# Catchment pilots: ideas about engagement

### About this form

This form has been designed to provide you with an opportunity to describe your initial ideas for engagement with the public, community and stakeholders, between May and December. These ideas should be focused on how you would like to gather views and involve others to work towards developing the catchment plan.

The Environment Agency and Sciencewise will use the information you provide here to help them decide which level of support each pilot will receive:

* intensive facilitation support (up to 15 days) to help you plan and carry out in-depth public engagement over the remainder of your pilot; or
* basic facilitation support (two days) to advise and support you in carrying out engagement activities as part of the development of your catchment plan.

### Completing this form

Your Dialogue by Design facilitator can give you support to complete this form, if required. You might also find it useful to look at the Sciencewise public dialogue principles (<http://www.sciencewise-erc.org.uk/cms/guiding-principles/>).

Each of the questions on the form below should be answered in no more than 250 words. Use bullet points or diagrams if these help you to explain your plans.

Please send completed forms to Craig House (craig.house@environment-agency.gov.uk) by the **27th April 2012.** The Environment Agency intends to let you know by the 4th of May how much support you will have for the remainder of your pilot.

For any queries on completing this form, please contact remco@dialoguebydesign.com.

### Guiding themes

Your form will be assessed using the following guiding themes:

*Engagement ambition*

* **commitment** to engaging the wider public including on more complex issues
* **ambition** with regard to engagement activities and outcomes
* keenness and **willingness** to work closely with your Dialogue by Design facilitator

*Engagement context and understanding*

* sufficient **understanding** of public engagement and Sciencewise public dialogue principles
* **realistic** expectations in terms of what you can achieve within the scope of the project
* a clear vision as to how the **outcomes** of the engagement will inform your catchment plan

*Process delivery*

* **structures** and processes to enable collaborative working in a transparent manner
* sufficient **resources** and organisation to accommodate the engagement programme

### About your catchment

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| **Catchment name** | New Forest | **DbyD facilitator** | James Martin-Jones |
|  |  |  |  |
| **Completed by** | Ian Barker | **Date** | 25 April 2012 |
|  |  |  |  |
| **Contact email** |  **Ian.Barker@newforestnpa.gov.uk** |  |
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|  | **Information about your catchment pilot’s initial ideas on the use of engagement to support the development of your catchment plan.** |  |
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|  | **1.** **Who will you engage?** You could consider the following questions:* Which organisations do you want to involve in the development of your catchment plan?
* What role do you think there will be for members of the public?
* Who will be part of your steering group?
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|  | * Emphasis will be on those organisations, stakeholders and individuals who have greatest capacity to assist implementation of measures to achieve objectives. Key groups identified to date are landowner/managers and their representative groups, those advising landowners/managers and that therefore can influence behaviour, organisations that can influence issues through a control mechanism e.g. planning, consenting activity.

Of these a particular target will include those technical audiences (organisations/professionals) that have a role but that may currently have reduced engagement or understanding of the issues e.g. planners.Our project bids to DEFRA have to date envisaged grouping these into technical and non-technical audiences* We would like to raise the profile of the water environment with the wider public to enable their greater awareness of the pilot. Our initial analysis suggests that their ability to implement action against the key issues is limited and it would be difficult to measure success of any associated behavioural change. Engagement will therefore focus on particular issues/activities that wider public can influence. This will engender a feeling of constructive engagement around the project in highlighting that everyone can effect positive changes to the catchment.
* The current make of the Steering Group comprises the following and will be adapted as the project develops further:

 * Pond Conservation
* NFNPA
* Representative of local commoning community (also an local NFU rep)
* Representative of local Estate landowners
* New Forest District Council- land drainage and flood prevention function
* New Forest District Council- Coastal management function
* Solent Forum
* Forestry Commission – Open Forest land management
* Forestry Commission - management advice/grant function
* Natural England
* Southern Water
* Environment Agency
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|  | **2.** **What issues will you seek to engage people on?** You could consider the following questions:* How have you come up with your list of issues?
* Whose views are important to you in relation to which issues?
* Why do you think your catchment plan will benefit from engaging on these issues?
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|  | Diffuse pollution – agricultural origin, domestic origin (septic tank), nitrate/phosphateRural point source – Water treatment works, business and farm originChannel morphology – Open Forest, Waterside locationsCoastal issues – mainly morphology and some nutrient enrichment issues. Due to the number of existing strategies and control mechanisms it is proposed to focus in on auditing these with the technical audience and carrying our gap analysis against Water Framework objectives.Non-native invasive plants – Open Forest issues and also enclosed landscape. * How have you come up with your list of issues?
* Initial analysis of issues between Pond Conservation (the technical advisers/partner to the project) and Environment Agency. Also liaison with local land use advisers, initial feedback from Steering Group, initial catchment walkovers of Pond Conservation with scoping of this by those on the Steering group.
* Whose views?

Diffuse pollution – landowner/managers, agri-environment advisors, also a role for domestic/wider public in relation to domestic sewage treatment and awareness of use of phosphates in the home.Rural point source – Regulators, water companies (Southern Water)Channel morphology – land drainage/flood regulatory functions, local communities and users, consenting bodies, (Open Forest particularly Commoners, The Verderers and other Forest organisations)Coastal issues – coastal protection engineers and planning experts, Harbour Authorities, Solent Forum members, coastal users* Why engage on these issues?

Through joint deliberation and understanding of issues it is intended that strategic action and even projects can be scoped and agreed in order to produce a Catchment Plan with buy-in from those required to be involved in undertaking or supporting future action. |  |
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|  | **3. How will you engage public and stakeholders?** You could consider the following questions:* What type of activities, tools or methods do you intend to use?
* How will you encourage people to take part in your activities?
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|  | * What types of activities, tools or methods do you intend to use?

Our project bid outlined an approach utilising:* + Separate workshops with technical and non-technical audiences to develop a vision for the catchment and priority issues,
	+ catchment walkovers of particular areas with the technical and non-technical audiences,
	+ bi-lateral meetings with key stakeholders following the interim analysis of information,
	+ final workshop to agree priority actions and identify implementers.
* How will you encourage people to take part in your activities?
	+ By utilising and maximising existing communication networks
	+ By making best use of new opportunities to communicate (e-newsletter/social network) and publicity.
	+ Wherever possible we will try to establish personal contact with stakeholders and follow up invitations with ‘phonecall outreach and reminders to encourage participation. We will use feedback from contacts to help shape future approaches.
	+ We will try to adopt friendly non-technical approaches and information in communications and try to anticipate stakeholders’ interests.
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|  | **4. Outcomes.** You could consider the following questions:* How will you use the outcomes of the engagement to inform your catchment plan?
* What role will your steering group have in managing the results?
* How will you cope with different views?
* How will you demonstrate how people’s views have informed the catchment plan?
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|  | * How will you use the outcomes of the engagement to inform your catchment plan?

Stakeholder views will be key to defining vision, priorities and actions within the plan. Where possible we will be seeking appropriate forms of commitment to actions.* What role will your steering group have in managing results?

Currently is its anticipated that the Steering group will oversee the process and test results for inclusion in final recommendations (though full terms of reference for the group still to be agreed)* How will you cope with different views?

Wherever possible a collaborative approach will be developed, aimed at exploring opportunities below initial stakeholder positions by gaining and better understanding of shared interests and objectives and common understanding of the issues. In this way it is hoped that shared views can be facilitated and different views managed.Wherever possible all views will be recorded and made available in a suitable public form, role of steering group and facilitators in making decisions will be transparent and clear objectives for the process will assist (i.e. overall objective of working towards WFD targets) * How will you demonstrate how people’s views have informed the catchment plan?

Transparency of decisions through above processes.  |  |
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|  | **5. Resources**. You could consider the following questions:* What support will you need to carry out the engagement activities described above?
* How will the facilitation support make a difference?
* What further resources (tools, visual aids, etc.) would you like to use?
* What resources can you provide yourself to ensure you make the most of the support?
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|  | * What support will you need to carry out the engagement activities described above?

As our bid to DEFRA has secured project officer assistance as well as the existing in-kind help from facilitators we consider a high level of support is not justified. We would welcome the current basic support as already the initial meeting with facilitator and liaison with him has been helpful in challenging our ideas and bringing in best practise to our process.* How will facilitation support make a difference?

It will help us plan workshops in more detail, assisting/challenging our existing scope of stakeholder analysis and allow us to utilise improved techniques for engagement. Ideally we would like to plan the time to allow some initial facilitation of a couple of workshops to assist us and act as an independent facilitator. We understand from our facilitator that with the carry-over of unused time and basic level there will be capacity to make this difference.* What further resources would you like to use?

We anticipate supporting the process with web presence and electronic communication. We will provide these resources as well as developing presentation material and interpretation materials.* What resources can you provide yourself to ensure you make the most of the support?

We would be interested in cascading advice/training to other members of staff who could then help future catchment work.  |  |
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|  | **6. Further comments** (Optional) |  |
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