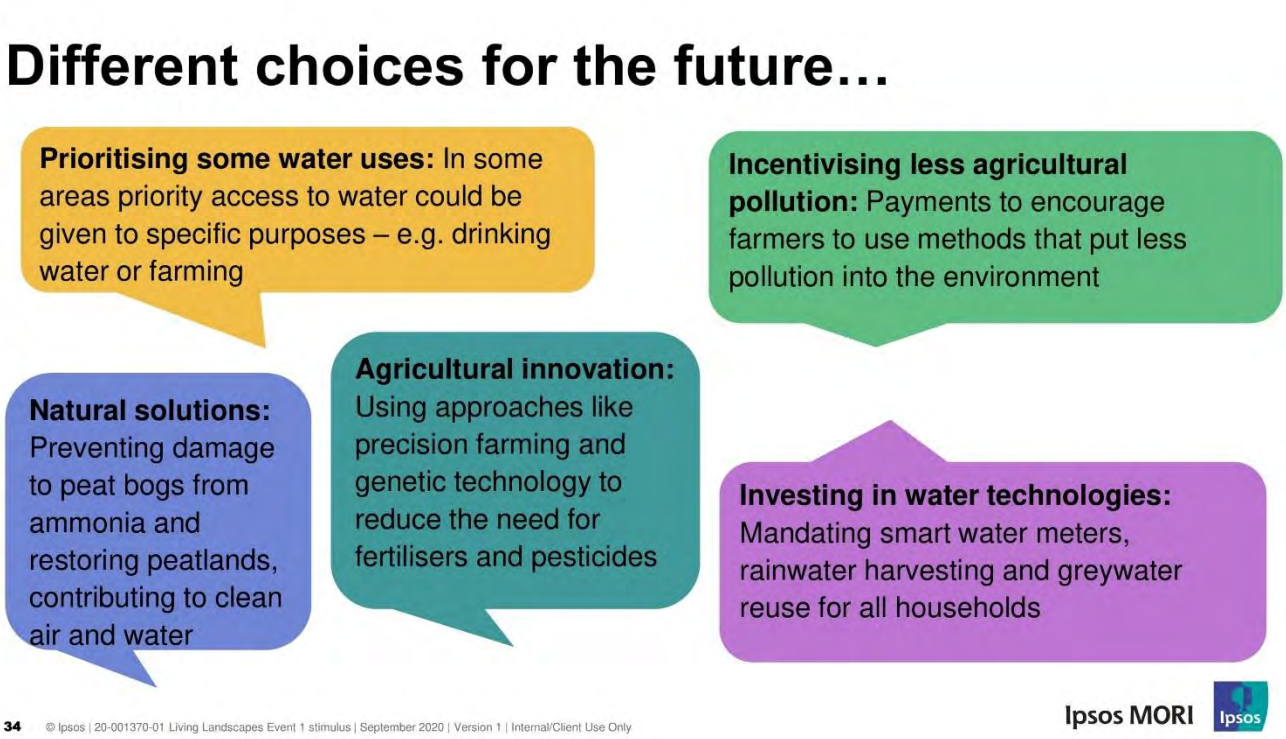

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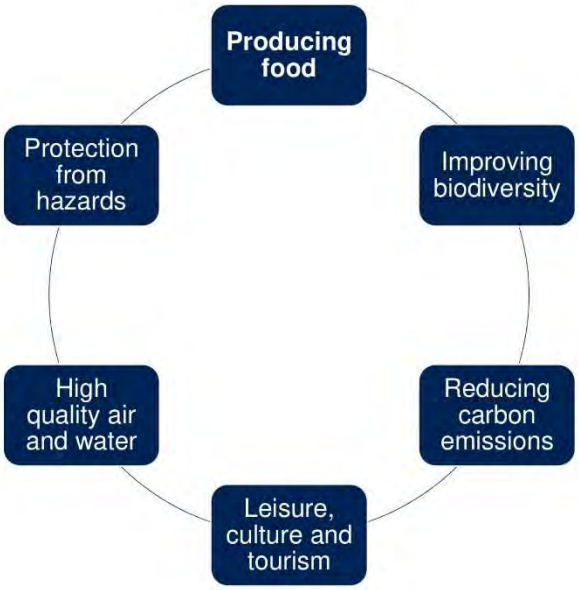
Our six themes

How do they relate to what you've discussed this evening?



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2.6 Workshop 2 discussion guide

Timings	Questions, Workshop 2 discussion guide
15 mins (1000 – 1015)	***Arrivals, introduction and housekeeping*** *CHAIR TO INTRODUCE SELF, IPSOS MORI, MODERATOR TEAM, ROYAL SOCIETY* KEY POINTS ON RESEARCH: • Ipsos MORI, an independent research company, is doing research for the Royal Society to explore what people know about how land is used in the UK and how this might change over the next decade or so. • The Royal Society is the UK's national academy of sciences and an independent charity committed to promoting high quality scientific research and encouraging its development for the benefit of society. • Welcome people back from event 1 and cover off our expectations around Community and stimulus packs • Introduce team plus observers and experts SHAPE OF THE DAY/GROUND RULES: • Explain how online discussion works – may not get to speak on everything, please try not to speak over each other • Event 2 of 2 – thinking about the future of land use in the UK • Timings – for break and end as well as not talking over each other, phones and toilet breaks • Share telephone number for tech help/advice should people fall out of the groups. MENTION MRS CODE OF CONDUCT: • All our research adheres to the Market Research Society Code of Conduct and the General Data Protection Regulation/Data Protection Act. • This means that all data collected is confidential, anonymised and kept securely. • We won't tell anyone else anything you say today. Please respect this by not sharing anything that other people in the group say, or anything you hear in the videos today. • Although we might use your words in the final report we write for Royal Society on the research findings, we will never use any names so nothing could be attributed to you as individuals. • After today, if you think you don't want your words or opinions being included in the report, that's also fine, just let us know. • If you are all happy, we would like to audio and video record the discussion, so we don't have to scribble down lots of notes as we are talking. Is that okay with everyone? IF NEEDED: these will not be shared outside the project team and deleted after the project closes in line with our procedures Chair to explain that all will be sent into breakout groups for most of the event
15 mins (1015 – 1030)	***Group warm-up discussion*** MODERATOR TO INTRODUCE SELF, EXPLAIN SHAPE OF THE DAY AND GET GROUP TO DISCUSS THEIR COMMUNITY EXPERIENCES

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<table>
<tr><th>Timings</th><th>Questions, Workshop 2 discussion guide</th></tr>
<tr><td></td><td>
Welcome to our second workshop! Since we last spoke you've been part of an online community with people from your group and others around the country.

We should all be a bit more familiar with each other than last time, but let's do a second round of introductions.

Can you let us know a bit about yourself – your name, where you live, and something you found particularly interesting on the Community?
• What did you learn that you didn't know before?

We're now going to explore the three scenarios we've designed for what the UK landscape might look like in 2035.

You should have recently received a parcel from Ipsos MORI containing three numbered envelopes. Don't open the three numbered envelopes just yet! But have them to hand as you'll need them for the next part of this workshop.

GROUPS WILL MOVE THROUGH THE SCENARIOS IN DIFFERENT ORDERS – ROTATION GUIDE BELOW.

<table>
<tr><th></th><th>Group 1</th><th>Group 2</th><th>Group 3</th><th>Group 4</th></tr>
<tr><td>Slot 1</td><td>World 1</td><td>World 2</td><td>World 1</td><td>World 3</td></tr>
<tr><td>Slot 2</td><td>World 2</td><td>World 3</td><td>World 3</td><td>World 2</td></tr>
<tr><td>Slot 3</td><td>World 3</td><td>World 1</td><td>World 2</td><td>World 1</td></tr>
</table>
</td></tr>
<tr><td>40 mins (1030 – 1110)</td><td>
<u>Exploring World 1</u>

Welcome to this world, which we call "Follow the market".
DISPLAY COLLAGE [SLIDE 4] ON SCREEN SHARE FOR THIS INTRODUCTION
In this scenario, decisions made now promote economic growth in all sectors of the economy. This means that land is increasingly used for the purpose which generates the highest level of income.

Food policy is focused around the production of cheap food and ensuring the widest choice for consumers. This means an increasing role for imports from other countries for mass market foods and a focus on high quality, but low volume, food production in the UK.

Please open the envelope marked with a blue "one" and read through the contents. It contains some examples of what it might be like to live in this world
ALLOW 15 MINUTES FOR PARTICIPANTS TO READ THROUGH AND TO ANSWER QUESTIONS/HELP INTERPRETATION

What are your first reactions to this world – what did you particularly like or dislike?
• How different does it feel to today's world? What feels the same?

SPECIFIC PROBES FOR STIMULUS MATERIALS – USE AS NECESSARY.

<u>CountryLeisureCo leaflet and teabag</u>
How important would it be to have access to this area if you lived near it?
• What do you think local people who can't afford these rates would do with their free time?
• Are there other things you think this land could be used for? What are they?
</td></tr>
</table>

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Timings	Questions, Workshop 2 discussion guide
	Alto's Supermarket flyer **What do you think about the variety of foods available in this world?** • Would you choose to buy cheaper, imported food or the more expensive locally-grown options? Why is that? • What would other people you know do? • Would you prefer the food to be more local, even if it was more expensive than it is now? Econo-Utilities energy bill **Based on what you have read here, how confident are you in this energy supplier?** • How important is it for more of the energy we consume to be generated within the UK? • Where does this rank against using land for other purposes like farming, leisure or protecting biodiversity? RETURN TO SCENARIO COLLAGE **We've also included a copy of the collage I put on screen earlier in your packs. We also shared this with you on the online community.** **This collage represents how the *whole* UK might look in the year 2035. Individual areas might vary but we'd like you to imagine that the landscape in your local area and the entire UK looks like this.** **Is this a world you would be happy to live in? Why/why not?** How do you think each of the themes we've been talking about would be affected by the decisions made in this scenario? • Producing food • Promoting biodiversity • Combating climate change • Recreation and leisure • Protection from environmental hazards • Clean air and water **What are the key trade-offs you can see between these themes?** **And where can more than one theme benefit at the same time?** **How might your local neighbourhood look different in this world?** • Would the main land uses around you change much? More or less housing, natural habitats, farming, energy and so on? **How might this world be different for other types of people?** • How would it feel to be a young person/old person in this world? • How might farmers feel living in this scenario? **How different do you think the UK would look in this scenario compared with now?** • What do you think are the main differences you would see? • Which issues do you think the people living in this future would be most concerned about? **Before we move on, having discussed this in depth, how have you changed your mind on how positive/negative you are about this world?**

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Timings	Questions, Workshop 2 discussion guide
40 mins (1110 – 1150)	***Exploring World 2*** **Welcome to this world, which we call "Climate co-ordination".** DISPLAY COLLAGE [SLIDE 6] ON SCREEN SHARE FOR THIS INTRODUCTION **In this scenario, decisions made now aim to affect a substantial decrease in carbon emissions from all parts of UK society. This means that a significant amount of land is converted into ways to store carbon or generate clean energy – especially through growing trees.** **Food policy is also focused on reducing our carbon footprint through greater use of seasonal and local foods and a big drop in raising animals for meat, making meat a lot more expensive.** **Please open the envelope marked with a purple "two" and read through the contents. It contains some examples of what it might be like to live in this world** ALLOW 15 MINUTES FOR PARTICIPANTS TO READ THROUGH AND TO ANSWER QUESTIONS/HELP INTERPRETATION **What are your first reactions to this world – what did you particularly like or dislike?** • How different does it feel to today's world? What feels the same? SPECIFIC PROBES FOR STIMULUS MATERIALS – USE AS NECESSARY. Sanctuary map **What do you like (or dislike) about the layout and rules of the sanctuary?** • How would you describe a trip to this sanctuary? Relaxing, interesting, boring, or something else? Why do you say that? • What do you think about the fines for breaking the rules? Birthday party invitation **How different is this from a party invitation you might receive now?** • Would you pay a surcharge to eat meat at this party? • How would you choose to get there? • What sorts of people do you think might be able to travel abroad in this world? Apple chips label **What about these crisps seems most different to a packet you might buy today?** • Would you eat crisps made from surplus apples from cider production? Why/Why not? • How effective would you say this is as a way to reduce food waste? • How important are local production, carbon negative production, and biodegradable packaging to the product for you? RETURN TO SCENARIO COLLAGE **We've also included a copy of the collage I put on screen earlier in your packs. We also shared this with you on the online community.** **This collage represents how the *whole* UK might look in the year 2035. Individual areas might vary but we'd like you to imagine that the landscape in your local area and the entire UK looks like this.** **Is this a world you would be happy to live in? Why/why not?** How do you think each of the themes we've been talking about would be affected by the decisions made in this scenario? • Producing food

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Timings	Questions, Workshop 2 discussion guide
	• Promoting biodiversity • Combating climate change • Recreation and leisure • Protection from environmental hazards • Clean air and water **What are the key trade-offs you can see between these themes?** **And where can more than one theme benefit at the same time?** **How might your local neighbourhood look different in this world?** • Would the main land uses around you change much? More or less housing, farming, natural habitats, energy and so on? **How might this world be different for other types of people?** • How would it feel to be a young person/old person in this world? • How might farmers feel living in this scenario? **How different do you think the UK would look in this scenario compared with now?** • What do you think are the main differences you would see? • Which issues do you think the people living in this future would be most concerned about? **Before we move on, having discussed this in depth, how have you changed your mind on how positive/negative you are about this world?**
15 mins (1150 – 1205)	***BREAK 1 – 15 minutes***
40 mins (1205 – 1245)	***Exploring World 3*** **Welcome to this world, which we call "Home Front".** DISPLAY COLLAGE [SLIDE 8] ON SCREEN SHARE FOR THIS INTRODUCTION **In this scenario, decisions made now aim to significantly increase the proportion of food consumed in the UK which is grown here. This means that the amount of farmland in the UK increases significantly and there is greater investment in new types of food like meat substitutes.** **Food policy focuses on increasing output of crops suited to growing in the UK and increasing the efficiency of food production through high-tech farming methods and genetic technologies.** **Please open the envelope marked with an orange "three" and read through the contents. It contains some examples of what it might be like to live in this world** ALLOW 15 MINUTES FOR PARTICIPANTS TO READ THROUGH AND TO ANSWER QUESTIONS/HELP INTERPRETATION **What are your first reactions to this world – what did you particularly like or dislike?** • How different does it feel to today's world? What feels the same? SPECIFIC PROBES FOR STIMULUS MATERIALS – USE AS NECESSARY. Seed packet label

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Timings	Questions, Workshop 2 discussion guide
	How interested would you be in visiting Biocosm farm to plant the seeds you've been given? • How would you describe a trip to farm visitor centre? Why do you say that? • Why do you think a farm would be the UK's leading tourist attraction in this world? <u>Pub menu</u> **How different is this menu from one you might find in a pub today?** • Which of the menu options would you choose? Why? • How would you describe the range of options available? • What else would you want to know about the food on this menu? <u>Water regulation notice</u> **How would you feel if you found this letter on the first day of your holiday?** • How much do you agree with the council's decision to prioritise water for agriculture over water for people? RETURN TO SCENARIO COLLAGE **We've also included a copy of the collage I put on screen earlier in your packs. We also shared this with you on the online community.** **This collage represents <u>how the *whole* UK might look</u> in the year 2035. Individual areas might vary but we'd like you to imagine that the landscape in your local area and the entire UK looks like this.** **Is this a world you would be happy to live in? Why/why not?** How do you think each of the themes we've been talking about would be affected by the decisions made in this scenario? • Producing food • Promoting biodiversity • Combating climate change • Recreation and leisure • Protection from environmental hazards • Clean air and water **What are the key trade-offs you can see between these themes?** **And where can more than one theme benefit at the same time?** **How might your local neighbourhood look different in this world?** • Would the main land uses around you change much? More or less housing, natural habitats, farming, energy and so on? **How might this world be different for other types of people?** • How would it feel to be a young person/old person in this world? • How might farmers feel living in this scenario? **How different do you think the UK would look in this scenario compared with now?** • What do you think are the main differences you would see? • Which issues do you think the people living in this future would be most concerned about? **Before we move on, having discussed this in depth, how have you changed your mind on how positive/negative you are about this world?**

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Timings	Questions, Workshop 2 discussion guide
10 mins (1245 – 1255)	**Discussion across scenarios** PARTICIPANTS RETURN TO INITIAL MODERATOR **You've now seen all three scenarios we wanted to share with you. Before we go to a break, I wanted to ask if you had a favourite (or least favourite) scenario?** • What did you particularly like/dislike about it? • How might other types of people feel living in this scenario? (Probe on young people/old people, people from other parts of the country, city/rural dwellers) • Which world might farmers and other land users prefer? (Probe on farmers, National trust, wildlife charities, government) **What decisions do you think we should be taking now to head towards/avoid a future that looks like this?**
5 mins (1255 – 1300)	***BREAK 2***
40 mins (1300 – 1340)	**Decisions in the landscape** **For this final part of the day we wanted to talk about the sorts of decisions we need to take to make sure land use in the UK meets the needs of the population.** **There will always be trade offs between different land uses but there can also be areas where two or more land uses can work together to provide multiple benefits.** What should our priorities be? **The potential 2035 scenarios we've presented show what the UK might look like if we prioritised different things from the landscape.** **Thinking about everything you've seen and read over the past month or so, what do you think should be the highest priorities for the government as it decides a new policy for rural land?** SHOW SLIDE 18 AND PROBE ON: • Producing food • Promoting biodiversity • Combating climate change • Recreation and leisure • Protection from environmental hazards • Clean air and water FOR EACH SELECTED: • **How does this conflict, or work together, with the other priorities here?** • **How might this be different for people elsewhere in the UK?** • **Are any of these less important for us to think about? Why is that?** • **Is there anything missing from this list we need to consider?** SHOW SLIDE 19 **In the last workshop we used these hats to think about the future of land use from different perspectives.** FOR EACH HAT • **How might your priorities differ if you thought about land use from this perspective?** Who should be making the decisions?

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Timings	Questions, Workshop 2 discussion guide
	SHOW SLIDE 20 **Who do you think should be responsible for making these decisions?** • What should the role of the UK government, devolved administrations and local Councils be? **Which groups would it be important for them to consult with – and why?** PROBES: • Farmers and those growing food • Land owning charities like the National Trust • Large private sector land owners • Conservation organisations like the RSPB • People living in the local area/all UK citizens **Finally – how would you sum up your thoughts on what you think are the most important principles for how we use land in the future?** **To answer this question, I'd like everyone to grab a piece of paper and write a single word or short sentence that sums up how you feel about this.** **Don't show it just yet! When I say go everyone should show the word they have written on screen and we can compare.** MODERATOR: SELECT A NOTE TAKER TO PRESENT BACK TO THE GROUP AT THE END
20 mins (1340 – 1400)	**<u>Sharing our principles</u>** **Thank you all for your time today! We hope you've had fun looking at the different scenarios we've designed.** **For this final section we've brought you all together to compare notes across the groups to see where there is agreement – or disagreement – on the principles we think are important for the future of how we use land in the UK.** CHAIR ASKS MODERATOR/NOMINATED PARTICIPANT TO RELAY BACK VIEWS ON THE THREE SCENARIOS AND WHAT THE GROUP ARRIVED AT AS ITS KEY PRINCIPLES FOR LAND USE. OPPORTUNITY FOR FEEDBACK BETWEEN GROUPS. **We're now at the end of this group – thank you so much for your time now and in the past few weeks. We'll be writing up your thoughts into a report that will be published early next year. Keep your eyes peeled for it!**

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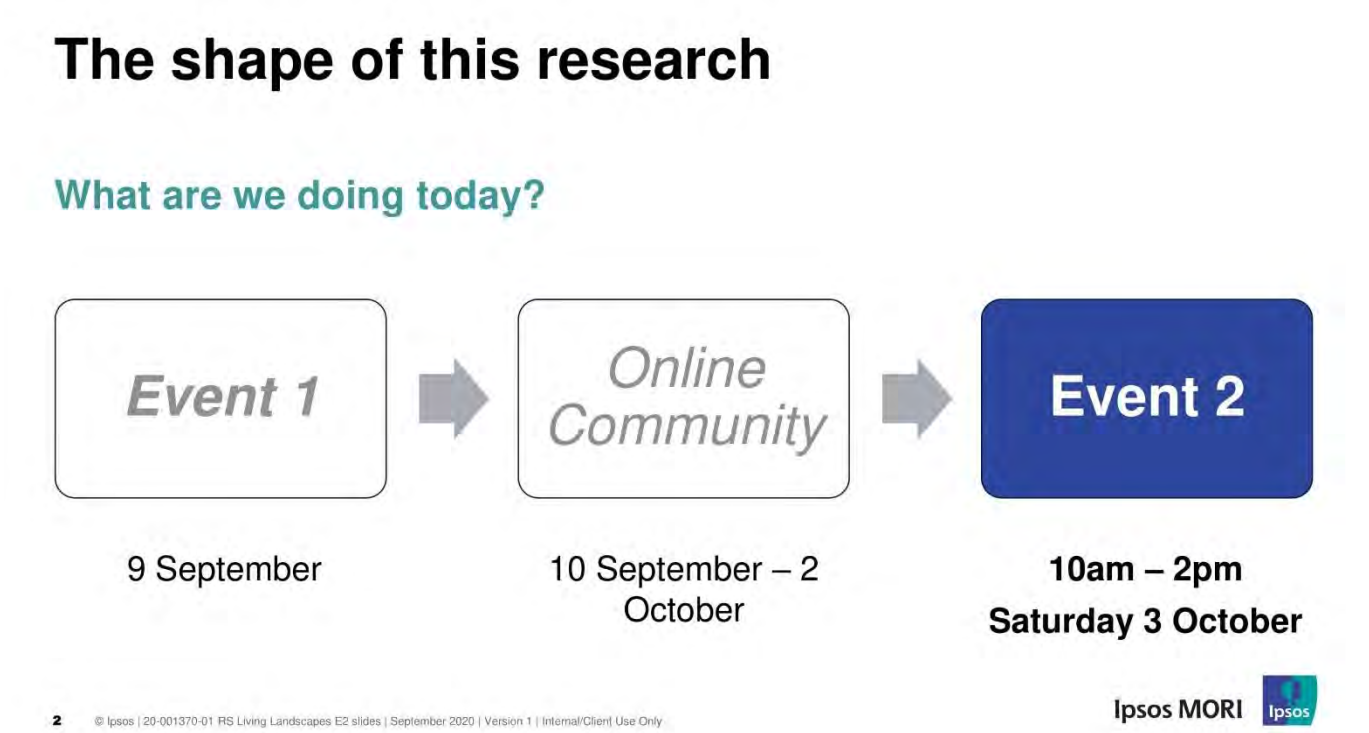
2.7 Workshop 2 slide deck



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Scenario 1 Follow the market

01

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Park leaflet

Supermarket flyer

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Energy bill

Econo–Utilities

3 OLD POULTRY BARNS
HOME FARM DEVELOPMENT
SKIPTON
NORTH YORKSHIRE

YOUR ACCOUNT NUMBER
94716-9871

MANAGE YOUR ACCOUNT ONLINE
AT WWW.ECONO-UTILITIES.COM

Dear Customer,

Thank you for choosing Econo-Utilities

Why choose Econo-Utilities?

Econo-Utilities is the newest and cleanest energy supplier in the UK market, building on two decades' experience of power generation and sale in the US. We can provide power from our exclusive access to the North Sea Littoral Grid (NSLG), a network of onshore and offshore wind generation facilities based in the UK, Netherlands, Denmark, Germany, Norway and Iceland. We also draw power from the Newport Array, which is one of the most efficient solar farms in the UK thanks to Econo-Utilities' investments in Chinese solar technology.

Our Promise

Within these volatile times in the energy market, we are the only company which can offer consumers stable prices month to month. To achieve this, we have access to nuclear, gas and coal power generation from across the UK, to supplement our current eco options.

Charley Salah
UK Managing Director, Econo-Utilities Global

PREDICTED ENERGY BALANCE FOR 2030

76% from the North Sea Littoral Grid (NSLG)

24% from Newport Array

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MORI Ipsos

Scenario 2 Climate co-ordination

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Ipsos MORI Ipsos

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Party invitation

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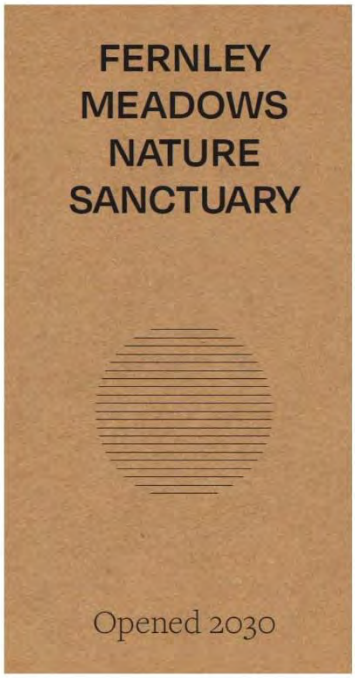
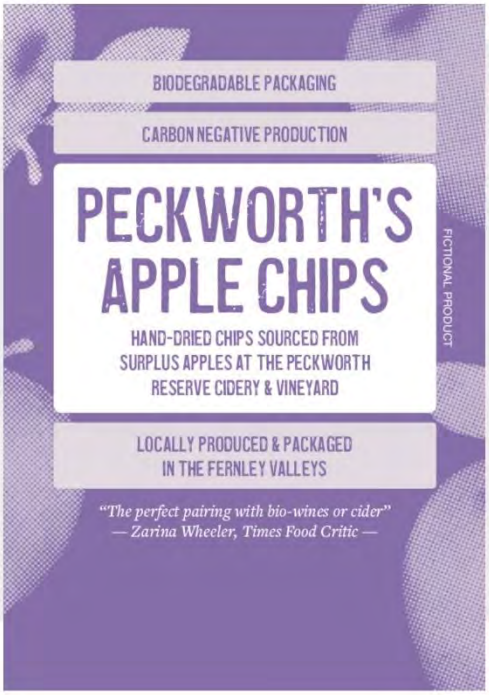
Nature reserve map



Apple crisps



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Scenario 3
Home Front

03

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Pub menu

Seed packet

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Water notice

Seven Springs
Parish Council

WATER REGULATION NOTICE

31.09.2035

A reminder that our October water schedule has been updated to accommodate for harvest and replenishing the irrigation reservoirs at Birdlip Mill and Farm as agreed at the Cheltenham District meeting last Tuesday:

- Household water will be turned off from 8pm to 7am (this is an extension of 2 hours from the summer period)
- Washing machines should only be used once per week

We expect shower quotas will be upped in November or December, although this depends on the rainfall for these months matching the Met Office forecasts.

If anyone needs assistance replacing your digi-meter or would like to order another water butt, Ade at 52 Baker Lane can arrange for this for you. Thankfully, we've had a good growing season compared to last year's, so the Harvest BBQ and Beer Night on the 10th at the Village Green looks to be a good one!

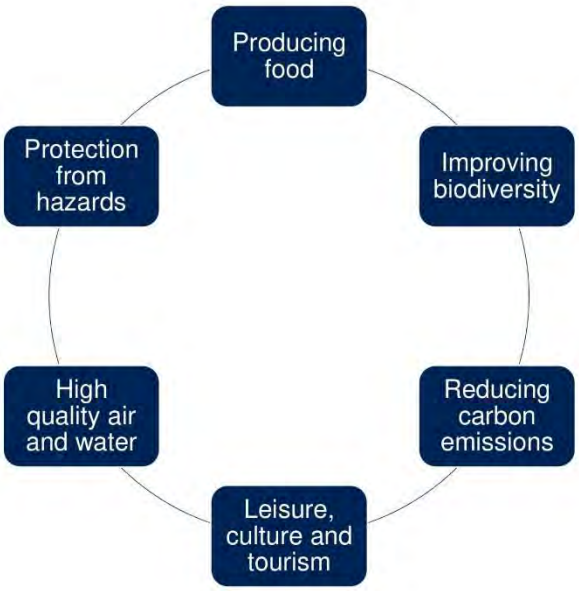
Many thanks,
Lottie Southarn, Parish Chair

SIGNED:

Ipsos MORI

Our six themes

How important are they when we think about future policy for rural land?



Ipsos MORI

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Taxpayers: how should we invest money in land?

Citizens: what's the best way to improve what our land can offer everyone?

Individuals: What benefits do we get personally from the land?

Other people: What might these changes mean for other groups?

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Ipsos MORI

UK government

Local government

Farmers and food growers

Devolved administrations

Large private land owners

Land owning charities (e.g. National Trust)

Conservation bodies (e.g. RSPB)

The public

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2.8 Workshop 2 stimulus materials

Climate Co-ordination materials

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You've invited to Kates 50th!

We're planning a weekend away at Fernley Meadows Nature Sanctuary We've booked accommodation on-site at the Solar-System Yurt Park & have organised a veggie & vegan friendly meal put on by the Pulse + Petal restaurant at the sanctuary.

If you'd like to sample the locally reared steak there's an additional charge of £60.

A few of us are getting together to buy her a 300-Unit carbon voucher to offset her trip to France — let me know if you'd like to contribute.

Hope you can make it!
LX

TRAVEL

BY SPARKPOOL BUS	BY BIKE/EBIKE	BY CAR
SparkPool electric buses depart from Andover station for the reserve three times an hour every day	The sanctuary is approx. 33 miles cycle from Andover station, following the Green Cycle Highway signs.	Cars are banned within fifteen miles of the sanctuary. Limited parking is available at Andover Station.

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FERNLEY MEADOWS NATURE SANCTUARY

Fernley Meadows Nature Sanctuary is run by the Department for Conservation and Public Health.

Please keep to signed routes and do not disturb the plants or animals living here.

Sanctuary wardens operate 24-hour patrols and are empowered to give on-the-spot fines:

Trespassing into the reserve
— £1000 fine —

Creating any loud noise, or light after 9pm
— £250 fine —

Bringing single-use plastic on to the reserve
— £500 fine —

Opened 2030

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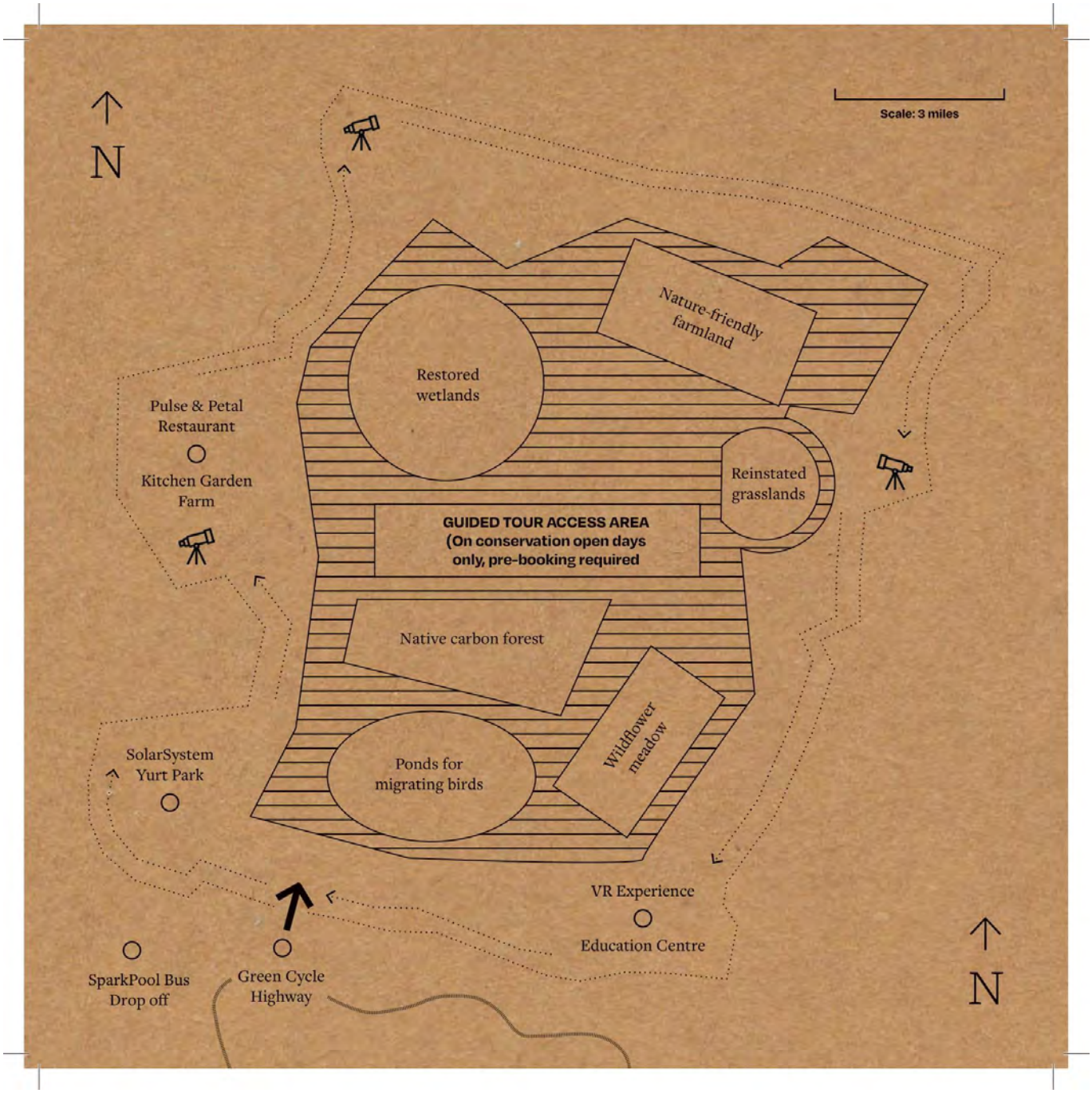

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Follow the Market materials

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Access Packages

[ALL COSTS PER PERSON]

ALL ACCESS MEMBERSHIP	£400 £40	ANNUAL MONTHLY
ACTION AND ADVENTURE PACKAGE (bike trails, wild swimming, rope walk)	£200 £20	ANNUAL MONTHLY
RESTORE AND REGROW™ PACKAGE (Floral Beauty Sanctuary, Forest Boardwalk, Meadow Roam)	£200 £20	ANNUAL MONTHLY
ACCESS TO LOCAL TRAILS AND PARKS – ADULTS	£100 £10	ANNUAL MONTHLY
ACCESS TO LOCAL TRAILS AND PARKS – CHILDREN	£70 £ 7	ANNUAL MONTHLY

#livewild #countryleisurecorporation

CountryLeisure CORPORATION

Welcome to the local countryside

CountryLeisureCORPORATION® have a number of wildlife locations and experiences nearby for you to explore and enjoy your local landscape.

A gift from us

We hope you enjoy a cup of tea on us, specially blended for our FloralBeauty™ Nature Sanctuary Tearoom and Restaurant, where we also offer monthly craft and perfume workshops to members*.

*AVAILABLE FOR ALL ACCESS / RESTORE & REGROW MEMBERS ONLY

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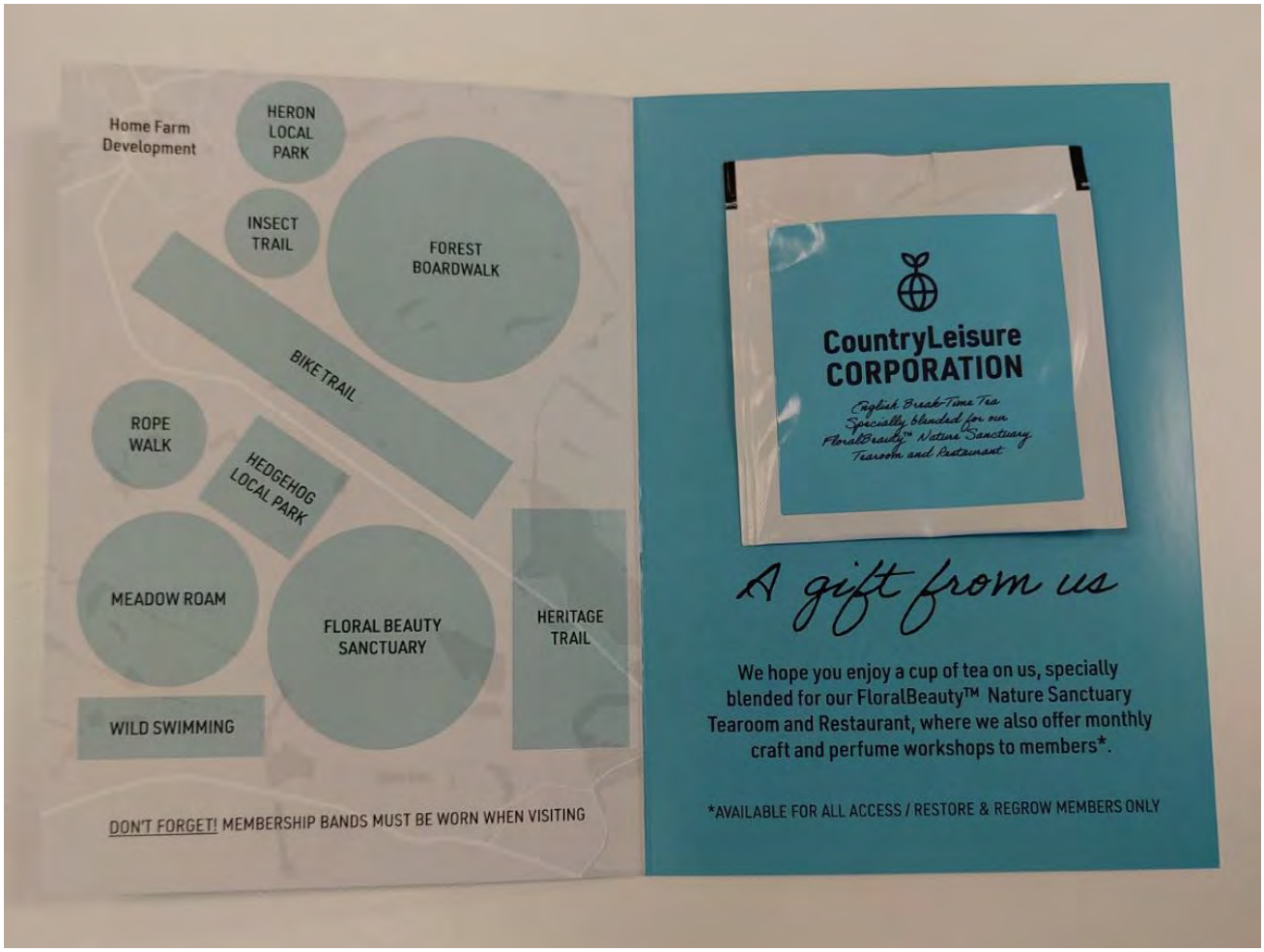

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Econo–
Utilities

3 OLD POULTRY BARNS
HOME FARM DEVELOPMENT
SKIPTON
NORTH YORKSHIRE

YOUR ACCOUNT NUMBER
94716-8871

MANAGE YOUR ACCOUNT ONLINE
AT WWW.ECONO-UTILITIES.COM

Dear Customer,

Thank you for choosing Econo-Utilities

Why choose Econo-Utilities?

Econo-Utilities is the newest and cleanest energy supplier in the UK market, building on two decades' experience of power generation and sale in the US. We can provide power from our exclusive access to the North Sea Littoral Grid (NSLG), a network of onshore and offshore wind generation facilities based in the UK, Netherlands, Denmark, Germany, Norway and Iceland. We also draw power from the Newport Array, which is one of the most efficient solar farms in the UK thanks to Econo-Utilities' investments in Chinese solar technology.

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UK Managing Director, Econo-Utilities Global

PREDICTED ENERGY BALANCE FOR 2036

76% from the North Sea Littoral Grid (NSLG)

24% from Newport Array

www.econo-utilities.com / twitter: @econo-utilities / instagram: @econo-utilities / #econoutilities

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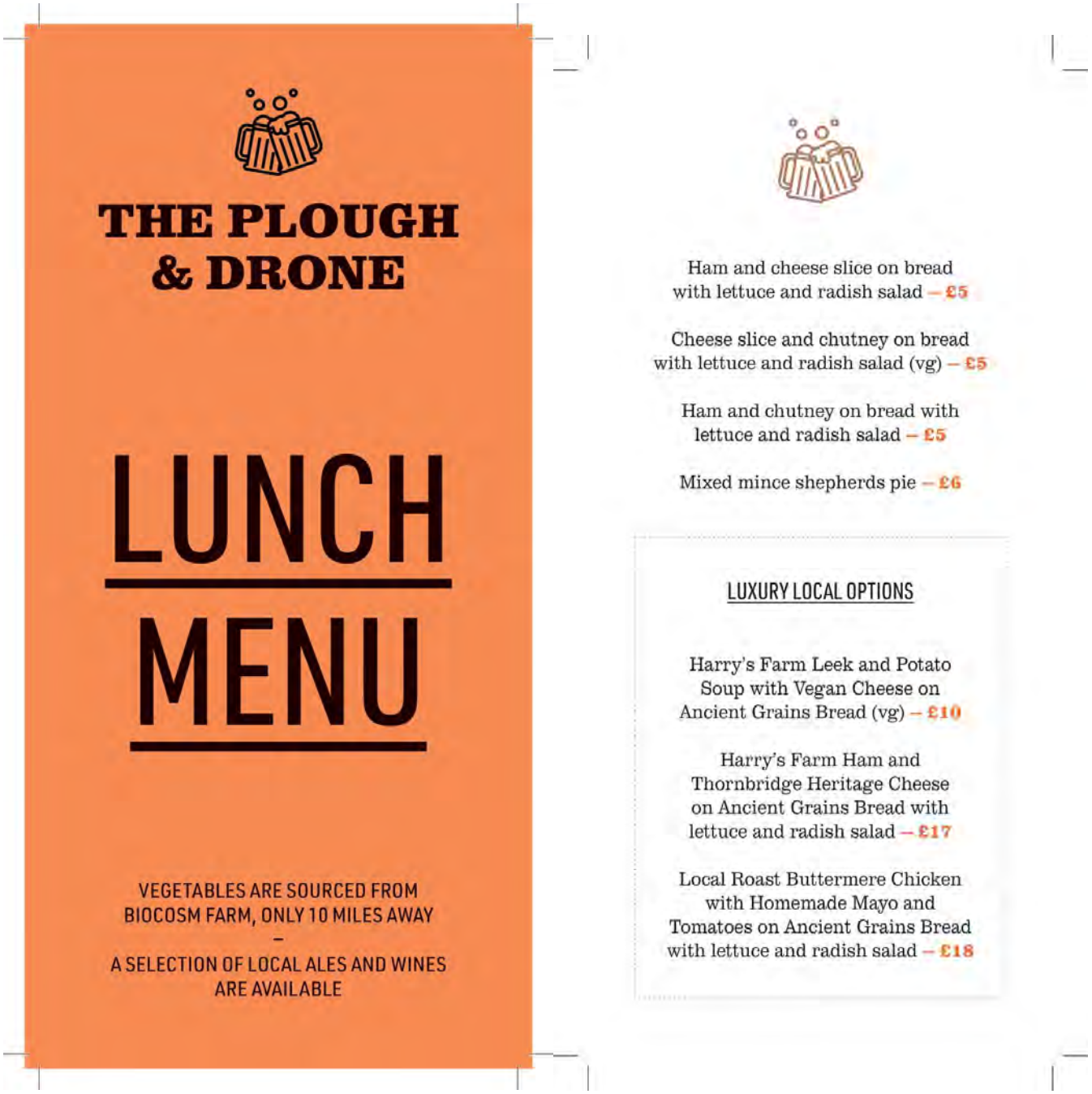
Home Front materials



THE PLOUGH & DRONE

LUNCH MENU

VEGETABLES ARE SOURCED FROM BIOCOSM FARM, ONLY 10 MILES AWAY

–

A SELECTION OF LOCAL ALES AND WINES ARE AVAILABLE

Ham and cheese slice on bread with lettuce and radish salad – £5

Cheese slice and chutney on bread with lettuce and radish salad (vg) – £5

Ham and chutney on bread with lettuce and radish salad – £5

Mixed mince shepherds pie – £6

LUXURY LOCAL OPTIONS

Harry's Farm Leek and Potato Soup with Vegan Cheese on Ancient Grains Bread (vg) – £10

Harry's Farm Ham and Thornbridge Heritage Cheese on Ancient Grains Bread with lettuce and radish salad – £17

Local Roast Buttermere Chicken with Homemade Mayo and Tomatoes on Ancient Grains Bread with lettuce and radish salad – £18

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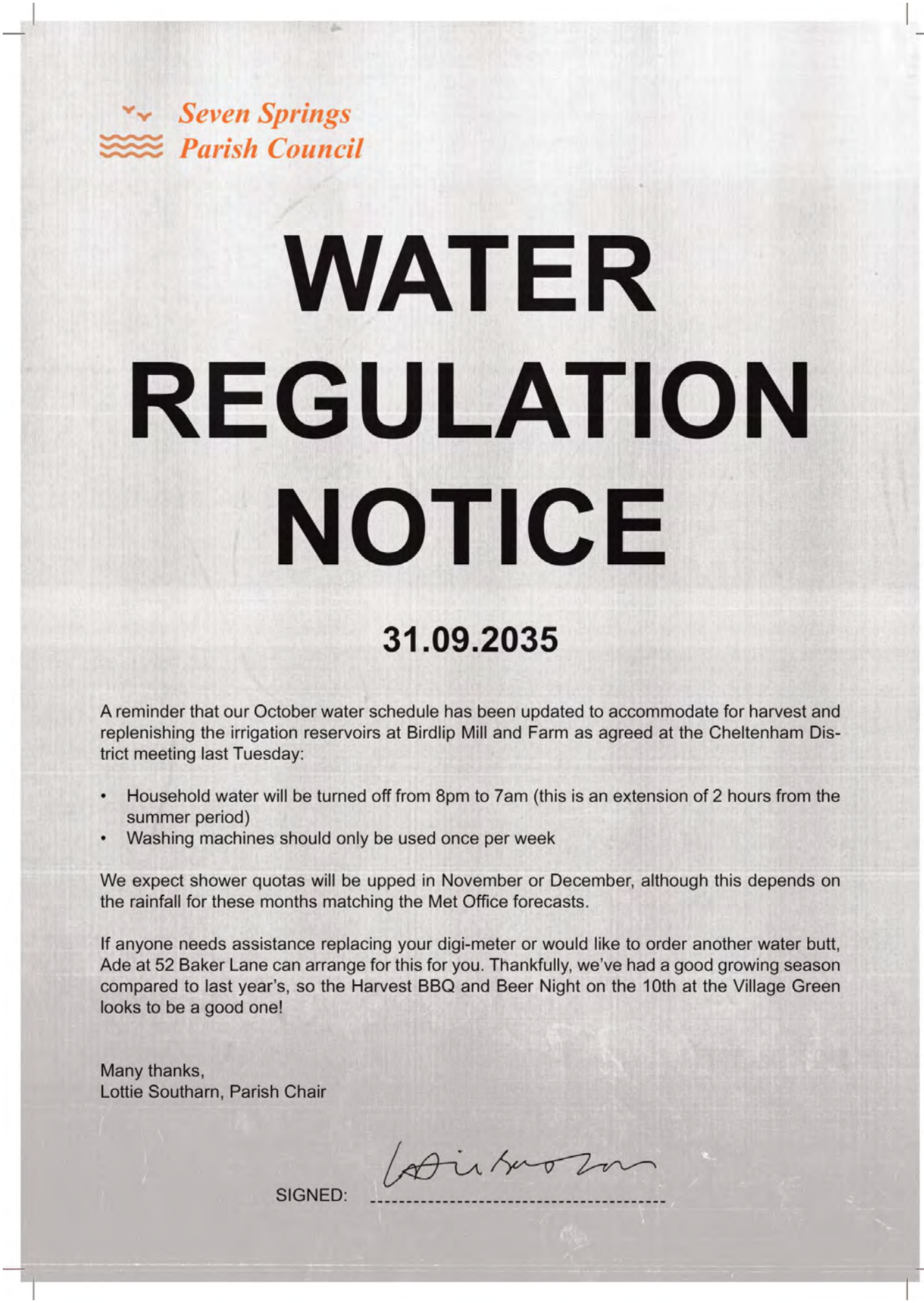

Seven Springs
Parish Council

WATER REGULATION NOTICE

31.09.2035

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Many thanks,
Lottie Southarn, Parish Chair

SIGNED: ----------

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3 Telephone interviews

3.1 Recruitment

Ipsos MORI worked with their recruitment partners Field Mouse Recruitment to find eight interviewees who are digitally excluded (due to low digital literacy and/or poor internet connectivity). To encourage engagement and reduce socio-economic barriers, participants were financially incentivised for participation in the interviews with a £50 thank you payment. The table below outlines the target quotas and the actual sample achieved. We also included housing tenure and access to vehicles as 'watching quotas'. These were not used to choose participants but aided with constructing the land-use typologies.

All participants below either had a **low level of digital confidence**, **internet speed below 10mb**, or both.

Table 3.1: Digitally excluded depth interview recruitment matrix

Demographic		Achieved sample
Region	East Anglia and the Fens	1
	North Wales	2
	Western Scotland and Highlands	3
	South-West England	2
Gender	Female	5
	Male	3
Ethnicity	White	6
	Ethnic minorities	2
Social grade[1]	ABC1	4
	C2DE	4

[1] See explanation at 2.1 above.

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3.2 Pre-interview booklet

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Living Landscapes

WHAT'S THIS PROJECT ABOUT?

We want to talk to you about the future of rural land in the UK

The Royal Society, the UK's national academy for science and an independent charity, has asked Ipsos MORI to speak to the UK public about how we use land across the country.

Your views matter! You are part of a project bringing together people from across the UK, to understand public views of the choices we need to make about the future of how we use rural land in this country.

Based on what you tell us, Ipsos MORI will write a report. The Royal Society will use this to inform recommendations to the UK Government about some of the big decisions they will need to make in the coming years about farming and protecting the environment.

This booklet gives you an introduction to what we will be talking about – please read it through and have it with you during our phone call.

OUR TELEPHONE INTERVIEW…

Because we can't meet with you in person at the moment, one of the members of our team will call you

TELEPHONE INTERVIEW:

We will be calling you at the time and date agreed for a one-to-one conversation which should last about an hour. We are speaking to other people across different regions in England, Scotland and Wales.

AFTER OUR CALL:

Speaking with you will help us with our wider report, which will bring together your opinions, and those of other people we are speaking to online in other groups. No one will be identified personally in this report, but we'll use our conversations to get a better picture of what lots of different people think about land use in the UK.

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WHAT WE'LL COVER

On the call, we'd like to discuss subjects that affect land use such as farming, climate change, pollution, environment and land ownership. You don't need to be an expert on this! We have sent you all the information you will need with this booklet. Your interviewer will talk you through this information and you will discuss it together. **Most of all, we are interested in your opinion!**

Most importantly: have fun! We are interested in everyone's views and there are no right or wrong answers. We hope that through this project you'll learn a lot about the different points of view about how the way land is used in the UK could change in the future.

The main question we will discuss is….

How do we want to use the UK's rural land in the future?

We'll be looking at the next 15 years and thinking about how to balance the country's different future needs for land. We'll also explore other factors, like how to pay for any changes, how to make these changes happen and think about who gets to make the decisions.

Why are we talking about this now?

The way the countryside looks now is a result of choices that have been made in the past by governments, organisations and individuals. Over the next 15 years, what we need our rural land to do is likely to change a great deal. **So we need to talk about which changes, if any, we want to see in how we use land**.

YOUR TASK…

Over the next few pages we will introduce some of the main landscapes in the UK at the moment. Before your call please read these pages and write down some answers to the questions we pose. You'll be discussing these in your phone call.

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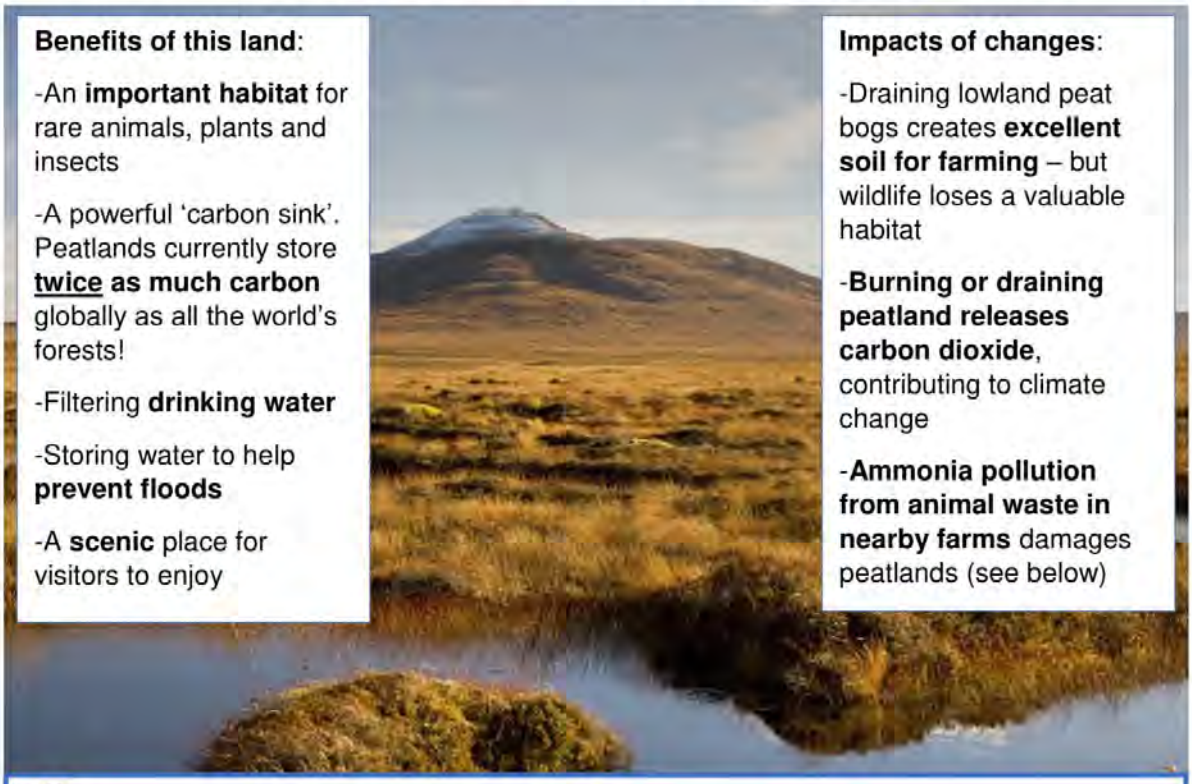
PEATLAND

What type of land is this?

Peatlands are found mostly in northern England and Scotland. They cover 10% of the UK's land, compared with just 3% worldwide. In addition to being scenic, their wet, boggy conditions are ideal for storing carbon that would otherwise contribute to the UK's carbon dioxide emissions. The remains of dead plants and mosses do not completely rot away; they are stored as peat.



Benefits of this land:

-An **important habitat** for rare animals, plants and insects

-A powerful 'carbon sink'. Peatlands currently store **twice as much carbon** globally as all the world's forests!

-Filtering **drinking water**

-Storing water to help **prevent floods**

-A **scenic** place for visitors to enjoy

Impacts of changes:

-Draining lowland peat bogs creates **excellent soil for farming** – but wildlife loses a valuable habitat

-**Burning or draining peatland releases carbon dioxide**, contributing to climate change

-**Ammonia pollution from animal waste in nearby farms** damages peatlands (see below)

A case study of the Moninea Bog in Northern Ireland is a good example of the effects of air pollution on peatlands. A Royal Society study showed that ammonia pollution (which comes from animal manure) in nearby farms can significantly harm rare peatland plants :

"*Between 2004 and 2007 there was a 50% loss of bog moss in locations less than 400m from the poultry farm, and it was estimated that up to 200m downwind of the farm, lichens and mosses were more than 90% [wiped out] or injured.*"

What do you think should be our priority when it comes to the future of this type of landscape? *Preserving biodiversity, developing farmland, storing carbon, access for people to enjoy the landscape…. Or something else?*

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FARMLAND

What type of land is this?

About 70% of UK's land is used for agriculture. What we farm depends on lots of things: what grows well in the local area's soil and climate, which types of produce will make farmers more money, and the availability of money from the government to encourage farmers to grow particular crops or to farm in a particular way. But a lot of these things are changing…

The crops and animals we farm today have been influenced by 'subsidy', or **financial aid from the government and EU.**

The way this money is given out will be changing soon and there are a **lot of questions about how farmland and the landscape might change** once this happens.

The role of farmers may change into managing their land for other uses. For example, they could be paid to grow forests, create space for wild animals to live in, or to provide areas for recreation, like national parks or campsites.

Did you know?

80% of all UK-produced food comes from just 20% of our farms

Above are examples of **different types of farming**:

- Top left: **arable** farming, which means growing crops and cereals like wheat and corn.
- Bottom left: **horticulture**, growing fruit and vegetables.
- Bottom right: **livestock farming**, the rearing and production of meat and other products from animals including pigs, chickens, sheep, beef and dairy cattle.

What do you think should be our priority when it comes to the future of farmland? *Should we think about reducing carbon, preserving wildlife, increasing biodiversity, producing more food, access for people to enjoy the landscape…. Or something else?*

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WOODLANDS

The UK's woods and forests are home to a lot more than trees! A huge variety of animal and other plant species live among trees. Forests can also provide food and a space for humans to enjoy. Increasingly, trees are also seen as a good way to reduce our emissions by storing carbon from the air in their wood. The government is already planning to increase the land area of the UK planted with trees.

Woodland covers 13% of the UK's total land area:

10% of England

15% of Wales

19% of Scotland

9% of Northern Ireland.

But the UK is one of the least wooded countries in Europe. For instance, 31% of France is covered with trees.

Woodland can be used for lots of different purposes:

For profit (e.g. producing timber)

Creating **habitats for wildlife**

Protecting surrounding land from **flooding**

Storing **carbon from the air**

Providing **places for us to enjoy**, for hikes, picnics, holidays, or just enjoying the scenery!

What do you think should be our priority when it comes to this landscape?
Should the focus be on storing carbon by growing forests as quickly as possible using fast-growing trees like fir or spruce, or promoting biodiversity through slower-growing native species like oak?

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A quick jargon buster

During this project you'll become familiar with a lot of terms you won't encounter in your day-to-day life. We've given you this jargon buster as a starting point, but please feel free to speak to the Ipsos MORI team if you have any further questions!

Agriculture: another word for farming covering all types – arable farming (growing crops like wheat), livestock (animals such as cows and sheep) and horticulture (fruit and vegetables).

Biodiversity: a term which refers to the biological variety of all life on earth or within certain habitats. Areas with greater biodiversity (so a wider variety of animals and plants) function more successfully and provide greater societal benefits to people.

Carbon dioxide (CO_2): A gas produced through burning fossil fuels, which is also breathed out by people and animals. CO_2 traps heat within the earth's atmosphere, which is why it is called a "greenhouse gas". Scientists agree that the CO_2 produced from burning fossil fuels, along with methane and nitrous oxide gases are responsible for most global warming.

Carbon sequestration or carbon storage: Where the carbon dioxide is taken from the air and stored in a non-gas form to reduce the amount in the atmosphere. This can happen naturally through growing plants and trees, or it can be done artificially with technology.

Ecosystem: This refers to the interaction of organisms within certain habitats. An ecosystem is made up of all the living things (plants, animals and others) and non-living materials (such as water, rocks, soil, and sand) in an area. Importantly, when we talk about ecosystems, we are talking about how all these things work together and impact each other.

Land management: is the process of managing how land is used and developed. Land is used and managed for a variety of purposes including agriculture, forest, water resource management and eco-tourism projects.

Public goods: This term is used to describe things that everyone can access, regardless of their own behaviour or whether they have paid for it. For example, clean air is a public good, because it is something that everyone can breathe in, whether they drive a highly polluting car or travel only by bicycle and public transport. Many public goods do not make money and so are not often prioritised by people and businesses. The UK government is thinking about changing its subsidies for farmers to reward them for the public goods they provide.

Subsidy: means money given to a person or business to support their activities where this is not effectively financially rewarded by the market. It also helps to keep prices more stable in the longer term. Currently, all farming in the UK receives government subsidy through the EU's "Common Agricultural Policy".

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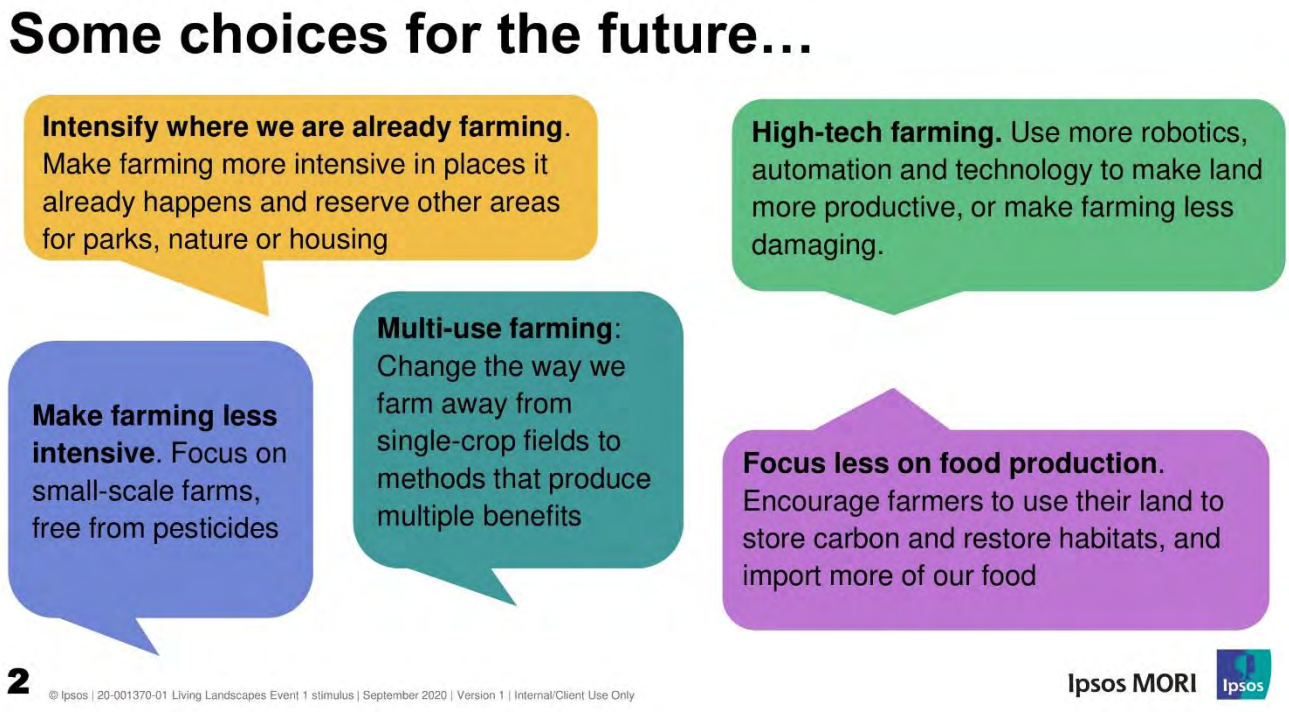
3.3 Digitally excluded depth interview pre-interview stimulus pack



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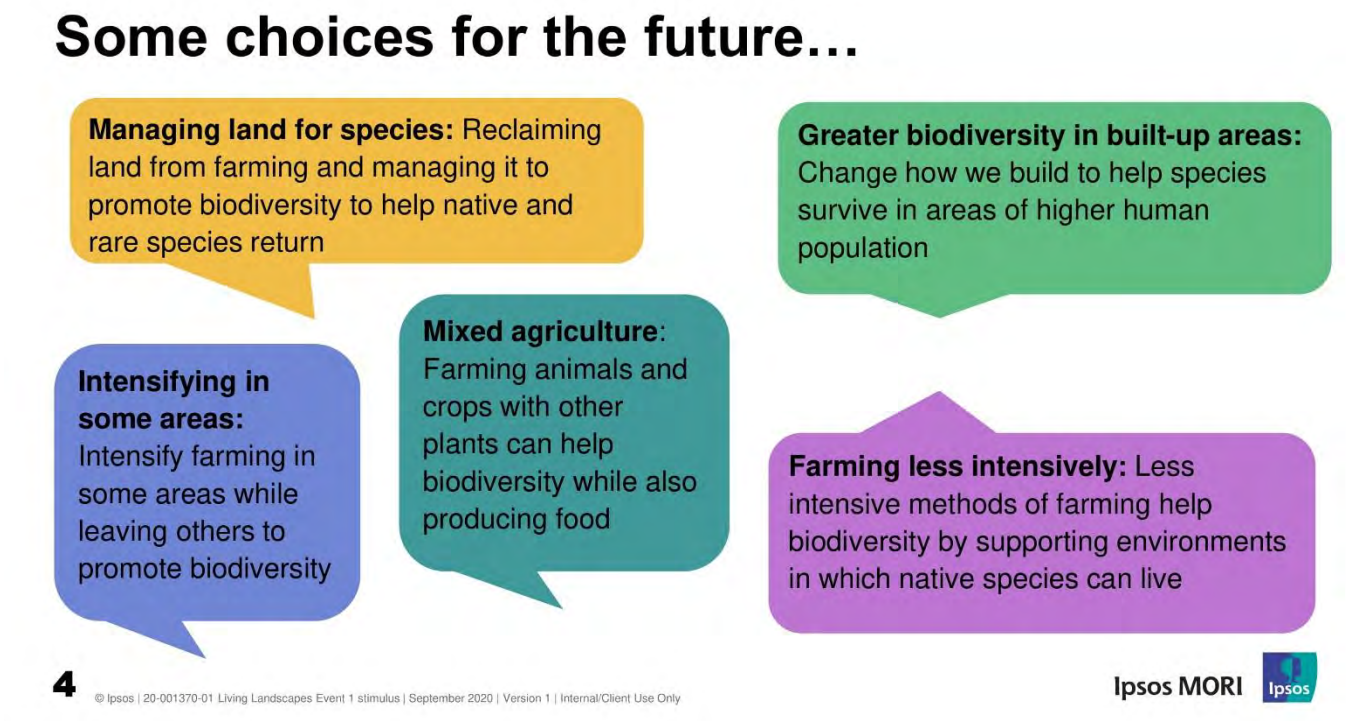

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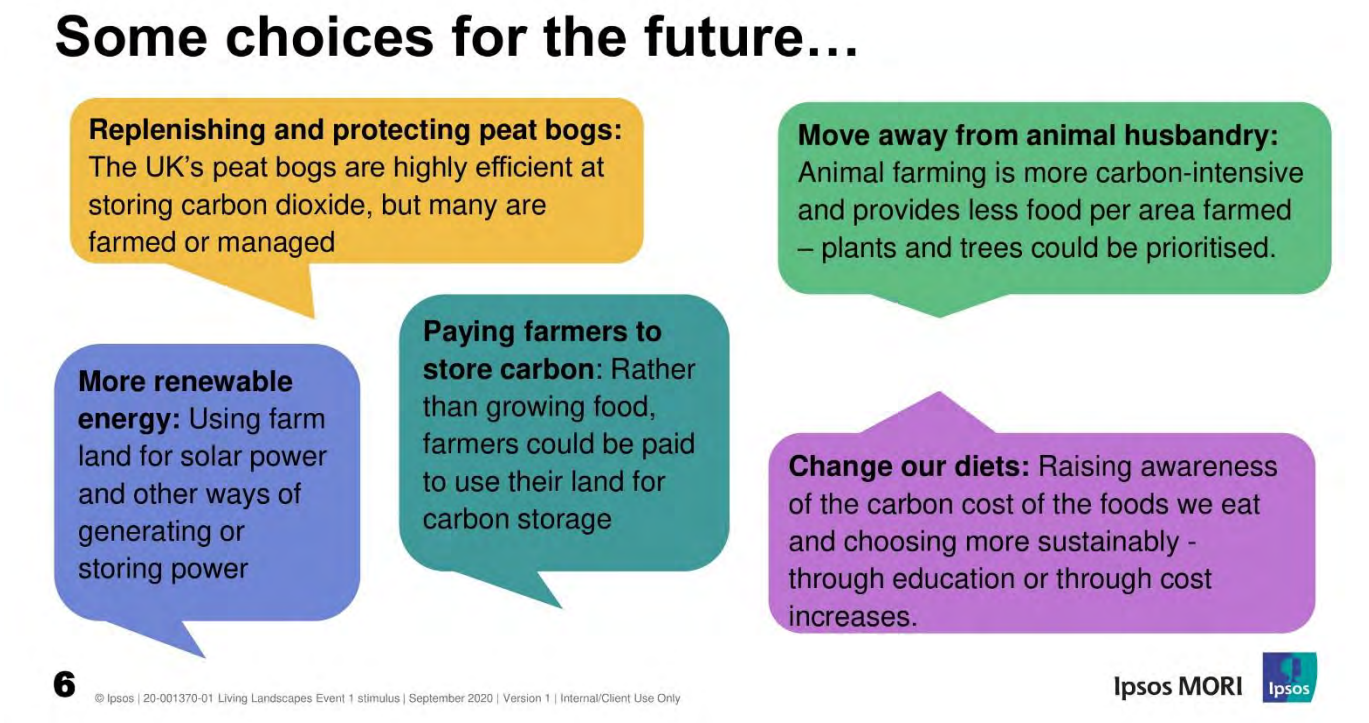

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REDUCING HAZARDS LIKE FLOODING

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Some choices for the future…

Promoting bogs in upland areas: Grass and moss in peat bogs can hold a lot of rainfall, slowing its progress down rivers and preventing some flooding

Managing river catchments to slow water: More plants and trees, improved soil and less intensive farming in upland areas to improve absorbency

Planting more trees: The roots of trees and other plants hold water in soil, helping to prevent flooding

Reintroducing key species: Beavers have been reintroduced into some areas as their dams slow river flows

Stricter planning controls: More strongly limiting housebuilding in some coastal regions and flood plains to reduce the existing number of homes at risk from flooding

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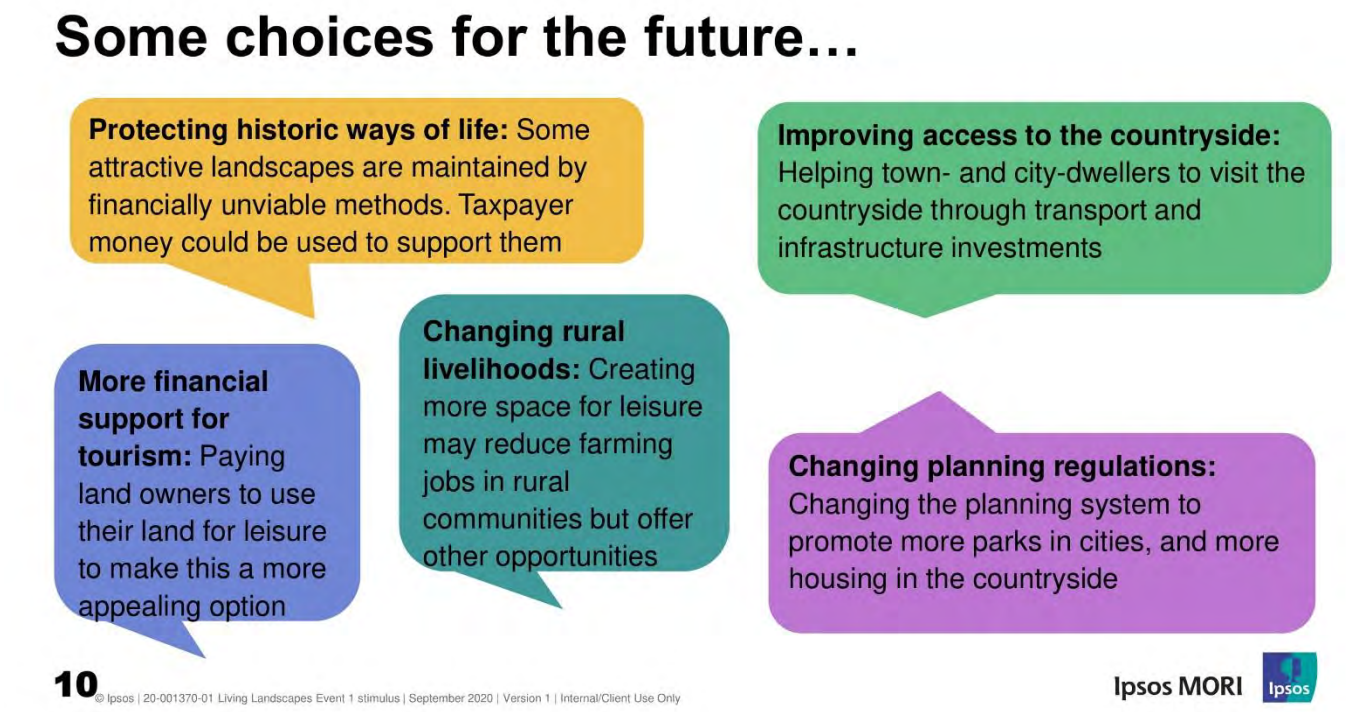

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CLEAN AIR AND WATER

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Some choices for the future…

Prioritising some water uses: In some areas priority access to water could be given to specific purposes – e.g. drinking water, farming or storing carbon

Incentivising less agricultural pollution: Using farming subsidies to encourage farmers to use methods that put less pollution into the environment

Natural solutions: Protecting peat bogs from ammonia and converting farmland to peat, contributing to clean air and water

Agricultural innovation: Using approaches like precision farming and genetic technology to reduce the need for fertilisers and pesticides

Investing in water technologies: Mandating smart water meters, rainwater harvesting and greywater reuse for all households

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3.4 Digitally excluded depth interview topic guide

Timings	Questions, telephone interviews topic guide
5 mins	***Introduction*** *INTERVIEWER TO INTRODUCE SELF, IPSOS MORI, ROYAL SOCIETY* KEY POINTS ON RESEARCH: • Ipsos MORI, an independent research company, is doing research for the Royal Society to explore how land is used in the UK and how this might change over the next decade or so. • The Royal Society is the UK's national academy of sciences and an independent charity which promotes quality scientific research for the benefit of society. • It should be an interesting chat today – there is a lot of potential for change in how we use our land over the next 15 years. We and the Royal Society think it is important that people are consulted on the choices which might be made for us. Your involvement will help us represent the UK public's view. • Your help over the next hour will be reflected in a report to be published in spring next year that represents the UK public view on this. • ENSURE PARTICIPANT HAS THE PRE TASK BOOKLET AND STIMULUS TO HAND AND EXPLAIN LENGTH (1 HOUR) MENTION MRS CODE OF CONDUCT: • All our research adheres to the Market Research Society Code of Conduct and the General Data Protection Regulation/Data Protection Act. • This means that all data collected is confidential, anonymised and kept securely. • We might use your words in the final report we write for Royal Society, but we will never use any names so no-one outside the immediate research team will know that it's you who has said it. • After today, if you think you don't want your words or opinions being included in the report, that's also fine, just let us know. • If you are all happy, I would like to audio record the discussion, so I don't have to scribble down lots of notes as we are talking. Is that okay? • The recording will be held securely and deleted in accordance with our data protection rules.
5 mins 00:00 – 00:05	***Introduction*** **To get started I'd like to talk about your local area. Can you tell me what you like the best about living where you live?** • What is the rural landscape like where you live – is it hilly, woody, by the coast, next to a river or something else? **As you will have seen from the booklet we sent you, today we are going to talk about how rural land is used in the UK.** **There are lots of different uses for rural land; agriculture (or food production), supporting nature and biodiversity, forestry for timber and storing carbon and recreation like holidays on the coast, in the countryside, in forests or mountains. The booklet covers some of these and shows how some types of land achieve more than one of these uses at the same time.**

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	The land is our basic 'material' for delivering many of the things we need as a society. As our needs and wants change, how we use the land could change in coming years. **Imagine you could go forward in time by ten years. Thinking about the way things seem to be going, what do you think might have changed about how rural land is used in the UK?** PROBES • Why do you say that? • Is this something you want to happen, or just something you think will happen? • What might have happened to the landscapes in the booklet we sent you?
10 mins 00:05 – 00:15	***Introducing the landscape*** **The main thing I want to ask you about today is the future of rural land use in the UK.** **For various reasons the country is at a crossroads, where a lot of decisions need to be made that could have a big impact on what the UK countryside looks like.** **Living on a small set of islands we don't have unlimited space! We need land to do lots of different things and there is an opportunity now to think about what is important and how we might meet all these needs.** **Thinking about your local area, what would you say are the main uses for the land near where you live?** • What other types of land are there near you? How is that different to elsewhere in the country? • What sorts of benefits do you get personally from home land is used in your local area? **How much do you know about the people and groups who are in charge of making decisions about how land is used?** • What recent decisions on land use have been made in your local area? • How did you find out about this? **And thinking about the country as a whole, what are the most important things we can use land for?**
30 mins 00:15 – 00:45	***Discussion of land use themes*** DISCUSSION OF THE SIX THEMES – EACH INTERVIEW WILL DISCUSS THREE IN TOTAL, C. 10 MINUTES PER THEME. REFER TO THE ROTATION GUIDE TO ENSURE YOU COVER THE CORRECT THEMES **We're now going to talk about some of the main land uses that currently exist in the UK landscape. Each is a broad theme that covers lots of different parts of the landscape and our lives and they are all deeply connected.** **You should have received a package from us with some pictures and diagrams in it. Can you have that to hand for this section please?** MODERATOR NOTE: FOR EACH SECTION, THE QUESTIONS NUMBERED 1-4 ARE THE KEY ONES TO ASK. PROBES AROUND ALL THE CHOICES ON THE SLIDE ARE INCLUDED IN CASE THIS IS USEFUL.

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	<u>Theme 1: Food and Farming</u> **USING THE PACK YOU WERE SENT IN THE POST, CAN YOU TAKE A LOOK AT THE 'PRODUCING FOOD' SECTION? THIS STARTS AT PAGE 1.** **What do you think are our main challenges when it comes to farming for food in the UK?** 1. <u>Will these be the same or different in the next 15 years? How might they change?</u> **Farms are businesses but they don't always make a profit. Many rely on money from government, which has come from a fund called the EU's 'Common Agricultural Policy' for decades.** **This fund is now ending so government can change these payments to prioritise different things. But there are different opinions about what we should do. Could they plant trees to help combat climate change, promote biodiversity, or continue to produce more food?** CHECK PARTICIPANT HAS STIMULUS SLIDE 2 **If you look at the speech bubbles you can see some of the choices we could make. What do you think about these choices?** 2. <u>Which of these do you think are the most important?</u> 3. <u>What would the impact of this choice be on the way you live your life currently?</u> 4. <u>What would you be prepared to change about your life to help this happen?</u> *IF NEEDED: PROBES TO EXPLORE CHOICES* <u>Less intensive, more organic farming</u> ***We could focus on producing less, but better quality, food*** • What do you think are the positives and negatives here? • How would you feel if this meant food prices increased by a lot? • What sorts of changes to our diets would we need to make if we followed this idea? • How far would people start buying cheaper, lower-quality and lower-welfare food from abroad instead? • Who or what else might benefit or lose out from changing our approach to farming? Would rising biodiversity be a benefit? <u>Moving away from farming</u> ***We could use farmland for other purposes and import more food*** • What do you think are the positives and negatives here? • The Committee on Climate Change recommend we devote 20% of our land to climate change mitigation (via more forestry, peat restoration and bioenergy). How far is reducing the amount of food we make a good way to achieve this goal? • Who or what might benefit from this change? (hazard mitigation) • Who or what might lose out? (Biodiversity) <u>High-tech farming</u> ***We could invest in automating farming and increasing productivity through technology*** • What do you think are the positives and negatives here? • Using more technology would make it likely there would be fewer jobs in farming – how might this affect local areas? • Who or what might benefit from this change? (Food production) • Who or what might lose out?

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	More intensive farming in some places, less elsewhere ***Some areas could become solely farmland while others could be left completely alone*** • What do you think are the positives and negatives here? • How would it feel to live in an area of very high intensity farming? Or an area left without any land management? • How might this play out in different landscapes – what might happen in your local area? Multi-use farming ***Some farming types can produce multiple benefits – but require us to change a lot of what we do now*** • What do you think are the positives and negatives here? • Some crops can grow with trees (e.g. trees for fuel or fruit with corn crops) but little of UK farmland is set up for this – do we want to change uses of land which have been there for generations? • Who or what might benefit from this change?
	THEME 2: Improving biodiversity **USING THE PACK YOU WERE SENT IN THE POST, CAN YOU TAKE A LOOK AT THE 'IMPROVING BIODIVERSITY' SECTION? THIS STARTS AT PAGE 3.** **What do you think are our main challenges when it comes to protecting species and the environment in the UK?** 1. Will these be the same or different in the next 15 years? How might they change? **The UK's biodiversity – the numbers and varieties of animals and plants living here – has been falling for some time. This has been identified as a problem because having wider biodiversity provides lots of benefits such as cleaner air and water, healthier and more productive soil and it is a source of natural beauty.** **The importance of this issue will grow with other competing land uses such as agriculture and housing. Current policy already seeks to remedy this** CHECK PARTICIPANT HAS STIMULUS SLIDE 4 **If you look at the speech bubbles you can see some of the choices we could make. What do you think about these choices?** 2. Which of these do you think are the most important? 3. What would the impact of this choice be on the way you live your life currently? 4. What would you be prepared to change about your life to help this happen? *IF NEEDED: PROBES TO EXPLORE CHOICES* Managing land for species ***Land that is turned over to nature still requires management to help beneficial habitats emerge*** • What do you think are the positives and negatives here? • Are there any areas where you think this would work better/worse? • What do you think happens to land when people stop managing it? • What does the term 'rewilding' mean to you? • Who or what else might benefit or lose out from this change? Intensifying in some areas ***Marking some areas for intensive food production while saving others for biodiversity*** • What do you think are the positives and negatives here?

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	• How might it feel to live in an area of intensive agriculture, or an area left for biodiversity? • What other land uses should we think about saving land for? Why? • Who or what else might benefit or lose out from this change? <u>Mixed agriculture</u> ***Crops, animals and biodiversity can benefit from being farmed together*** • What do you think are the positives and negatives here? • This can range from growing wildflower meadows with crops or animals, through to agroforestry where animals are reared among trees. What types of mixed farming have you heard of? • Who or what else might benefit or lose out from this change? <u>Building biodiversity into built-up areas</u> ***Supporting biodiversity not just in the countryside*** • What do you think are the positives and negatives here? • What examples have you seen of people promoting biodiversity in built up areas? • Who or what else might benefit or lose out from this change? <u>Farming less intensively</u> ***Less intensive farming provides space for other species, allowing farming and nature conservation to share land*** • What do you think are the positives and negatives here? • These farming methods typically produce less food per acre than more intensive approaches. What is your view on the trade-off between food and biodiversity here? • Who or what else might benefit or lose out from this change?
	<u>THEME 3: Combatting climate change</u> **USING THE PACK YOU WERE SENT IN THE POST, CAN YOU TAKE A LOOK AT THE 'FOCUSING ON CLIMATE CHANGE' SECTION? THIS STARTS ON PAGE 5.** **What do you think are our main challenges when it comes to mitigating and adapting to climate change in the UK?** 1. <u>Will these be the same or different in the next 15 years? How might they change?</u> **The scientific consensus is that the earth's temperature is rising. In the UK its main effects are less predictable and more extreme weather events like storms and flooding.** **The UK government has signed up to the Paris Climate Agreement and is planning the actions it can take to reach a "net zero" carbon emissions target by 2050** CHECK PARTICIPANT HAS STIMULUS SLIDE 6 **If you look at the speech bubbles you can see some of the choices we could make. What do you think about these choices?** 2. <u>Which of these do you think are the most important?</u> 3. <u>What would the impact of this choice be on the way you live your life currently?</u> 4. <u>What would you be prepared to change about your life to help this happen?</u> *IF NEEDED: PROBES TO EXPLORE CHOICES* <u>Replenishing peat bogs</u> ***Increasing the land cover that stores carbon in the ground*** • What do you think are the positives and negatives here? • What thoughts did you write down in the pre-task booklet about peat bogs – can

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	you share them with the group? • How important is preserving these environments for carbon benefits versus using the same soil to produce food? Or to farm grouse for shooting? • Who or what else might benefit or lose out from this change? <u>More renewable energy</u> ***Making renewable energy a land use priority*** • What do you think are the positives and negatives here? • How would you feel if more of your local area was converted for use as solar farms and energy storage in the UK? • Who or what else might benefit or lose out from this change? <u>Paying farmers to store carbon on their land</u> ***Using land for CO2 storage rather than food*** • What do you think are the positives and negatives here? • To what extent would you support paying farmers to do things other than produce food? • Carbon storage could be through planting trees, maintaining natural landscapes like peat bogs or wildflower meadows – how do you feel about these options? • Who or what else might benefit or lose out from this change? <u>Moving away from animal husbandry</u> ***Making agriculture more efficient through choosing plants over animals*** • What do you think are the positives and negatives here? • How would you feel if meat became a lot more expensive in the UK? • Farming animals could still go on but it would need to be much more efficient and automated, or much less intensive (like organic methods) – which do you prefer? • Who or what else might benefit or lose out from this change? <u>Changing our diets</u> ***Reflecting the carbon cost of our diets in the choices we make by eating less meat and more local/seasonal food*** • What do you think are the positives and negatives here? • How realistic do you think this change would be for people you know? • Who or what else might benefit or lose out from this change?
	<u>SYSTEM 4: Reducing environmental hazards</u> **USING THE PACK YOU WERE SENT IN THE POST, CAN YOU TAKE A LOOK AT THE 'REDUCING HAZARDS LIKE FLOODING' SECTION? THIS STARTS ON PAGE 7.** **What do you think are our main challenges when it comes to protecting people in the UK from environmental risks such as flooding?** 1. <u>Will these be the same or different in the next 15 years? How might they change?</u> **Over the past decade, increasingly frequent extreme weather events have increased the occurrence of environmental risks like flooding, drought and coastal erosion. Increasing development for housing and agriculture makes these risks more common still.** **We expect the dangers posed by these risks to increase into the future and current policies are considering the strategies we need to take to minimise the risk to people and mitigate the impact of these hazards** CHECK PARTICIPANT HAS STIMULUS SLIDE 8

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	If you look at the speech bubbles you can see some of the choices we could make. What do you think about these choices? 2. Which of these do you think are the most important? 3. What would the impact of this choice be on the way you live your life currently? 4. What would you be prepared to change about your life to help this happen? *IF NEEDED: PROBES TO EXPLORE CHOICES* Protecting and restoring peat bogs ***Letting vegetation regrow on bogs to hold water*** • What do you think are the positives and negatives here? • Bogs are commonly used for other purposes like growing food and stocking game animals – how important are these uses compared with this proposal? • Who or what else might benefit or lose out from this change? Tree planting ***Plants' roots secure soil and prevent water running off quickly into rivers*** • What do you think are the positives and negatives here? • Trees and plants would need to be planted in specific areas – how far would you support this if these are currently farmland, tourism/historic sites or people's houses and gardens? • Who or what else might benefit or lose out from this change? Reintroducing key species ***Beavers as a case study*** • What do you think are the positives and negatives here? • Reintroducing beavers is opposed by some farmers because they are concerned the animals can damage farmland and spread disease to farm animals. How does this concern compare for you with trying to control flooding? • Who or what else might benefit or lose out from this change? Managing river catchments better ***Ensuring sensitive areas upland are not built on or farmed*** • What do you think are the positives and negatives here? • Some types of farming are suited to these upland areas and cannot move elsewhere – e.g. sheep farming. What do you think should be the balance between these uses of land? • Who or what else might benefit or lose out from this change? Stricter planning controls ***Constricting the building of homes and infrastructure in areas prone to flooding*** • What do you think are the positives and negatives here? • How would you feel about living in an area at high risk of flooding? • Who or what else might benefit or lose out from this change?
	THEME 5: Leisure and heritage **USING THE PACK YOU WERE SENT IN THE POST, CAN YOU TAKE A LOOK AT THE 'CULTURE, HERITAGE, RECREATION AND LEISURE' SECTION? THIS STARTS ON PAGE 9.** **What do you think are our main challenges when it comes to providing opportunities for leisure and culture for people in the UK?** 1. Will these be the same or different in the next 15 years? How might they change? **The UK has a varied landscape which draws tourists from around the world. People enjoy being in the landscape through activities such as visiting heritage**

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	and natural sites (e.g. Stonehenge, Giant's Causeway), holidays on the coast and walking in hills, mountains and the countryside. Large parts of the country are managed for tourism and culture by National Parks and charities such as the National Trust. **As the UK population continues to increase, we expect to see rising demand among UK residents to access the countryside – and the Covid-19 pandemic has made 'staycations' even more popular this year. But as population rises are in cities, not everyone can access the landscape to the same extent.** CHECK PARTICIPANT HAS STIMULUS SLIDE 10 **If you look at the speech bubbles you can see some of the choices we could make. What do you think about these choices?** 2. Which of these do you think are the most important? 3. What would the impact of this choice be on the way you live your life currently? 4. What would you be prepared to change about your life to help this happen? *IF NEEDED: PROBES TO EXPLORE CHOICES* Protecting historic ways of life ***Subsidising people to live traditional ways, in traditional landscapes*** • What do you think are the positives and negatives here? • What are your views on paying farmers to follow traditional methods that help maintain a traditional landscape, rather than producing food? • Who or what else might benefit or lose out from this change? Financial support for tourism ***Land use payments for running campsites, forest retreats etc.*** • What do you think are the positives and negatives here? • How far should land owners be paid to use land for recreational purposes, over other uses such as growing food? • Who or what else might benefit or lose out from this change? Impact on rural livelihoods ***The impact on jobs for the rural population*** • What do you think are the positives and negatives here? • What sort of support do you think a rural community might need to change from farming to other skills? • Who or what else might benefit or lose out from this change? Improving access ***Linking urban and rural more strongly*** • What do you think are the positives and negatives here? • How important do you think it is that access to the countryside is improved for people living in big cities? • Who or what else might benefit or lose out from this change? Changing planning regulations ***Blending urban and rural*** • What do you think are the positives and negatives here? • How important is ensuring people can move more easily between urban and rural settings? • Who or what else might benefit or lose out from this change?
	THEME 6: Clean air and water

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	USING THE PACK YOU WERE SENT IN THE POST, CAN YOU TAKE A LOOK AT THE 'CLEAN AIR AND WATER' SECTION? THIS STARTS ON PAGE 11. **What do you think are our main challenges when it comes to ensuring clean air and water for the UK?** 1. Will these be the same or different in the next 15 years? How might they change? **Clean air and water are important for our health. For instance, most drinking water in the UK is taken from natural sources. Pollution from farming or overuse can degrade these aquifers. Air pollution is another threat, particularly in cities but also elsewhere.** **A rising, urbanising population increases pressure on clean air and water sources through pollution and also through rising agricultural production. This is an issue for the most populated parts of the country in particular.** CHECK PARTICIPANT HAS STIMULUS SLIDE 12 **If you look at the speech bubbles you can see some of the choices we could make. What do you think about these choices?** 2. Which of these do you think are the most important? 3. What would the impact of this choice be on the way you live your life currently? 4. What would you be prepared to change about your life to help this happen? *IF NEEDED: PROBES TO EXPLORE CHOICES* Prioritising some water uses ***Giving priority to farming, carbon storage, or to people*** • What do you think are the positives and negatives here? • Currently water for drinking is seen as the priority in all circumstances. How far should this change? Where? • Who or what else might benefit or lose out from this change? Natural solutions ***Protecting peat from ammonia pollution and expanding peat coverage to help the environment*** • What do you think are the positives and negatives here? • How far do you support reducing space for food production to help provide cleaner air and water? • Who or what else might benefit or lose out from this change? Agricultural technology ***Investing in modern agricultural technology to reduce waste and emissions*** • What do you think are the positives and negatives here? • How far should we use technology to keep farming as it is now, or should we think about different ways of making food? • Who or what else might benefit or lose out from this change? Incentivising cleaner agricultural methods ***More directed subsidy to farmers who pollute less*** • What do you think are the positives and negatives here? • Larger farms might find it easier to switch methods – how do you feel about more subsidy going to larger farm businesses? • Who or what else might benefit or lose out from this change? Water technology investment ***Making household consumption more efficient*** • What do you think are the positives and negatives here?

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	• How important is this step compared with the other options presented here? • Who or what else might benefit or lose out from this change?
10 minutes 00:45 – 00:55	**<u>Thinking about the future</u>** **We will be speaking to a lot of other people on this project in focus groups and through other interviews. Our goal is to get an understanding of what people want to do with land in the UK for the future.** **There should be another sheet in your pack. This one outlines three different directions we think government policy might take. We'll talk through each three in turn now and I'd like to hear your thoughts about how important each is, which you think might be likely to happen, and which you would want to happen.** CHECK PARTICIPANT HAS STIMULUS OF THREE POLICY DIRECTIONS FOR THE FUTURE – SLIDE 14 1. Cheap food and economic growth 2. Reducing our carbon emissions and protecting the environment 3. Growing much more food in the UK than we do currently **Which of the three are you most interested in?** • Why do you say that? • Which do you like the least – and why? **Thinking about the first direction (cheap food and economic growth), what sort of impact do you think this would have on the different themes we discussed earlier?** • Would any gain or lose out? • Which of the choices might we take to reach this goal? • How might this affect your local area? **Thinking about the second direction (reducing carbon and protecting the environment), what sort of impact do you think this would have on the different themes we discussed earlier?** • Would any gain or lose out? • Which of the choices might we take to reach this goal? • How might this affect your local area? **Thinking about the third direction (food security and increasing UK production), what sort of impact do you think this would have on the different themes we discussed earlier?** • Would any gain or lose out? • Which of the choices might we take to reach this goal? • How might this affect your local area?
5 minutes	**<u>Interview close</u>** **Thank you for your time today, we've come to the end of my questions!** **Before we finish, I had one final thing to ask. If there was one message you would like me to give to the Royal Society and the other people we are talking to, about what is important to you personally about how we use land in the UK – what would it be?** THANK AND CLOSE

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4 Mobile app diaries with famers

4.1 Recruitment

Ipsos MORI worked with their recruitment partners Field Mouse Recruitment to find eight farmers to take part in mobile app diaries. To encourage engagement and reduce socio-economic barriers, participants were financially incentivised for participation in the interviews with a £200 thank you payment. The table below outlines the target quotas and the actual sample achieved:

Table 4.1: Farmer video diaries – recruitment matrix

Mobile app diaries with farmers (8 participants)		
Region	East Anglia and the Fens	2
	North Wales	2
	Western Scotland and Highlands	2
	South-West England	2
Farming type (totals greater than number of farmers due to mixed use farms)	Arable	3
	Cattle / dairy	6
	Hill sheep	4
	Horticulture / market gardening	2
	Mixed	6
Farming style	Accredited organic producer (or transitioning)	4[2]
	Diversification (agrotourism / camping / event hosting / unusual livestock etc.)	4
Size of farm[3]	Small	3
	Medium	3
	Large	2
Tenure	Owners	1
	Partnership	2
	Tenants	3
	Mix of ownership/tenancy	2

[2] One farm was two-thirds organic, one-third conventional.

[3] In comparison to Defra average land area and animal numbers https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/866807/regionalstatistics_overview_20feb20.pdf

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4.2 Information sheet for participants

Understanding farmers' experiences and opinions

Ipsos MORI

What is this research about?

A huge **thank you** from everyone here at Ipsos MORI for helping with this research study. This leaflet includes all the information you should need, and we'll be able to talk it through in telephone call in the next few days

Ipsos MORI is working with the Royal Society – a charity that promotes science and public engagement with science – on a project about how the way land is used might change over the coming years. We will be talking to lots of people about how land is used currently and as part of this **we would like to draw on your experiences as a farmer** so we can show them how things are for you currently and how they might change next.

What does taking part in the research involve?

We would like to speak to you about your opinions on farming now and in the future. This will involve:

An initial telephone call with one of our researchers to get to know you and tell you more about the study. This will last around 30 minutes.

Sharing images and videos about your day-to-day life. We will ask you to **download an app** to keep your diary. The app will send you regular reminders.
We will send you ten different question sets covering different aspects of farming including food production, biodiversity and climate change. Each set should not take longer than 10 minutes a day to complete. We'd like you to send pictures and videos can through to the app in response. There is more information about using the app below.

Completing a diary about your day-to-day life. Every day we share an exercise with you there will also be an option to tell us a bit about what you are doing today. As with the main tasks, we are interested in photos and videos of your everyday life – think about the things non-farmers might not understand about your work, or key points you would like them to know.

We will need your help for three weeks over August, between Wednesday 12 and Saturday 29 August. We'll make sure you know exactly what you need to do, and we can be flexible about timings as we know that sometimes it is hard to get a spare ten minutes.

You will be given **£200 (£20 per exercise) for participating in this project as a thank you for your help** by taking part in the telephone interview, completing the exercises and the diary tasks we set you.

20-001370-01 RS Farmer Applife info sheet_v2_PUBLIC.docx 1

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Understanding farmers' experiences and opinions

Ipsos MORI

What will Ipsos MORI do with the information we collect?

We will read and review everything shared with us carefully **and will use some of your videos and photos in workshops with the general public** to highlight important issues in the current debate about land use.

The workshop materials we use will be shared with our client, the Royal Society, so they can reuse them for workshops in the future. Any materials you share with us will be used only for this purpose and not for use in press releases, social media or other publicity.

Please note, you **can still take part** if you do not want your video data to be shared.

What we will do with your personal data

We securely hold all your personal data (email address, phone number etc.) and will not share it with anyone else.

All your written and photo responses will be anonymised. This means that it will not be possible to personally identify you in these materials. It is fine to include photos or videos of friends and family but **you must record their verbal consent** to be recorded or we won't be able to use the footage!

If the person is aged under 16 then we would also need proof of the consent of their parent or guardian. **We will not publish any images or videos of children involved in the study.**

If you consent to your video footage being shared, your face will be **identifiable**. Other personally identifiable information, such as your name, address, telephone number **will not be shared with anyone**.

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Understanding farmers' experiences and opinions

Ipsos MORI

Getting started on your diary

To download the app from your smartphone search for **"Ipsos AppLife"** in the search function in the Appstore (iPhone) or Playstore (Android) and download directly from there. The app is free to download. It will ask for your username and password. You can use the details below to log in:

User name: USERNAME
Password: PASSWORD

Using the app to answer questions is simple and easy. The app will send you regular reminders asking about your experiences. These will be shown on the app home page; simply tap on a topic to share your experiences or upload a picture.

1. Search for "Ipsos AppLife" in the search function in the Appstore (iPhone) or Playstore (Android) to download the app.

2. Login using the details above.

3. Click on a question to respond.

We're really interested in your experiences living on the land, so please remember you don't need to wait to respond to our questions! **Please share pictures and videos too.**

Where can I get more information about the study?

You can find more information about Ipsos MORI on our website http://www.ipsos-mori.com. For more information on the research, or if you have any comments or queries, please contact [redacted] **on 07**[redacted], or email at [redacted]**@ipsos.com**.

Thank you again for your time, we hope you enjoy using the app!

The Ipsos MORI team

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4.3 Questions and activities

Recurring topic: Daily diary task

What's happening on the farm today?

Share your video diary here! Take a 60 second video talking us over your plans for the rest of the week's work.

Topic 1: Welcome to Ipsos MORI AppLife!

We'd like to start by getting to know you a little better – could you tell us about the history of your farm?

- How would you describe what your farm does?
- How has this changed since you first started?

Please use photos, text and videos to show us around

Topic 2: Diversification

Today we would like to ask you about using farm land for purposes other than producing food – what is sometimes called diversification.

- Is this something you have done? Please share a video with us explaining any other sources of income you have that aren't farming.
- How important a part of your business is this now? Will it be more or less important in the future?

Topic 3: Producing Food

Today we're interested to know more about what you produce.

- What food and other products does your farm produce?
- How has this changed in recent years, and what drove you to make this change?

Please send us photos and videos of your produce.

Topic 4: Life on the farm

Good morning! Today's task is about your day-to-day work.

- Can you share photos and video with us showing what you enjoy most – and least – about your work?

Topic 5: Climate change

We'd like to talk about climate change today.

- How, if at all, do you think climate change will affect how your farm works in the future?

Please send us photos or videos of the impact climate change might have

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- What steps have you taken on your farm to manage and control your greenhouse gas emissions?

Please send us photos or videos of the steps you are taking

Topic 6: The future of food

Today we have different questions for different types of farming. Take your pick (or answer both!)

Cattle/livestock farmers

We have a quick question for you today on the future of animal husbandry.

- How do you see the ways livestock are farmed in Britain changing over the next decade?

Arable/horticulture farmers

Today's question is on changing tastes in the UK.

- What would the impact on your business be if people's diets in the UK become increasingly vegetable-based?

Topic 7: Flooding on and from your land

Good morning! We're covering flooding today. Like yesterday, we've got different questions depending on whether you have an upland or a lowland farm.

Lowland farms

- How much of a problem is flooding on your land?
- Can you share a video talking about what happened the last time you had a flood?
- How do you see the threat to your farm from flooding changing over the next few years?

Upland farms

- How much of a problem is flooding for areas downstream from your land?
- Can you share a video talking about what happened the last time there were floods locally?

Topic 8: Biodiversity

We hope you had a good weekend! Welcome to the final week of this diary. Today's question is about biodiversity and the relationship between your farm and the wild plants and animals around it.

- How would you describe this relationship?
- Is biodiversity something you actively think about when farming? If so, which plants and animals do you pay particular attention to– and why?

Please use photos, text and videos to show us.

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Topic 9: Pollution and the environment

Today's topic is all about pollution and environmental management. Please share some photos and videos of things you are doing on your farm to help with this. This could include:

- Minimising run-off, efficient use of inputs and soil management to improve water quality
- Minimising ammonia emissions from either slurry or fertiliser
- Steps to improve or maintain the health of the soil
- Further measures which help with local air quality, local water quality and local soil health

Topic 10: The final diary entry!

Today is your last video diary. Thanks so much for sharing the past few weeks with us.

As you know, we want to use some of these videos to show members of the public what it is like working on a farm.

- Can you use this diary slot to tell us the one thing you'd like the public to think about when it comes to the future of farming in the UK?

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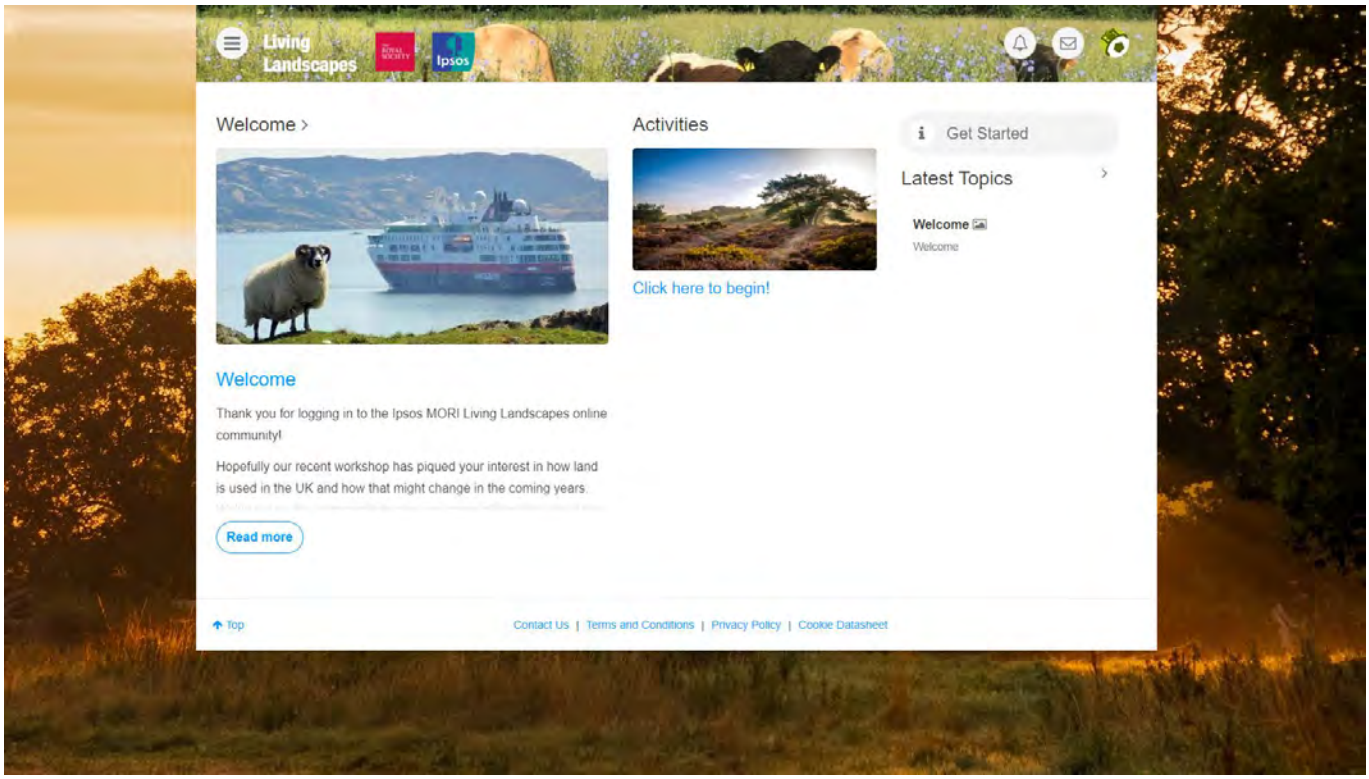
5 Online community

5.1 Participation

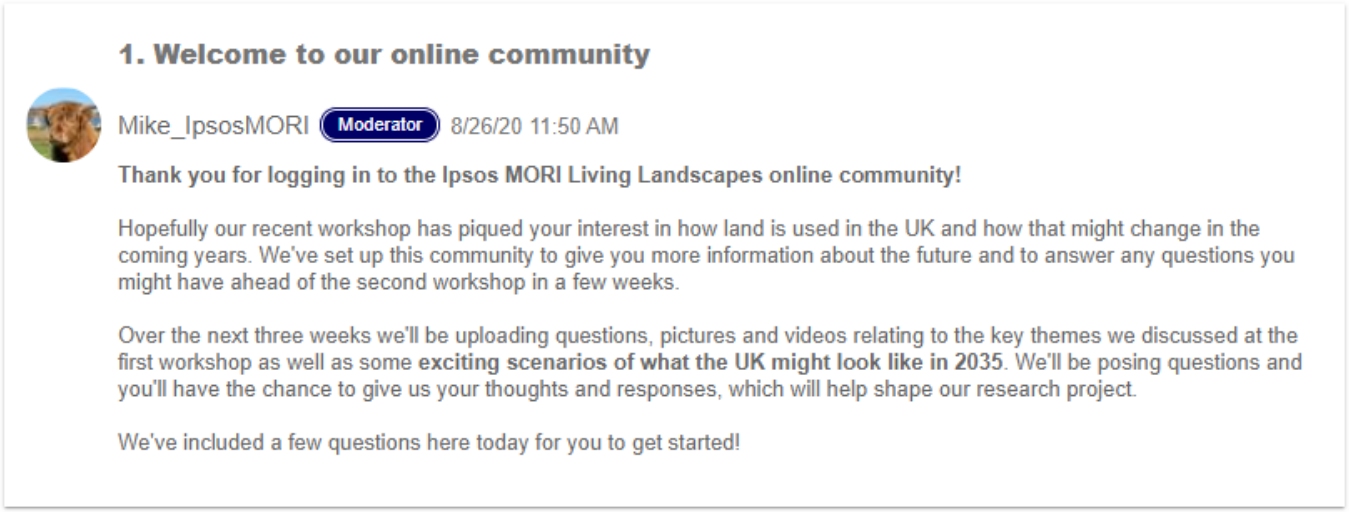
As mentioned above at 2.1, participants were paid £60 for three weeks of participation on the online community. Of the 93 members of the public, 91 participated fully in the online community.

5.2 Questions and activities

Welcome screen:



Welcome activities



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Welcome!

2. Points of interest

Mike_IpsosMORI Moderator 9/7/20 9:47 AM

Which parts of the UK do you know best?
As an introduction, we're interested to know a little bit more about the places in the UK you know and have visited recently.

We've included a map of the UK in this question. Please drag and drop markers onto different locations to show us:

- The area you live in now
- Other places you have lived in the past
- Places where you have family living
- Locations you've visited in the past five years for holidays

Please do not click on "submit" until you have placed all the markers you want to add!

Add Markerboard Reply

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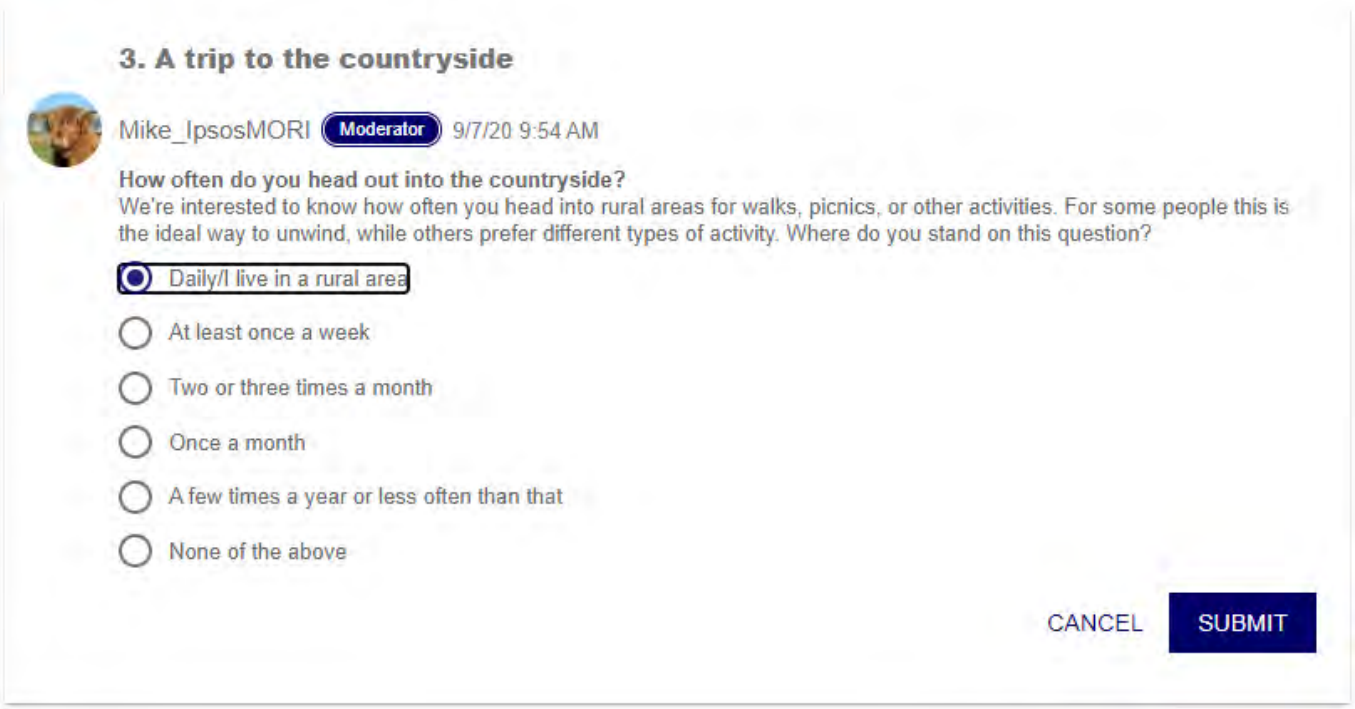

Topic 1 – Food production

What goes on in a farm? Part I

While you've been taking part in online workshops we've also been asking some farmers to keep video diaries to show us what a working farm looks like 2020.

Below is a video one of our farmers took to show us how she produces her organic butter. We'd like you to watch this video and then write your answer to the questions in the text box below:

- Was there anything you saw that surprised you?
- How much did you know about how butter was made before watching this video?
- How might non-organic butter production look different?

[Video from farmer's mobile app diary]

What goes on in a farm? Part II

We'd like to share another video with you, this time of one of our farmers showing us how they use "cover crops".

Farmers often use cover crops to protect soil over winter or to improve soil quality between sowing crops like wheat. You can read more information on this here.[4]

[4] https://www.treehugger.com/definition-of-cover-crop-3016953#:~:text=A%20cover%20crop%20is%20a,and%20pests%2C%20and%20promote%20biodiversity.

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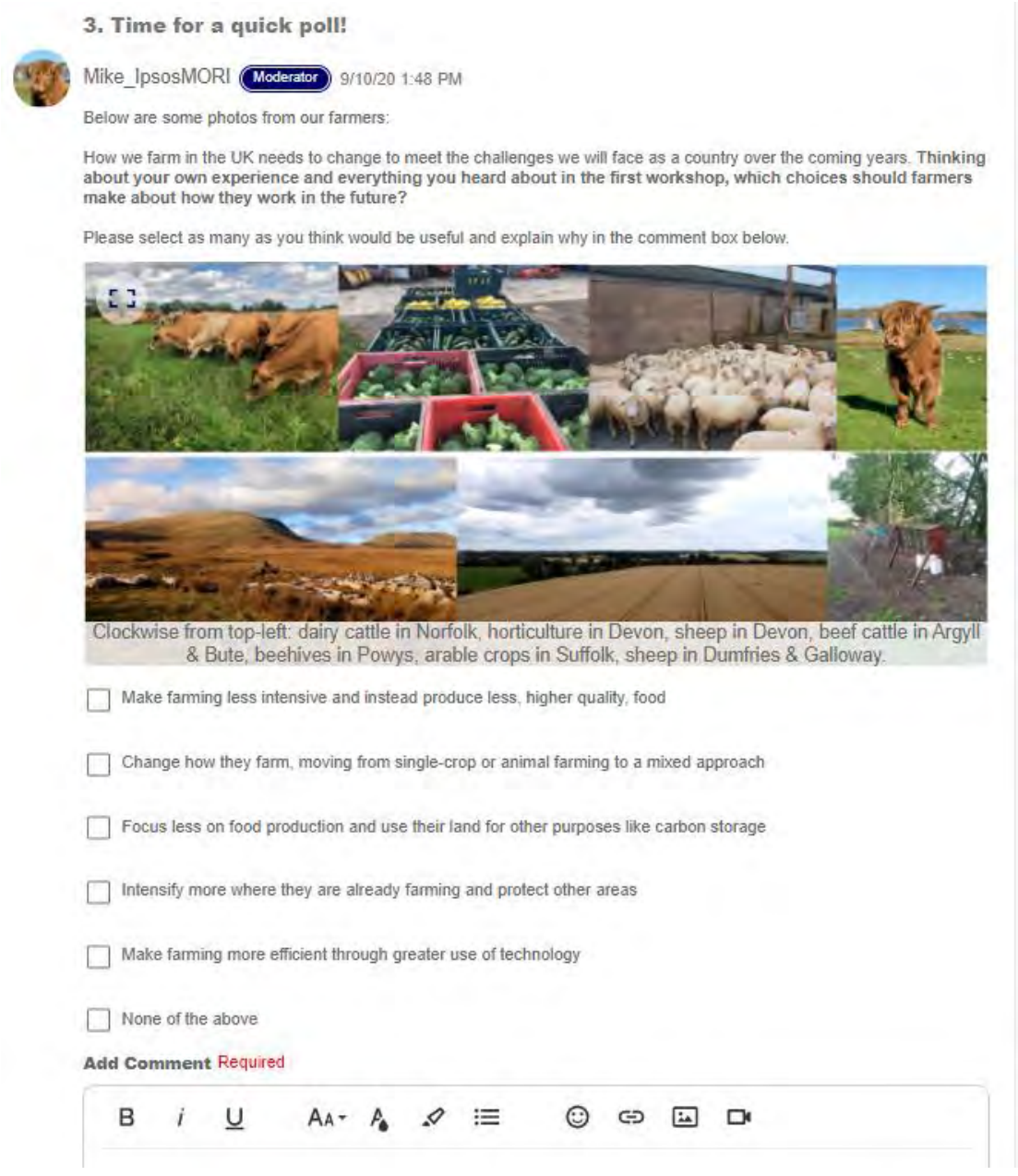
He also mentions "direct drilling", which is a technique where the ground is not ploughed before sowing the seeds. You can read more about this here.[5]

We'd like to know your reactions to this video, especially:

- What do you think about this way of farming with large fields and machinery?
- Before watching this video, what did you think farmers did with their farmland at times of the year when they are not growing crops?

[Video from farmer's mobile app diary]



[5] https://www.farmersguide.co.uk/business/

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Topic 2 – Biodiversity

1. Biodiversity and farming

We've included a video from one of our farmers where she talks about improving the biodiversity of the grasslands she grazes her cattle on. **Please watch the video and use the text box below to reply to the following questions**:

- What in this video surprised you, or taught you something you didn't know before?
- Have you seen cattle grazing on fields that look like this?
- Can you think of any drawbacks to this approach?

[Video from farmer's mobile app diary]

2. Protecting the Corncrake

Some farmers are involved in protecting the corncrake - a bird that was found across the UK in the early 20th century, but had become very rare by the 1990s. This was because the tall, grassy fields where they raised their chicks were being mowed earlier in the year, using mowing machines.

In Scotland, government funding is used to pay farmers to delay when they would normally want to cut their grass and to change how they would do it to help protect the bird:

"[We would normally cut it in] June, but the scheme gives me a financial payment to delay cutting until 1st August. We also have to cut in a corncrake-friendly manner. This means cutting field from the centre of field and work your way to the edge. This should allow birds to move away from machine and be safe"

What do you think about this - is this the sort of thing farmers should be paid to do? Write your thoughts below.

3. What is "rewilding"?

One possible future use for UK land is what is known as "rewilding" - trying to return the land to what it looked like before it was intensively managed by humans. Often this require re-introducing animals that previously lived there, from beavers to bears.

We would like you to read this BBC article[6] about rewilding in the UK and let us know your thoughts:

- Does this sound like a good or bad idea overall?
- Where might this work better (or worse) in the UK?
- How would you feel if an area close to where you live was rewilded?

[6] http://www.bbc.co.uk/earth/story/20150604-can-we-make-britain-wild-again

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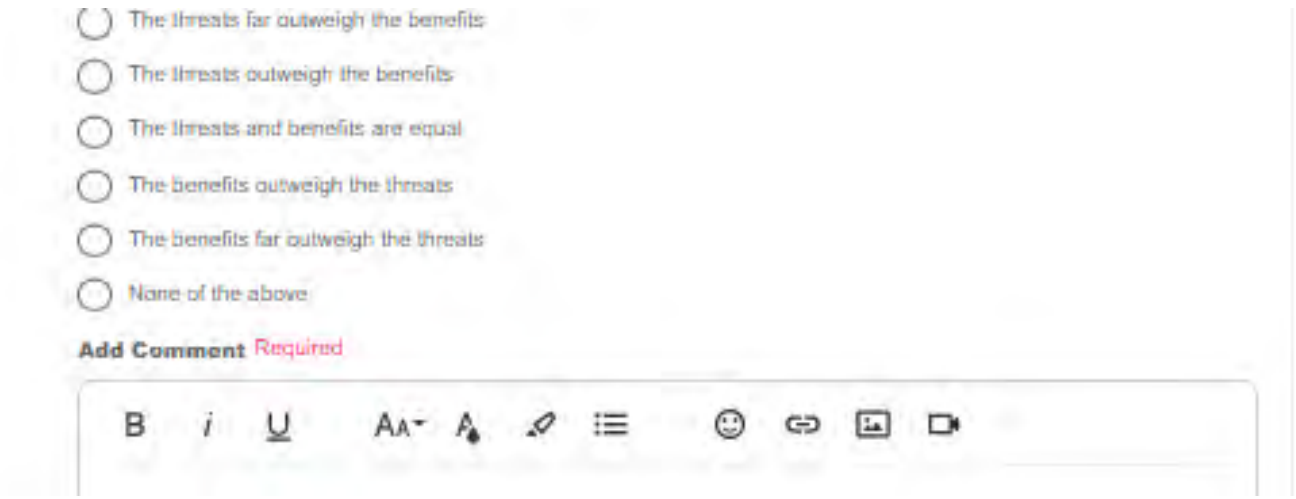
Topic 3 – Climate change

1. Climate change: threats and opportunities

Over the summer we spoke with our farmers they dealt with two bouts of extreme weather - a heatwave and also period of unseasonably heavy rain.

In the video below, one of the farmers talks about the issues climate change is presenting his farm, but also about some of the opportunities he sees from it.

Please watch the video and then answer the question below - **would you say the threats climate change poses to the UK outweigh any benefits we might see, or do the benefits outweigh the threats?** Please explain your answer in the text box underneath.



2. How big is the carbon footprint of your food?

People often talk about the "carbon footprint" of various things such as clothes, food and travel. This is a measure of the amount of carbon dioxide emissions produced when each item is made.

The BBC has recently published a food carbon footprint calculator.[7] We would like you to use it to look at the carbon foot print of some of your favourite food and drinks.

Once you have looked at a few foods we'd be interested to know your thoughts on the following questions:

- Were you surprised by the carbon footprint of any particular food or drinks?
- How far is reducing how much we eat of highly polluting foods a good way to reduce our overall carbon footprint? Are there other things we should focus on instead?

Topic 4 – Recreation and leisure

1. Where do you like to visit locally?

This topic is all about the things we do in the landscape for fun!

[7] https://www.bbc.co.uk/news/science-environment-46459714

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We'd like you to take a photo of a local beauty spot, park or landscape that you like to visit and upload it here.

There's a follow up question where you can explain a little bit more about it to us.

(If you're not able to upload a photo please skip this question and move to the next one.)

2. Where do you like to visit locally?

Thanks for uploading a photo of somewhere local you like to visit.

We're interested to know what you think about it - could you answer the following questions?

- What do you like about it? is there anything you don't like about it?
- How did you first find out about it?
- How do you get here? Do you walk, cycle, drive, or something else?
- Do you know who owns and looks after it?

Topic 5 – Clean air and water

1. Quick poll: what is the air and water like in your local area?

Today's topic is all about clean air and water.

We're interested to know what you think about the quality of the air and water in your local area. Below we've included two poll questions about the water and air where you live.

Please answer these and let us know the reasons for your responses in the comment box underneath.

The air quality in my area is…	Very good	Fairly good	Neither good not poor	Fairly poor	Very poor
The water quality in my area is…	Very good	Fairly good	Neither good not poor	Fairly poor	Very poor

2. Ammonia pollution

In the first workshop we spoke a little about ammonia pollution. Ammonia is a gas which is produced as a byproduct of farming. It is harmful human health and to biodiversity in high enough concentrations - you can read a little more about it here.

Today we'd like you to use an online pollution tool to find out how much ammonia pollution there is in your local area.

1. Visit this website: https://naei.beis.gov.uk/emissionsapp/

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2. Enter your postcode into the search bar at the top

3. Select "Ammonia" from the drop down menu at the top left of the screen

This will let you see what ammonia pollution levels are like in your local area and the surrounding environment. Once you've done this **please type a response below to our questions**:

- Were you surprised by the results? Are they high/lower than you expected?
- Where do you think the ammonia pollution that exists in your local area comes from?
- How much did you think about ammonia in your local area before now?

Topic 6 – Environmental hazards

1. Flooding on the farm

Watch the video below from a farmer in mid Wales. His farm is high on the hills so flooding isn't a problem - but he has to consider the impact of water running off his farm and into rivers for communities downstream.

After you've watched the video let us know your thoughts in the text box below:

- Did you know about the impact farming upstream can have on people living further downriver?
- What other benefits might the farmer (and downstream communities) get from storing more rainwater in his farm?
- Should hilly and wet areas like this be farmed, or should they be forested to help store even more water?

[Video from farmer's mobile app diary]

Topic 7 – The future of the rural landscape

1. Quick poll: What should our priorities be?

At your second workshop we will talk about how the decisions we make now might influence how the UK landscape will look, long into the future.

There are lots of different things we could choose to prioritise - which of the following do you think should be the main priority for the UK?

Select one of the options below and add a comment about why you think this should be the top priority.

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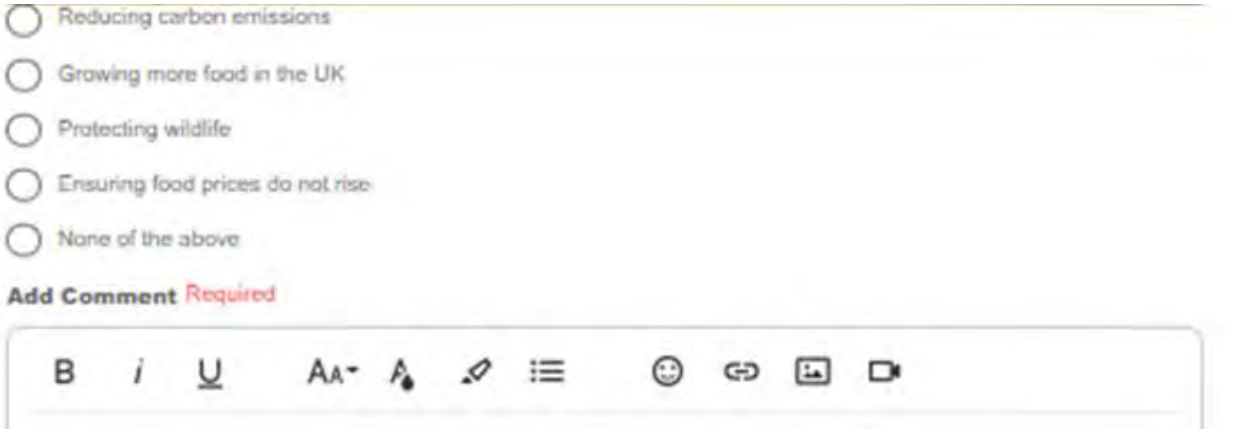

2. Meet the farmers

At the same time as running workshops with people from around the country, we have also been speaking with farmers about their views on the future of land use.

We asked them about their views on the future of farming - the videos below show some of their responses. We'd be interested to know your thoughts on each of the videos below!

These farmers have now also been included in the community which means they will also be able to respond to your questions.

3. The future of farming I

The video below is from a farmer based in East Anglia, reflecting on how his farmland might change in the next 15 years.

He feels that a lot will change due to "ELMs", the Environmental Land Management Scheme, a system designed to replace the current way farmers are paid subsidies.

His view is that he might need to diversify what he does and expand his farm to survive - what do you think it would be like to live in a future where farms get larger?

[Video from farmer's mobile app diary]

4. The future of farming II

The video below is from a farmer based in North Wales talking about his views on the future of farming subsidies.

He would prefer less government subsidy for farmers, but only if the price of food in supermarkets rises to reflect the cost of its production. However, he feels it is unlikely that the public would accept this.

What do you think it would be like to live in a future where food is higher quality but costs a lot more than it does now?

[Video from farmer's mobile app diary]

5. The future of farming III

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The video below is from a farmer based in Scotland talking about the future of farming subsidies (payments from the Government).

He feels that the public are interested in using farming subsidies to promote biodiversity but aren't aware of the impacts this might have. For instance if subsidy for food production is reduced then farming in other parts of the country might become more intensive because only larger, high production farms can survive without government funding.

What would it be like to live in a future where some farms are small and eco-friendly, while others are large and very intensive?

[Video from farmer's mobile app diary]

Topic 8 – The future of the UK landscape – "Follow the Market"

At your second workshop we will begin to think about what the UK landscape could look like in 2035.

We will introduce you to three different 'worlds', which will have different consequences for the themes we've discussed at your first workshop and on this community.

The first world is one where economic growth and access to cheap food are the most important factors. We have included a collage below of what that might look like.

Please have a look at this picture and let us know your thoughts! You can drop a pin on the collage to:

- Highlight things that have grabbed your attention, or that you want to know more about
- Point out items or activities which look especially good (or bad) to you

You can also add pins to comment on things you think are relevant to the six themes we discussed at the first workshop. As a reminder, these are:

- Producing food
- Improving biodiversity
- Combating climate change
- Reducing environmental hazards
- Providing opportunities for culture and leisure
- Protecting clean air and water

Please do not click on "submit" until you have placed all the markers you want to add!

[image of "Follow the Market" world, see 2.8 above]

Topic 9 – The future of the UK landscape – "Climate Co-ordination"

At your second workshop we will begin to think about what the UK landscape could look like in 2035.

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We will introduce you to three different 'worlds', which will have different consequences for the themes we've discussed at your first workshop and on this community.

The second world is one where reducing carbon emissions and protecting biodiversity and the environment are the most important factors. We have included a collage below of what that might look like.

Please have a look at this picture and let us know your thoughts! You can drop a pin on the collage to:

- Highlight things that have grabbed your attention, or that you want to know more about
- Point out items or activities which look especially good (or bad) to you

You can also add pins to comment on things you think are relevant to the six themes we discussed at the first workshop. As a reminder, these are:

- Producing food
- Improving biodiversity
- Combating climate change
- Reducing environmental hazards
- Providing opportunities for culture and leisure
- Protecting clean air and water

Please do not click on "submit" until you have placed all the markers you want to add!

[image of “Climate co-ordination” world, see 2.8 above]

Topic 10 – The future of the UK landscape – “Home Front”

At your second workshop we will begin to think about what the UK landscape could look like in 2035.

We will introduce you to three different 'worlds', which will have different consequences for the themes we've discussed at your first workshop and on this community.

The third world is one where increasing the amount of food grown in the UK is the most important factor. We have included a collage below of what that might look like.

Please have a look at this picture and let us know your thoughts! You can drop a pin on the collage to:

- Highlight things that have grabbed your attention, or that you want to know more about
- Point out items or activities which look especially good (or bad) to you

You can also add pins to comment on things you think are relevant to the six themes we discussed at the first workshop. As a reminder, these are:

- Producing food

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- Improving biodiversity
- Combating climate change
- Reducing environmental hazards
- Providing opportunities for culture and leisure
- Protecting clean air and water

Please do not click on "submit" until you have placed all the markers you want to add!

[image of “Home Front” world, see 2.8 above]

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6 Steering group

6.1 Engagement with the process

In addition to scoping interviews (1.3) and attendance at the online workshops (2.2.), the steering group reviewed Ipsos MORI's materials and outputs including presentations and Q&A at the following formal meetings:

- Monday 1st June 2020
- Wednesday 2nd December 2020

6.2 List of members

Professor Dame Georgina Mace DBE FRS	Professor of Biodiversity and Ecosystems, Centre for Biodiversity and Environment Research	University College London
Professor Sir Ian Boyd FRSE FRSB	Professor of Biology and ex-Defra Chief Scientific Adviser	University of St Andrews
Professor Allan Buckwell	Senior Research Fellow	Institute for European Environmental Policy
Dame Fiona Reynolds DBE FBA	Master, Emmanuel College	University of Cambridge
Dr Jackie Rosette	Royal Society Research Fellow, Department of Geography	University of Swansea
Professor Pete Smith FRS	Chair in Plant & Soil Science, Institute of Biological and Environmental Sciences	University of Aberdeen
John Varley OBE	Estate Director	Clinton Devon Estates
Baroness Barbara Young	Chairman	Woodland Trust
Judy Ling Wong CBE	Honorary President	Black Environment Network

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Ipsos MORI Public Affairs works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. Combined with our methods and communications expertise, this helps ensure that our research makes a difference for decision makers and communities.

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