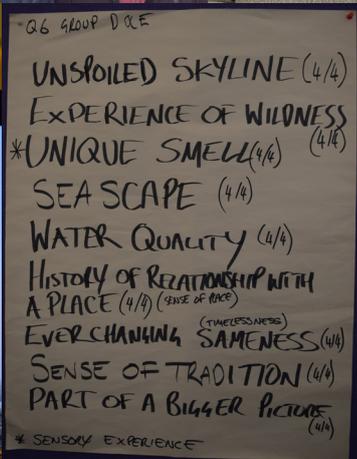
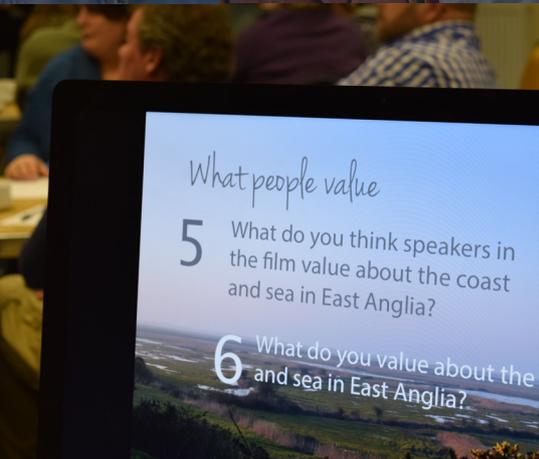


Common Ground Report



Contents

Summary	1
Background & rationale	2
Delivery	4
Stage 1: Planning and Community Interviews	4
Stage 2: Analysis, film production and workshop design	6
Stage 3: Workshops	7
Workshop structure	
Phase 1: Making the ways in which people value the coast and sea explicit	8
Phase 2: Identifying issues	9
Phase 3: Identifying and prioritising potential actions to address key issues	10
Phase 4: Reflecting on how actions were perceived to support values	10
Results	
Phase 1: Making the ways in which people value the coast and sea explicit	12
Phase 2: Identifying issues	12
Phase 3: Identifying and prioritising potential actions to address key issues	14
Phase 4: Reflecting on how actions were perceived to support values	21
Close: Reflective plenary	22
Evaluation	23
Appendices	24

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The Common Ground Project was funded by the Calouste Gulbenkian Foundation.



Participation in the Common Ground project has been a genuinely rewarding process for Eastern IFCA, both at an individual and organisational level. One benefit has been an increased public awareness about our remit along the East Coast; our on-going work towards achieving sustainable fisheries, and our work on marine protected areas. But it has delivered so much more than that.

Direct engagement with members of coastal communities has expanded our understanding about issues that really matter to people. It has reminded us of the need to communicate using appropriate language and mechanisms, in order to be effective. It has highlighted people's desire to be involved, to have their voices heard, and to make a difference in decisions that affect our coasts and seas. Ultimately, the project has helped us to think more holistically about fisheries management.

What's next? Operationally we have already taken the raw data from the six CVM workshops into consideration in Eastern IFCA's 2017 -18 Strategic Assessment. We have committed to producing an 'Action Plan' to communicate how we are addressing the issues and actions highlighted through this process as well as how, as an organisation, we have embedded the lessons we have learnt in our everyday roles.

I would like to thank our project partners and participants for sharing this experience with us. We very much welcome the opportunity to continue the dialogue that Common Ground has started – which we believe will give us the best chance of safeguarding what we all value – a healthy marine environment.

Julian Gregory
Chief Executive Officer
Eastern Inshore Fisheries and Conservation Authority

Summary

The Common Ground project in the Eastern IFCA District was a collaborative project led by the Marine Conservation Society (MCS) working with Community Voice Consulting, the Eastern Inshore Fisheries and Conservation Authority (EIFCA), and local stakeholders. The project was funded by the Calouste Gulbenkian Foundation, UK Branch and is part of a larger piece of work to scope the potential for applying the approach more widely in the UK.

The objective of the local delivery phase of the project with the Eastern IFCA was to further develop the Community Voice Method, particularly to actively deepen emphasis on the values that connect people to place and guide thinking on how management approaches and measures reflect, support or impact on local values. We created a film that stimulated broad local engagement and catalysed improved dialogue and shared understanding of the use, values and benefits of the coast and sea in Suffolk, Norfolk and Lincolnshire among diverse and sometimes disparate local stakeholders in the IFCA district. We then used guided deliberation at paired workshops to explore the shared values that connect people to their coastal and marine resources and explore key issues and potential actions that could address them.

An exploration of value and what was important to people in the district revealed four main value categories:

- A healthy natural environment;
- quality livelihoods;
- quality of life on the coast;
- traditional culture and community.

Participants went on to identify a wide range of issues which were grouped into six broad categories of need:

- Need for better information guiding management;
- Need for fair and effective regulation, monitoring, and enforcement;
- Need to ensure fishing sustainability and viability;
- Need to improve communication and trust;
- Need to improve understanding of environmental issues;
- Need to protect the environment.

Across all the workshops 253 actions/approaches were recorded that participants felt could help address the key issues identified in the Eastern IFCA District. An analysis of these actions reveals that action in certain areas could help address a range of issues.

These are summarised on p. 15 and include:

- Improved local communication, engagement and networking;
- Increased resource and capacity within Eastern IFCA;
- Addressing illegal and unregulated fishing;
- Education and Outreach;
- Research;
- Regulation and enforcement.

The facilitation team aggregated values scores across best performing actions at each workshop to indicate which of the things people value would be most supported. At all three workshops the actions that attracted most votes from participants were seen to most strongly support a healthy natural environment and quality livelihoods.

The outputs from the workshop series created a collectively informed framework that Eastern IFCA is able to draw on in decision-making about ways of working to address priority issues in management of marine resources in their district. These outputs have been deliberated by stakeholders and grounded in a shared understanding and appreciation of the many different ways that people use and value their marine and coastal assets.

Common Ground took a systematic, transparent, research-based approach to engagement and deliberation which gives Eastern IFCA confidence that the outputs are indicative of the views and values of the wider community, though we acknowledge that there is always more to learn and this initiative could not hope to capture and express every view held in the communities in the District. It has however been an opportunity for the IFCA to actively demonstrate their commitment to listening and taking community views into account.

Because the IFCA staff engaged fully with the project and actively participated in all aspects of planning and delivery, it provided an opportunity for professional skill sharing and development across the whole collaborative team. This sets them in good stead to build on what was learned through Common Ground and continue and broaden the conversation, applying new ways of working, with a more diverse and connected network of stakeholders.

Rather than being a completed piece of work, this project represents the beginning of a process and both MCS and Eastern IFCA are keen to explore opportunities for continued collaboration.

Background & rationale

The polarisation of marine and coastal stakeholders is an established feature of the marine resource conservation and management narrative in the UK. In many communities disagreements about management of natural resources remain unresolved and many stakeholders miss out on the opportunity to have their voice heard. Traditional methods of public participation, such as community meetings and online consultations, routinely fail to engage a broad spectrum of people or effectively address local resource management issues. On the contrary, they may exacerbate conflicts among stakeholders and erode public confidence in policymaking processes even as valued community assets like fish stocks or sites important for recreation are degraded.

The Community Voice Method (CVM) was designed to test the premise that a different kind of public participation process could yield better results. Its originators identified a need to step back from narrow, polarized policy debates and foster a conversation around the shared values that connect people to a place. Through grounding in local values and discourses, CVM seeks to foster more inclusive, informed and ongoing dialogue in communities, especially those where stakeholders may not feel comfortable participating in traditional public meetings and consultations.

Since 2001, CVM has been implemented in a range of locations involving many people in dialogue. This breadth of practice has demonstrated that the method is highly adaptable and effective at facilitating stakeholder participation in decision-making regarding environmental resource use.

The method was first used by MCS in the Turks and Caicos Islands to develop fishery legislation with resource users and Government which led to democratically developed legislation being enacted in 2014. In 2013-14 MCS partnered with the Sussex IFCA on a CVM project to support their community engagement in developing management measures for two newly designated Marine Conservation Zones. In January 2017 these sites, Kingmere and Beachy Head West, were among the first of this type of protected area to have management measures in place in the UK. This is a big step towards productive, healthy seas for the future, made all the more durable because the protective measures were developed collaboratively.

The Community Voice Method process is described in a short film which can be viewed here:

<https://vimeo.com/150885111>

In 2015 MCS began discussing the potential for applying the approach with Eastern IFCA. The IFCA had identified a polarization of views and opinion between various stakeholders with interests in marine resource use, relating to marine management in their District. This polarization was seen as a hindrance to progressing some of the conservation elements of the IFCA's statutory duties, for example, with respect to management of Marine Protected Areas (MPAs).

Eastern IFCA's district (coastal water off Lincolnshire, Norfolk and Suffolk) contains an extensive suite of MPA's, which collectively cover almost every part of the district. Inshore fisheries are dependent on targeting grounds within these designated areas.

Despite efforts to engage across the breadth of the stakeholder spectrum, Eastern IFCA staff felt that there were stakeholders, sectors, views and values that were not being expressed to them or in meetings. The Common Ground project was designed to try and help address this problem and explore ways to capture a broader suite of views from a broader church of stakeholders with interests in the marine and coastal environment within Eastern IFCA's district.

MCS engaged in this project as an opportunity to support the IFCA in deepening and broadening engagement with their stakeholder constituency because the charity believes that management and outcomes for people and the environment are improved by taking account of value in effective engagement, deliberation and consultation.

Our shared aims were to:

- **develop an enabling environment for constructive dialogue between traditionally disparate marine and coastal stakeholders**
- **increase and diversify stakeholder engagement**
- **support decision-making which is grounded in shared values and an understanding of a much broader range of views and values.**



Interview participants - Common Ground



Delivery

The Common Ground project consisted of four distinct stages in 2016/17 preceded by a detailed consultation between MCS and the IFCA in 2015 to develop a rationale and project design which informed the funding proposal.

Stage 1: Planning and Community Interviews

The first stage of the process allowed the project team to develop their understanding of the historical, institutional and cultural context in Eastern IFCA's district by conducting a series of in depth, filmed interviews to gather stakeholder views, deepening understanding of people's values and their perceptions of the coast and sea, and management of marine resources. Between February and April 2016, 40 stakeholders took part in 35 structured interviews across the District. The sample, summarized below, was shaped to gather a range of views on and interests in marine resource use and conservation. Sampling for the CVM film was purposive, rather than random. People were intentionally selected where they were known to be engaged in, care about, or be impacted

by marine resource management in the district. An initial list of interviewees was identified and contacted by Eastern IFCA through known networks. A 'snowball' sampling technique was then adopted as these initial contacts were asked to recommend people they felt should be involved. The goal was to ensure that as many views as possible were represented and that no group identified as 'having a stake' or point of view pertinent to the remit of the Eastern IFCA in conservation and managing fisheries activities within the district was omitted or over-represented. Given the geographic scope of the project it was also important to ensure not only sectoral/interest group representation, but also geographic representation. In reflecting on the make up of the sample, care was taken to recognise that values can be plural and that participants' primary occupation did not limit the scope of the views and values they held. Not everyone who was approached agreed to be interviewed and some people were not available during the interview period. It should be emphasized that the sample for the film is only one of the opportunities stakeholders had in the process to voice their views, values and concerns. Invitations to the workshops extend engagement beyond this initial group.

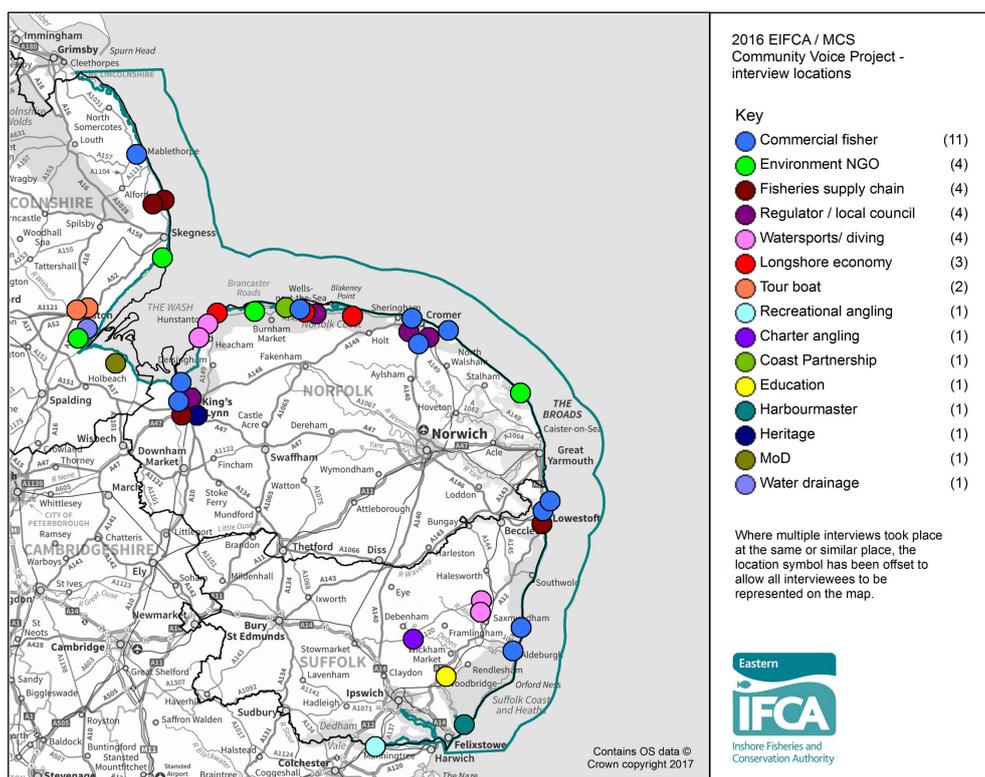


Figure 1: Map showing the location of Community Voice interviews (n=40) and primary occupation of interviewees.

The interview guide (Appendix A) was developed collaboratively by project partners and was specifically designed to explore commonalities beyond primary occupation or interest. For example, most participants were local residents and shared their views from that perspective. Many also had secondary links and associated views, for example a regulator was also a sailor, a fisher also ran a local business and an 'environment' participant was also involved in tourism and education.

While we achieved a good spread of participants who were willing and able to participate in interviews, we feel it would have been helpful to have been able to include additional representation from the recreational angling and tourism sectors in this sample.

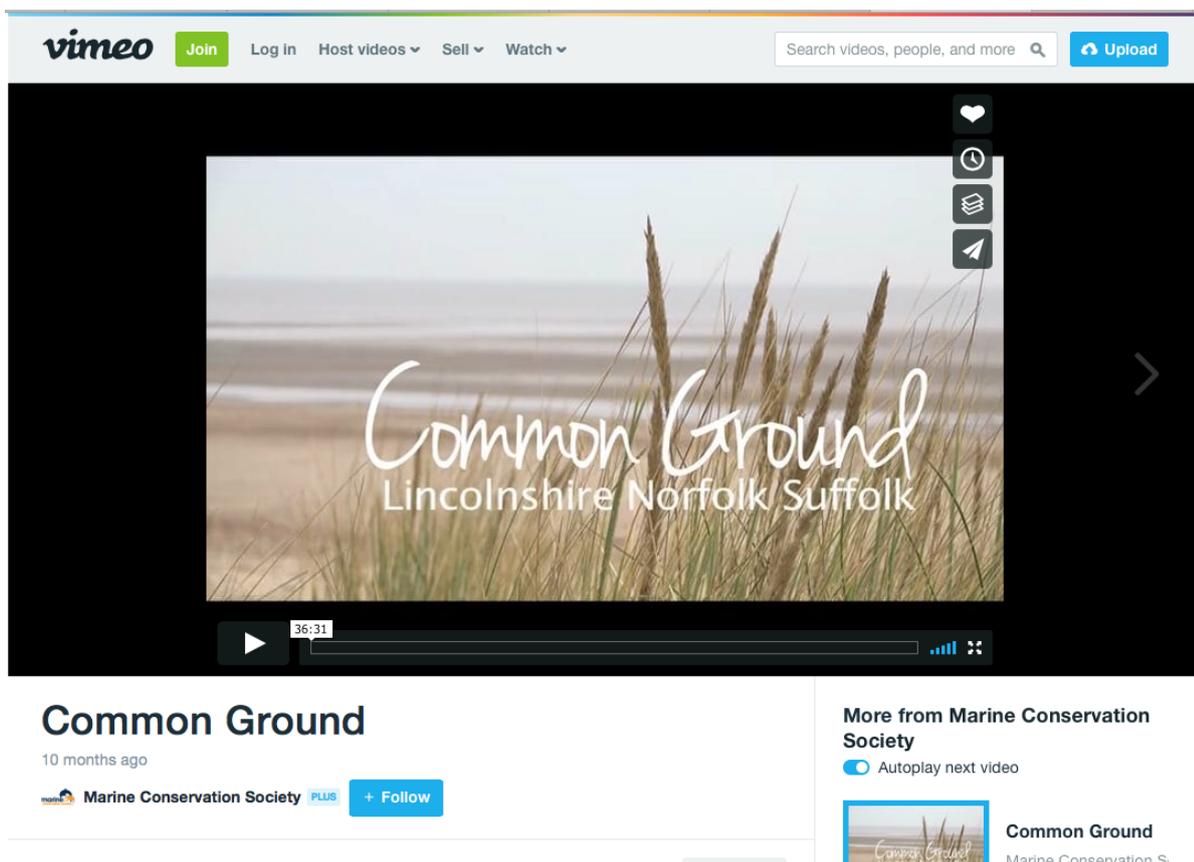
Forty people were interviewed across the IFCA district. Seven of these were women and 33 men. This gender bias has been evident in other CVM projects looking at marine resource use. It may be attributed to the fact that many sectors are male dominated. We actively seek to include relevant female voices wherever possible. Interviewees tended to be older people. Age bias has also been evident in previous projects and may be a function of the demographic of people active in or concerned with marine resource use or simply of the people willing to give up their time and engage in this type of project. We actively sought representation from younger people in the sample.

The interview guide

CVM interviews move from the general (e.g. sense of place, existence value, general views on the nature and value of the environment) to the more specific (e.g. specific aspects of interviewee's activities including livelihoods, stakeholder relationships and specific personal experiences), finally focusing on key areas of decision-making (e.g. opinions on a suite of management options).

The Interview guide for the Common Ground project (See Appendix A) followed this basic broad to specific structure. Particular emphasis was given to eliciting the ways in which interviewees were connected to the coast and sea and what was important to them about their communities and the place where they live and work. This was followed by questions regarding change, marine resource management in general, MPAs in particular and finally asking participants to imagine a vision for the future.

At the end of each interview participants were asked to respond to a series of statements to assess the importance of a range of values including both monetary and non-monetary values.



The Common Ground film can be viewed on vimeo: <https://vimeo.com/191148781>.

Stage 2: Analysis, film production and workshop design

About 32 hours of footage from these filmed interviews was manually transcribed, themed and coded in a qualitative data analysis software (NViVO10) so that it could be analysed to reveal the most frequently expressed views around each of the themes explored in the interview guide.

The table below shows a concise summary of the analysis used to shape the film edit. It includes the key areas covered in the interview in the first row and a summary of the most frequently expressed views and

ideas listed below. Key threads appear in bold with sub-threads listed below them where there was significant diversity.

In order to convey as many of these views and values as possible, film clips were selected which most clearly, concisely and engagingly expressed the views that had been most frequently expressed across all of the interviews.

This resulted in a 35 minute film. The film can be viewed on vimeo: <https://vimeo.com/191148781>.

For a more detailed narrative summary of interview responses, see Appendix B.

Table 1: Interview summary table informing film narrative development.

Section 1	Section 2	Section 3	Section 4	Section 5	Section 6	Section 7	Section 8
Community Nature and importance of community	Values Reflection on what people value about the coast and sea	Burning Issues What are people concerned about at the moment?	Change Reflections on change in the environment and community in general, and in the fishing industry in particular	Management Views on the need for management in the marine environment and views on current management	MPAs Understanding of MPAs and views on the need for MPAs, their efficacy and their role in resource management.	Vision Vision and hopes for the future. What would people like to see?	Coda Positive binding sentiments in conclusion.
Importance Community & environment linked Community support & shared sense of purpose Pride	Physical qualities - Wilderness & wildness - Access - Important places Social & economic - Livelihood & environment - The human dimension of the coast - Heritage - Connectivity Subjective wellbeing - Closely connected to livelihoods - Engagement with nature - Place identity - Therapeutic value - Social bonds - Memory transformative value - Achievement & skills	Fisheries management Wind farms Coastal defence Pollution Influx of people - Primacy of money - Changes to community	No change Natural & constant change Coastal defence and flood risk management Some positive developments Concerns - More & more people - Decline of communities Change & fishing - Socio-economic - Economic decline - Changing demographic - Fragmentation - Reduction in fleet - Changes in practice - Effort - Gear - Boats - Areas fished - Species targeted - Changes in stock - Species present Drivers of change in fishing - Regulatory - Environmental - Social & economic	Management needed - Sustainability - Equity - Need 'good management' Management not needed - Nature manages - Marine in good condition because of or despite use - Fishers already manage - Management curbs freedom Views on current management - No regard for fisher knowledge - Lack of understanding - Disproportionate impact on 'small' fishers - Imposed, lack of effective engagement & consultation - Lack of confidence in science	General understanding - often incomplete Lack of awareness Positive - Safeguarding wildlife & habitats Concerns - Dissatisfied with process & lack of engagement - MPAs imposed - Potential impact on livelihoods - Concerns that MPAs are not the right tool - Uncertainty about environmental impact Benefits? - None - Some - Unsure	Stay as we are Revived, thriving communities Healthy, safe, productive environment Improved knowledge and understanding Appreciate need for protection 'Good management' More certainty Resilient inshore fisheries People working together	People care deeply People are deeply connected to place Quality livelihoods are very important Non-monetary value is important There are shared aims for the future There is a willingness to work together

Stage 3: Workshops

Paired stakeholder workshops were held in Lincolnshire (Sutton Bridge), Norfolk (Sherringham) and Suffolk (Darsham) in November 2016. Participants were encouraged to attend both workshops. Where that was impossible, every effort was made to ensure people were informed of what happened at workshops they missed.

Invitations were sent out by Eastern IFCA to people who use the sea in the Eastern IFCA district, both for livelihood and recreation, and representatives from a wide spectrum of interest groups. The events were also publicised using social media, the IFCA's website, the distribution of posters and fliers around the district and through invitees and Authority members promoting the events by word of mouth. The workshops involved 78 individual participants, most of whom attended pairs of workshops. The chief facilitator was supported by EIFCA and Marine Conservation Society staff who facilitated and recorded small group discussions. The composition of the participant group across all of the workshops was diverse with representation from a wide range of sectors and interest groups.

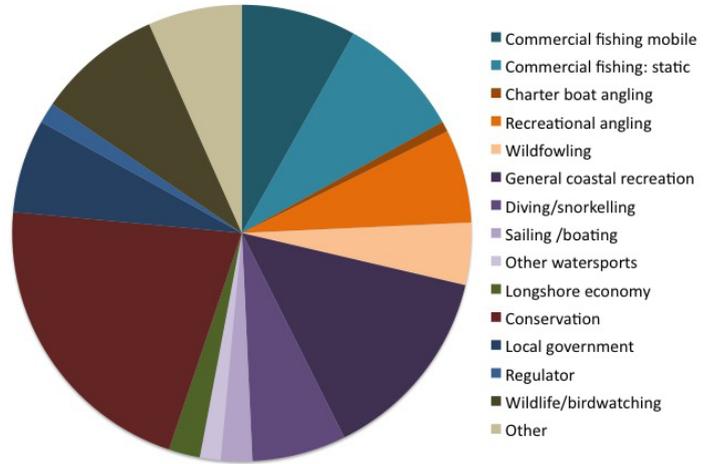


Figure 2: Stakeholder group representation at workshops based on participant feedback from 58 participants who completed an evaluation form. Individuals were able to select multiple sectors.

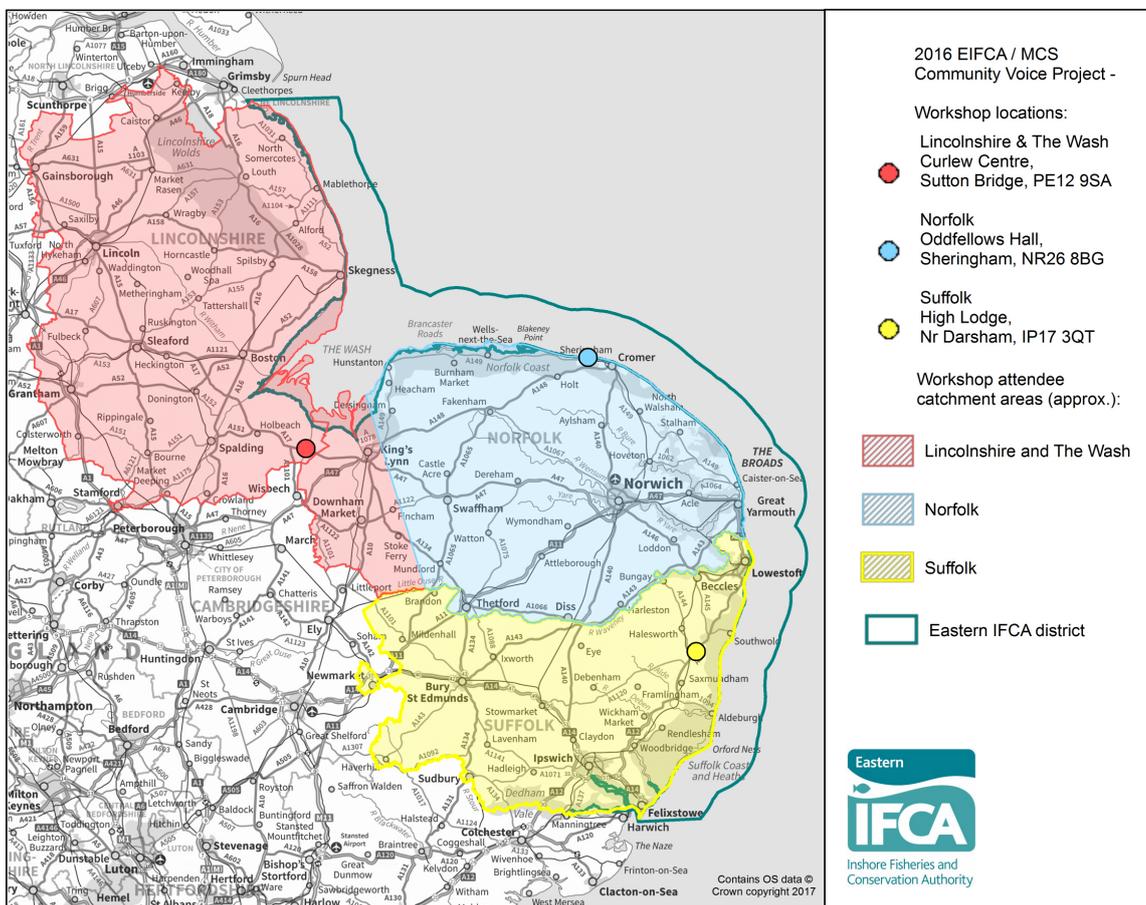


Figure 3: Map showing the location of Community Voice workshops. Two workshops were held in each of three locations.

Workshop structure

The workshops were designed by MCS and Community Voice Consulting in consultation with Eastern IFCA. They started with the film screening and then moved through four phases:

- **Phase 1:** Making the ways in which people value the coast and sea explicit
- **Phase 2:** Identifying issues
- **Phase 3:** Identifying and prioritising potential actions to address key issues
- **Phase 4:** Reflecting on how actions were perceived to support what people value

This structure was designed to allow for diverse stakeholders and sectors to share their views and values in an open forum, thereby developing shared understanding of both common ground and areas of difference and relating these directly to work within the remit of the Eastern IFCA.

Phase 1: Making the ways in which people value the coast and sea explicit

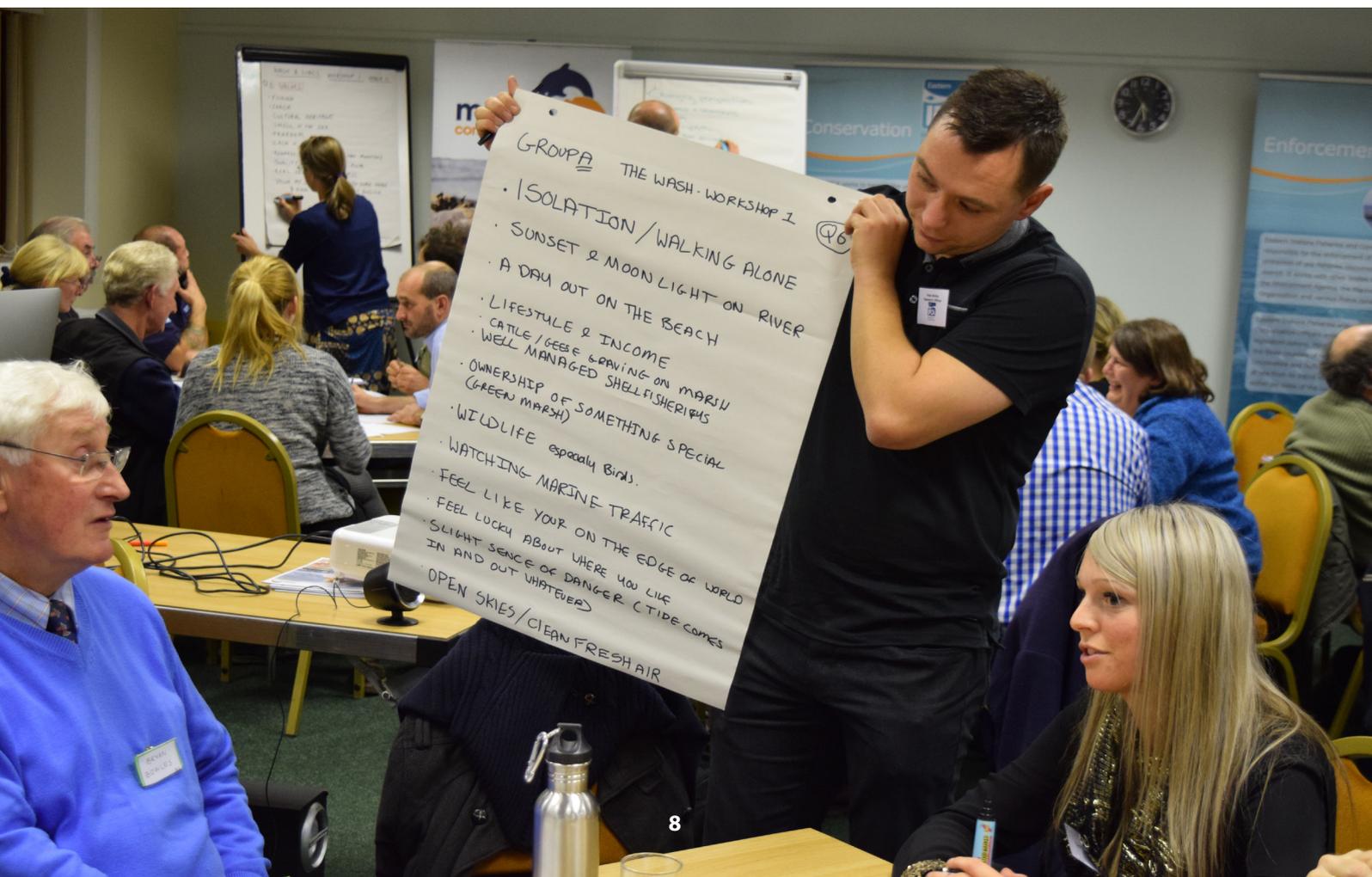
The first workshop opened with a welcome and orientation by Eastern IFCA's CEO and the chief facilitator followed by the film screening. Immediately after the film screening participants moved into small groups. These groups had been planned in advance to

try and ensure as diverse a mix of people as possible. Each group was facilitated by a member of the Eastern IFCA or MCS staff and each group had a recorder. Each group worked through six questions aimed at soliciting participant feedback on views expressed in the film and identifying shared values that connect participants to the marine environment.

1. What is one comment, idea or image that particularly stood out to you from the film?
2. What is a view expressed in the film that is similar to how you feel?
3. What is a view expressed in the film that is different from how you feel?
4. What views were missing from the film that you think are important to take into account?
5. What do you think speakers in the film value about the coast and sea in the IFCA district?
6. What do you value about the coast and sea in the Eastern IFCA district?

All responses were recorded in a notebook. Answers to question 6 were recorded on a large sheet of paper. Support/agreement in the group for each of the values was recorded with a tick mark. A reporter from each small group shared this output with the room.

Eastern IFCA staff talk through the list of ways people value the coast and sea with their group at the first workshop in Lincolnshire (Sutton Bridge).





A group at workshop 1 in Lincolnshire (Sutton Bridge) discuss and list the key issues that they feel need to be addressed in the Eastern IFCA's district.

Phase 2: Identifying issues

Following a break for refreshment Eastern IFCA's CEO gave the discussion context by outlining both what is within the IFCA's remit and what is not. Participants then joined a new mixed group where they deliberated a single question.

- Within Eastern IFCA's remit, what are the issues that you think are most important to be addressed in your area?

Answers to the question were recorded on a large sheet of paper. Support/agreement in the group for each of the issues was recorded with a tick mark. A reporter from each small group shared this output with the room. The workshop was then closed with a recap of what had been covered and a description of what to expect in workshop 2.

Between the first and second workshops the project team worked to group all of the values and issues recorded in the first workshop into a manageable number of categories to be used in workshop 2.

The second workshop, held a few days after Workshop 1, at the same venue and with the same participants insofar as possible - opened with a welcome by Eastern IFCA's CEO which again provided context. This was followed by a recap on workshop 1 and outline of workshop 2 from the chief facilitator. Participants were introduced to the grouped values and issues from workshop 1. The original full lists of values and issues were available to participants (See Appendix C).



Participants discuss and record potential actions to address key issues at workshop 2 Lincolnshire (Sutton Bridge).



Participants vote on suggested actions to generate a ranked / prioritised list at workshop 2 Lincolnshire (Sutton Bridge).

Phase 3: Identifying and prioritising potential actions to address key issues

This phase was designed to identify and prioritise potential actions that Eastern IFCA could take to address key issues identified in workshop 1. Participants took part in a 'carousel' exercise during which pre-selected small groups visited each of the key issue 'stations' and listed potential actions which they felt would address key issues in their area. Participants then did a second rotation where they voted on actions to create a ranked / prioritised list.

While participants had dinner, the facilitation team transferred the most supported 5-6 actions from each key issue station to a pre-prepared matrix with the values identified in the first workshop. These matrices were displayed around the room.

Phase 4: Reflecting on how actions were perceived to support what people value

Participants then did a final rotation where they were asked to indicate where they thought a particular action would support a value. This exercise responded to Eastern IFCA's remit to achieve a balance between safeguarding the environment and securing viable and sustainable fisheries. It enabled participants to think about which actions would best address key issues AND support the things people value.

Finally the facilitation team did some aggregation and reported back on which values were most supported by the priority actions and which actions performed best across all values. This brought the process full circle to demonstrate how management interventions could support the things people valued.

Actions	Quality of life on the coast	Traditional culture + community	Healthy natural environment	Quality livelihoods
ESCAPE GAPS IN POTS.				
IMPROVE ENFORCEMENT SO THAT THE WHOLE DISTRICT IS COVERED				
IMPROVE GEAR TECH. MAKE IT MORE SELECTIVE, LESS IMPACTIVE				
DEFINE WHAT SUSTAINABILITY AND VIABILITY IS THROUGH RESEARCH				
PROTECT LOCAL FISHERIES FROM FOREIGN VESSELS. * AND UN-LICENCED				

Bringing together issues, actions and values
Participants reflected on how some of the most supported actions (listed on the left in blue) both help address the key issue at each station (shown in green) and support the things people value (listed in pink across the top of the sheet).

The last session was a reflective plenary. In Suffolk (Darsham), this was an opportunity for open discussion. As this approach did not allow all voices to be heard, the approach was changed for the other two workshops. In Norfolk (Sherringham) and Lincolnshire (Sutton Bridge) workshops each participant was asked to talk about something that stood out for them from the whole experience and where possible to make it something they had heard or learned from someone else.

The Eastern IFCA's CEO closed with some information on how the Authority would be able to draw on the outputs from the workshop series to inform future work in the district.

All workshop outputs were written up and fed back to the IFCA by the end of December 2016.



Results

Phase 1: Making the ways in which people value the coast and sea explicit

Across all of the workshops 145 values were recorded. These can be broadly grouped as follows into four categories.

1. A healthy natural environment

This category included contributions that referred to the physical qualities of the environment and its appearance (e.g. *landscape, beauty, wilderness, wildlife*), qualities which could be linked to the health of the environment (e.g. *diversity, resilience, abundance of wildlife*) and behaviours consistent with maintaining a healthy natural environment (e.g. *science for conservation and livelihood, respect for the environment*).

2. Quality livelihoods

This category included expressions of value of the coast as supporting livelihoods (e.g. *Economic benefits, A living from the sea*) and sustainability of livelihoods (e.g. *opportunities for sustainable living, well managed shellfisheries, space and beauty underpinning local economy*). It also included expressions of the non-monetary value associated with livelihoods (e.g. *lifestyle and income, job satisfaction, doing what I love, inspiration to future generations*).

3. Quality of life on the coast

This category, while closely linked with the first category, was more about how people felt they benefit from the place where they live (e.g. *lifestyle, recreation, accessibility, experience of wildness*) and what the character of the place means to them (e.g. *dynamism, perpetual change, space to breathe, peace and quiet, solitude, freedom, opportunity for exploration*). It also included how people feel when they are in the environment (e.g. *being there – effect, sense of calm, peace and tranquillity, sense of vulnerability, danger*).

4. Traditional culture and community

This category included values around a sense of heritage and tradition (e.g. *fishing heritage, part of a bigger picture, traditional ways, cattle and geese grazing on the marsh*), identity and community (e.g. *community spirit, still a sense of community, diversity of characters and knowledge, feel lucky about where you live*). It also included expressions of a desire to maintain the character of place (e.g. *conserve for future generations, immensely proud of where I'm from*).

Phase 2: Identifying issues

Across all workshops 124 issues were recorded. These were grouped into six broad categories of need.

1. Need for better information guiding management

This category included observations for the need for sound, evidence-based management and monitoring. People referred both to the need for the IFCA to conduct more primary research, but also of finding ways to better incorporate and make use of local knowledge.

2. Need for fair and effective regulation, monitoring and enforcement

This was the largest category as participants were encouraged to focus on the IFCA remit for this exercise. People were particularly concerned with equity across user groups and identified a need to ensure that particular interests don't benefit at the cost of others. Where activities were outside the IFCA remit, some suggested that the Authority could serve as a 'voice for the district in marine planning'. The need to better understand and control illegal activity came up frequently. People also raised the need for an increased profile, both in terms of the number of IFCA officers on the ground and their visibility and geographical coverage, but also in terms of increased profile for and understanding of existing regulations among the wider community. People talked about the need to continue to be able to develop effective management measures locally i.e. through byelaws.

3. Need to ensure fishing sustainability and viability

Many of the contributions in this category reflect the need to balance fisheries and conservation, both to safeguard the environment and future livelihoods. People emphasised the need for management for sustainability and talked about the need to look for win-win situations. There were a number of references to ensuring that conditions within the local fishing industry, should attract new recruits who would keep fishing traditions alive. Some felt the IFCA could engage more in relevant policy areas like distribution of quota in order to promote/secure sustainable practices locally.

4. Need to improve communication and trust

This was the second largest category. People discussed the need for the Authority to listen more and for honesty, openness and transparency in communications. They shared their need for more frequent, more effective and more engaging communication between the IFCA and the wider sea

user community. This included the need for the IFCA to develop local understanding of management measures and more opportunities for meaningful dialogue through face-to-face engagement events and consultations. Participants perceived a need for the IFCA to play a role in upward communication from the community to other government departments, giving the community confidence in their representation. Another key strand in this category was the need for plain English communication that would help people reach 'a common understanding, using a language that all can understand'.

5. Need to improve understanding of environmental issues

Issues identified in this category included the need for education; not just education of the next generation,

but of a wide range of sea-user groups across the community. Among some this was framed as a broad need for better understanding of Ecosystem Services. People saw a need to develop understanding of Marine Protected Areas, why they are placed where they are, what they are for and what impact they could have. A need for better understanding of the impact of certain activities on the environment was also described.

6. Need to protect the environment

In this category participants raised the need to protect wildlife and habitats and safeguard them from damage and disturbance.

An IFCA staff member reports back to a group on issues.



Phase 3: Identifying and prioritising potential actions to address key issues

Across all the workshops 253 actions/approaches were recorded that participants felt could help address the key issues identified in the Eastern IFCA District. Participants at each workshop had the chance to record their support or agreement for each of the actions that was suggested at their workshop.

It is **important to note** that different actions were suggested in each of the three locations so the % support DOES NOT represent percentage support across all participants in the district; it represents % support for an action at ONE of the workshops. The purpose of this activity was to gather an indication of what type of actions participants felt the Eastern IFCA should prioritise. These results are indicative of people's views and are useful in informing planning and ways of working. They do not represent an exhaustive list of potential actions nor do they determine IFCA priorities. The narrative summary (below) provides a more detailed insight. Both Table 2 and the narrative summary only include actions that were supported by 50% or more of participants at a workshop. All actions with less than 50% support are listed in Appendix B (page 26).

The workshop/s at which actions under each issue were suggested is noted alongside the themes that emerged under each issue.

S Suffolk (Darsham) **N** Norfolk (Sherringham) **L** Lincolnshire (Sutton Bridge)

Table 2 (p.15) summarises the suggested actions and reveals that action in certain areas could help address a range of issues. Some of the key areas of potentially impactful cross cutting action include:

- Improved local communication & engagement
- Need for increased IFCA capacity
- Research
- Regulation & enforcement
- Addressing illegal activity
- Education & outreach

ISSUE 1 Need for better information guiding management

Actions with full support

Improved local communication, data sharing and transparency **N** **L**

People felt that fishers and others should be involved

as active participants in data gathering. The theme of regard for local data recurs below. Better collaboration and information sharing was also relevant with regard to creating a transparent system which shows where data has come from, how it has been used and where there is a clear process of challenge. There was a suggestion for a centralised data hub – ‘one place for everyone to store data (qualitative and quantitative)’. People wanted to see feedback to show how the IFCA have listened/acted. (e.g. *periodic review of management actions*).

The ‘good quality data’ challenge **N** **L**

There was a sense that the quality of data needs to be good and that ‘up to date research techniques’ which are fit for purpose should be used. There was also an understanding that this can be expensive. People felt that the case needs to be made for **additional resources** to develop people’s understanding of human and natural impacts on the environment. The high costs of gathering good data were seen as a barrier and it was suggested that greater collaboration and better information sharing that could be cost effective (e.g. *a jointly owned science programme - scientists, regulators, fishermen, NGOs and lobby jointly*). There was concern that the high costs of data collection could also lead to inequity in terms of who can fund best available evidence and collaboration and cost sharing was seen as a way of addressing this. It was also suggested that information from the ‘commercial’ sector should be used and even that data should be a requirement as in terrestrial planning processes.

Actions with very high support (75-99%)

Regard for and use of local information **S** **N** **L**

A number of actions suggested more use of all kinds of local information and assets from a variety of groups and from individuals. Notes captured the importance of finding ways to incorporate ‘anecdotal’ information and having regard for knowledge gained through experience alongside formal research, e.g. *Respect for anecdotal evidence & experience; Appropriate weighting to local concerns*. This was linked to making a case for ‘best available evidence’. People talked about the need to have a shared understanding of what the end goal / measure is with regard to the environment. One comment suggested that incorporating different ‘knowledges’ is a way of tracking change over time and creating baselines for recovery. ‘*Acknowledge info from previous generations – aim to achieve former status.*’ There was support for improved ‘*partnership working and joint surveys.*’

	Actions with full support (100%)	Actions with very high support (75-99%)	Actions with high support (50-75%)
Issue 1: Need better information guiding management	<ul style="list-style-type: none"> Improved local communication, data sharing & transparency (N, L) Increased IFCA capacity (N, L) Gathering 'good' data (N) 	<ul style="list-style-type: none"> Regard for and use of local information (S, N, L) Timely use of data (L) 	<ul style="list-style-type: none"> Seek data from varied sources (incl local) (S, N, L) Increased IFCA capacity (S)
Issue 2: Need fair and effective regulation, monitoring & enforcement	<ul style="list-style-type: none"> Locally relevant regulation (N, L) Increased IFCA capacity (L) Better understand & enforce against illegal activity (S) Regulation (S) 	<ul style="list-style-type: none"> Equity (N, L) Increased IFCA capacity (S, N, L) Combatting illegal activity (S, L) Regulation (S, L) 	<ul style="list-style-type: none"> Involving industry in enforcement (N) Increased IFCA capacity (L) Enabling legal behaviour (S) Regulation (S)
Issue 3: Need to ensure fishing sustainability and viability	<ul style="list-style-type: none"> Improved local communication & information sharing (S, N) Address illegal fishing (S, N) Regulation & enforcement (S, L) Research (L) Support good practice (N) 	<ul style="list-style-type: none"> Improved local engagement & networking (S, N) Engaging next generation (N, L) Regulation & enforcement (S, L) Research (S, N, L) 	<ul style="list-style-type: none"> Local engagement (N) Increased IFCA capacity (S) Regulation & enforcement (S, N, L) Support good practice (S)
Issue 4: Need to improve communication & trust	<ul style="list-style-type: none"> Improved local communication & engagement (S, N, L) Improved representation & support at Authority level. (S) 	<ul style="list-style-type: none"> Improved local communication & engagement (S, N, L) Improved representation & support at Authority level. (S, N) Education & outreach (L) 	<ul style="list-style-type: none"> Improved local communication & engagement (S, N, L) Improved representation & support at Authority level. (L) Education & outreach (L)
Issue 5: Need to improve understanding of the environment	<ul style="list-style-type: none"> Improved local communication & engagement (N) Research (N) Education & outreach (N) 	<ul style="list-style-type: none"> Improved local communication & engagement (N, L) Research (N) Education & outreach (S, N, L) 	
Issue 6: Need to improve understanding of the environment	<ul style="list-style-type: none"> Improved local communication & engagement (S) Increased IFCA capacity (L) Research (S, L) Equity (S) 	<ul style="list-style-type: none"> Improved local engagement & networking (S, L) Increased IFCA capacity (L) Research (S, L) Regulation & enforcement (L) Education & outreach (S, L) Gathering 'good' data (S, L) 	<ul style="list-style-type: none"> Improved local engagement & networking (S, L) Increased IFCA capacity (S) Research (S, L) Regulation & enforcement (S) Education & outreach (S) Habitat restoration (S)

Table 2 Summary of key themes that emerged among suggested actions that were supported by more than half of participants at a given workshop. More detail about the elements of each theme that had different levels of support can be found in the accompanying narrative summary p.14-20.

Timely use of data **L**

A number of suggested actions referred to the importance of 'real time' use of data both to inform fishing activity and management interventions: 'Timely data gathering and action so that fishers know what's happening.' 'Don't ignore info. Act when you have it.' 'Continuous assessment and info gathering – adjust if necessary.'

Actions with high support (50-74%)

Seek data from varied sources **S N L**

Related to actions suggested above around local participation in data collection and regard for local information are suggestions for use of anonymous data from fishers, data from citizen science volunteers and data that already exists rather than depending on novel research. There is a recognition that some of this data would need to be used sensitively e.g. 'Anonymous or confidential use of fishers' historical catch records; 'Use information given to IFCA staff (sensitivity)'. One suggested action is for useful data collection projects to be mapped out so that they can be offered to students or interns.

Increased capacity 'More feet on the ground!' **S**

ISSUE 2

Need fair & effective regulation, monitoring & enforcement

Actions with full support

Need to better understand and enforce against illegal activity **S**

Participants suggested that there was a need to develop a shared understanding of what actually constitutes illegal activity and 'identifying and understanding unrecorded and unknown' fishing activity. A couple of suggestions referred to effective deterrents, e.g. 'Any convicted fisherman caught with undersized shellfish should have their shellfish license revoked' and that end users (consumers) should be aware of the problem of illegal activity to deter them from purchasing illegal products.

Regulation **S**

Clear regulations that could be applied across the district e.g. 'ban on all berried lobsters'.

Locally relevant regulation **N L**

The perception that regulation at a local scale informed by 'good local science' would be fairer and more effective is linked to local actions around Issue 1

(above). Participants again deliberated on the potential benefits of 'involving industry and other stakeholders in monitoring' and 'partnership working' and suggested 'local implementation of regulations'. One action referred to the need for better understanding of 'variability and uncertainty in fish populations to inform adaptive management'.

Increased IFCA capacity **L**

People suggested that regulation, monitoring and enforcement would be fairer and more effective if there were more EIFCA officers in the field. Suggested actions that may require increased capacity included ensuring that EIFCA has the resources to monitor the effects on management interventions and 'assess the effectiveness of management,' and a couple related to improved communications, including offering 'feedback when an issue was raised' and developing improved awareness of regulations and why they were required.

Actions with very high support (75-99%)

Combatting illegal activity **S L**

Combatting Illegal activity featured strongly again among activities with very high support. An 'increased focus on illegal activity' was suggested. Actions relating to communications, understanding and information sharing were suggested to address lack of awareness and information about illegal activity could be addressed by e.g. 'better reporting of offences by the public', 'fully informing local Councils of current fisheries legislation' and 'better signage'.

Regulation **S L**

A few suggestions were made for regulatory interventions which could help address the need for fair and effective approaches. These included a 'ban on recreational netting' and 'registration of recreational pots' 'VMS or iVMS on all boats' and a byelaw so that 'only commercial boats can carry commercial fishing gear'.

Equity **N L**

People suggested action both around ensuring that there was consistency in regulation across different sea user groups and by the EIFCA across the district. One action suggested was that activities other than fishing (e.g. windfarms and foreign boats) should be subject to regulation and another that there was a need to 'control foreign boats'. There was a need expressed for 'consistency in enforcement across officers' and that there had to be 'Resolve within EIFCA to carry out enforcement duties in areas where fishers may not accept the need.' Some actions suggested here referred to the need to 'acknowledge differences between different fishing sector priorities'

Increased IFCA capacity **S N L**

There was a perceived need for increased IFCA capacity to address illegal activity in particular with a suggested action to increase 'visual presence for enforcement' - 'more feet on the ground to combat the problem' and a suggestion to have 'Community Support Officers working alongside IFCO's'. There was also a suggestion for a 'properly resourced fisheries forum'. There was high support for suggestions that IFCA resources need to be increased, which linked to actions which would require increased capacity.

Actions with high support (50-74%)

Enabling legal behaviour **S**

One action suggested that people need the 'opportunity to become legal'

Regulation **S**

A few suggestions were made for 'maximum landing sizes on most species especially lobster and bass'.

IFCA capacity **L**

Related to the issue of equity one suggested action was to ensure that there is an even distribution of IFCO's across the district.

Appraisal of management **N**

A couple of suggested actions addressed the need to establish an official route to challenging IFCA management and 'Industry and IFCA reviews of management effectiveness'

Involving industry in enforcement **N**

Government needs to sort out Brexit **S**

ISSUE 3

Need to ensure fishing sustainability & viability

Actions with full support

Address illegal fishing **S N**

Alongside actions to address illegal behaviour among registered fishers, participants also suggested better 'control of unregulated fishing' or 'unregistered fishing'.

Support good practice **N**

This included incentives or encouragement and support of good practice. One comment suggested that 'Industry needs to recognise their own role in ensuring sustainability and viability'.

Regulation & enforcement **S L**

Once again a couple of regulations to support and enable best practice were suggested. These included a

'total ban on berried lobster' which received full support as did a suggestion for 'escape hatches in pots'. One suggestion was that there needed to be 'Improved enforcement resources to cover the whole district' which also links to issues of EIFCA capacity.

Improved local communication and information sharing **S N**

A need for actions that 'Improve education on regulations to the non-commercial sector' and develop people's understanding – including 'helping people understand the importance of habitats' and a call for 'clarity of communication and use of appropriate language'. People shared the view that fishing sustainability would be supported by using fisher knowledge to inform management measures.

Research **L**

People suggested action to develop understanding of what sustainability and viability actually are. One suggestion identified a need to 'Improve gear technology to make it more selective so it had less impact on the marine environment'.

Actions with very high support (75-99%)

Engaging the next generation **N L**

People were highly supportive of actions to encourage young people into the industry and 'Encourage new blood e.g. apprenticeships, financial incentives for young people to get into the fishing industry'. This links to support for 'long term over short term thinking'.

Regulation & enforcement **S L**

A few specific regulations to support and enable best practice were suggested. These included controlling effort to allow stocks to recover, encouraging v-notching lobsters 'stopping all netting in rivers' and 'protecting spawning stocks - with a particular focus on bass'. People were also in favour of regulation to 'Protect the local fishery from unlicensed and foreign vessels from outside the district'. And ensure 'fair allocation of resources (quota)'.

Improved local communication and engagement **S N**

Ideas included awareness raising communications to reveal 'what is under the water – videos and pictures' and develop understanding by 'Sharing information to fishers to ensure understanding of reasons for measures' and 'Educate[ing] early on potential benefits of conservation measures'. A number of suggestions were for actions which promoted engagement with the fishing industry and 'Involving industry in the whole process'. There was a suggestion for action that demonstrated 'Pride in the local community' and people supported actions which 'protect and help fishermen'.

Research **S** **N** **L**

Suggestions included generally developing understanding of what sustainability and viability is but also some specific suggestions including 'Vessel monitoring to determine fishing effort' and 'Impact assessment for new equipment'. One suggestion was that developing a better understanding of the fishery and the resource would help determine whether activities are actually a problem or not.

Actions with high support (50-74%)

Increased IFCA capacity **S**

There was high support for actions to increase the 'number of officers doing checks'

Regulation & enforcement **S** **N** **L**

A number of regulations were suggested. These included limiting 'advances in technology within the fishing industry to limit efficiency', lifting the minimum landing size for crabs, controlling seals and measures to 'prioritise small scale fishermen over large scale', specifically by 'Increasing quota for small boats – particularly for fin fish'

Support good practice **S**

This included educating consumers in order to support 'diversification of fisheries'

Local engagement **N**

There was high support for a better understanding of what happens to data gathered locally and a desire for 'direct contact with Defra policymakers.'

ISSUE 4: Need to improve communication & trust

Actions with full support

Improved local communication & engagement **S** **N** **L**

There was full support for a range of activities which would enable more regular and effective communication between the Authority and local communities. People suggested that the IFCA should build on the Community Voice project and ensure 'full community representation' and 'engage a wider range of relevant sectors'. People also felt that there should be 'more cross sectoral projects and meetings'. There was acknowledgement that communications is a two way process and that alongside the need for the IFCA to 'actively listen to fishermen and be more transparent' was a need for fishers to 'be regularly communicative'. People felt communications needed to be in 'plain language' that is easier to understand and that there should be an effort to 'communicate positive messages – where fishing and the natural environment is co-existing, celebrate it!'. People also wanted to see effective communications

around IFCA activities 'Advertise results when you've had a meeting. Communicate actions taken.'

Improved representation & support at Authority level **S**

People supported better geographic representation on the IFCA committee and that there should be 'more outreach from committee members to their sectors'.

Actions with very high support (75-99%)

Improved local communication & engagement **S** **N** **L**

People were highly supportive of actions to establish 'Clearer channels of communication between stakeholders and decisionmakers' and 'getting the information out there' enabling community members to feel informed and 'get in early'. A number of fairly specific actions were suggested including 'More round table or face to face consultation', 'More combined meetings with different sectors especially fishers and conservation', 'Regular meetings with fishers with no fixed agenda', 'talking to people on their own ground' and making use of existing networks and initiatives to increase frequency of engagement, e.g. Combining meetings or resources with other bodies like Natural England. There was support for the IFCA playing a role in encouraging 'comms between fishing associations' and with neighbouring IFCAs, and people were supportive of actions to break out of silos and develop shared 'knowledge of other industries that impact the marine environment'. A couple of suggested actions focussed on the establishment of an effective and properly resourced fisheries forum for 'regular meetings or communications and to help formulate future regulations'. There was also more support for clear communication that 'uses the right language with the right people'.

Improved representation & support at Authority level **S** **N**

People supported more Suffolk meetings by the IFCA – suggesting a geographic rotation and wanted to see IFCA Committee members reporting back to their sectors.

Education & outreach **L**

People were supportive of more 'Education and outreach to a wide audience', suggesting that the IFCA could 'support others organisations to do this.'

Actions with high support (50-74%)

Improved local communication & engagement **S** **N** **L**

There were further suggestions that improved local communication could be more efficient, avoiding people having to go to liaise with several agencies. There was support for actions to 'get the different

sectors to talk together' enabling for example, 'more cooperation between fishermen and environmentalists' and 'commercial fishers talking to angling clubs'. There were a number of actions related to improved external communications including getting 'Information in local papers, radio and social media', and an 'e-mail newsletter for registered vessels & charter skippers' and 'increased personal contact between IFCA officers and stakeholders'. In terms of internal communications, there was support for 'a code of conduct for meetings to avoid a few voices dominating.'

Improved representation & support at Authority level **L**

People supported actions to address under-representation of stakeholders 'not paid to attend Authority meetings' and 'Better representation of conservation bodies on the IFCA committee'.

Education & outreach **L**

There was support for actions to make links with educational establishments and to 'catch people early' with a schools programme.

ISSUE 5: Need to improve understanding of the environment

Actions with full support

Improved local communication & engagement **N**

There was strong support for actions to enable 'communication between the fishing industry and environmental bodies' and 'joint projects – fishermen and conservationists working together' and promoting 'multi-way sharing of information'. There was a suggestion that there needed to be 'better coordination between environmental bodies'.

Research **N**

Suggested actions included 'surveys to assess the problem and monitor effects' of management, 'developing understanding of the range of values of the coast and sea' and taking 'a holistic approach to research how the marine environment benefits [people] across the board'.

Education & outreach **N**

There was further support for starting with school children but also a perceived need to engage with 'big firms' and educate much more widely.

Actions with very high support (75-99%)

Improved local communication & engagement **N L**

People felt that the IFCA should 'take more account of/

interest in fishermen's views' and that 'language to suit audiences' would be beneficial in improving people's understanding of the environment.

Research **N**

Suggested actions included developing understand[ing] of the economic implications and benefits of decisions to protect the environment' and 'understanding ecosystem connectivity'

Education & outreach **S N L**

People felt there should be 'education or information for everyone on the rules and regulations by all parties'. There was support for actions to improve understanding of what the seabed is actually like through the local media and improved 'understanding of ecosystem interconnectivity'. People wanted to see behaviour changes e.g. people clearing up litter, including dog mess in bags!

ISSUE 6: Need to protect the environment

Actions with full support

Improved local communication & engagement **S**

People were fully supportive of involving fishers in designations early in the process.

Increased IFCA capacity **L**

There was support for actions which would 'provide more resources for evidence gathering'

Research **S L**

People supported action around 'research on the impacts of windfarms on fish stocks' and 'monitoring the effects of closures' to see if they were having an effect.

Equity **S**

There was full support for actions which would also see habitats protected from nonfishing activity.

Actions with very high support (75-99%)

The 'good data' challenge **S L**

People supported actions which would make sure that 'science was up to date and reflects the local environment.' They were keen to see a 'better evidence base especially for subtidal habitats' but the need for additional resources to do this was acknowledged. People also wanted to see local data put into a wider context and better data sharing and use.

Improved local engagement & networking **S L**

There was a perceived need for actions aimed at better communication - one specifically referring to the need to stop 'demonising' fishers. A number of actions were

suggested for more 'joined up' and connected working. There was support for actions to ensure 'more joined up working across terrestrial, fresh water and marine' spaces and 'Better networking between NGO's, local naturalists, universities, local groups, fishermen and anglers'.

Education and outreach **S** **L**

People supported actions aimed at educating the local community e.g. 'resource packs, countryside clubs and information'. In particular there was support for education around ecosystem services 'explaining what this is and how it can result from protecting the environment – all activities, not just fishing.' People felt that fisheries sustainability should be promoted but that fishers should not be demonised.

Regulation & enforcement **L**

People were supportive of actions which would see 'responsive legislation' where 'the punishment would fit the crime' and would be 'stronger for more serious issues'. People were supportive of 'Patrolling and monitoring for breaches of regulation'.

Research **S** **L**

People suggested actions to tap into 'new technologies' but felt there should be robust monitoring and evaluation to ensure that impacts were understood and that regulations were supporting development towards 'lower impact not more fish'. There was also a call for actions to better understand the impact of/damage from windfarms.

Actions with high support (50-74%)

Improved local engagement & networking **S** **L**

People saw opportunities to engage a wider network of people 'to be the eyes and ears' on the coast as well as 'citizen scientists' to help map what's there. One suggestion was for the establishment of a 'central point for reporting environmental issues'.

Education and outreach **S**

People were supportive of action to publicise research and good news stories and promote MCZs with clear messaging.

Increased IFCA capacity **S**

People suggested action to increase the presence of the IFCA on the ground. There was also a suggestion that more funding could support establishment of some kind of public forum.

Regulation & enforcement **S**

There was a suggestion that better regulation was required with regard to invasive species.

Research **S** **L**

One suggested action was to enable 'better sampling for projects' and another suggested an experimental 'no take zone'.

Habitat restoration **S**

'saltmarsh restoration = better fish habitat'

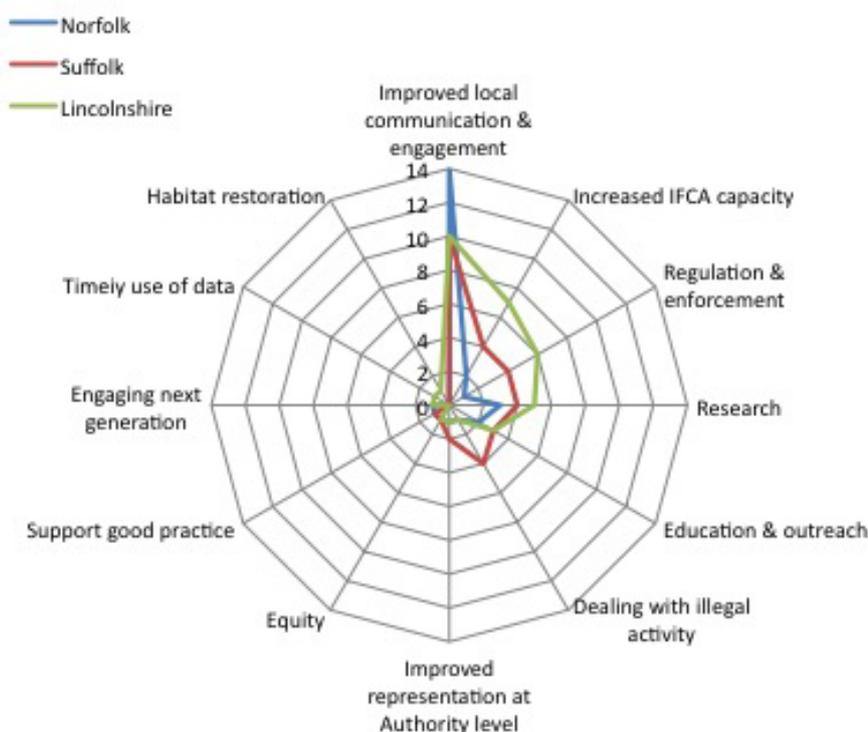


Figure 4:

Aggregating the number of times actions around key themes were strongly or fully supported per workshop suggests slight differences in priority in different parts of the Eastern IFCA district.

While actions to improve communications and engagement were strongly supported at all three workshops, they came up more frequently in Norfolk. In Suffolk there was a bit more emphasis on addressing illegal activity, while in Lincolnshire, actions to address increased IFCA capacity and regulation and enforcement emerged slightly more strongly.

Phase 4: Reflecting on how these actions were perceived to support what people value

Finally, participants identified actions which performed best across issues and values. The facilitation team aggregated some of the results of this exercise to report them back to participants at the end of the workshop.

	Need better information guiding management	Need fair & effective regulation, monitoring & enforcement	Need to ensure fishing sustainability & viability	Need to improve communication & trust	Need to protect the environment
Suffolk	1	2	5	3	4
Norfolk	2	3	5	1	4
Lincs	4	1	3	2	5

Table 3: Showing ranking of issues (5= highest score to 1 = lowest score), by extent to which actions to address these issues was perceived to support what people value.

When scores against key issues are aggregated to create a ranking, actions to ensure fishing sustainability and viability and protect the environment ranked highest indicating that they were perceived to best support what people value.

Key values

The facilitation team aggregated values scores across best performing actions at each workshop to indicate which of the things people value would be most supported.

At all three workshops the actions that attracted most votes from participants were seen to most strongly support **a healthy natural environment** and **quality livelihoods**.

Top performing actions

Of the top 5-6 actions recorded for each issue, the following specific actions were perceived by participants at the relevant workshop to best support the things people value **and** address key issues in each of the workshop locations.

Need better information guiding management

- Suffolk: Use local fishing vessels to collect data support IFCA
- Norfolk: Involve fishermen and others as active participants in data gathering
- Lincs: Use established local knowledge

Need fair & effective regulation, monitoring & enforcement

- Suffolk: Total ban on berried lobster
- Norfolk: Use good local science
- Lincs: Increased focus on illegal activity

Need to ensure fishing sustainability & viability

- Suffolk: Take action on illegal fishing
- Norfolk: Encourage or reward good practice
- Lincs: Improve enforcement so that the whole district is covered

Need to improve communication & trust

- Suffolk: More round table and face to face/valid local information
- Norfolk: IFCA arranges more cross sectoral projects and meetings
- Lincs: Communicate positive messages where fishing activities and natural environment co-exist – celebrate it!

Need to protect the environment

- Suffolk: Ensure science is up to date and reflects the local environment
- Norfolk: Education for everyone to understand range of values of coast and sea
- Lincs: Improve understanding of ecosystem services and how they are affected by environmental protection

Close: Reflective plenary

The workshops were designed to take a values based approach and facilitate diverse groups in finding common ground, in a positive and non-combative environment, to discuss issues that really matter to them and their communities.

The reflective plenary gave some insights suggesting that the design delivered on these objectives. The values based approach was well received "I rarely go to meetings where values are talked about. This has been a reminder that we share values - wildness, beauty. Enjoyed the fact that the meeting started with these values." A number of people reflected on their appreciation of opportunities to find common ground; "People have more in common than I was expecting" and "Favourite moments were those where people were talking and realised that they have a lot in common or that their values are similar", "Seeing a trawlerman and a conservationist deep in conversation." People found the experience of discovering commonality valuable "If you talk and listen, when you put your heads

together you realise that we are not that different", "I'm a conservationist, but standing in a room with fishers we reached consensus. What can happen when we stand and listen" and "We actually all have the same goal. Sustainable fisheries and a good living from the sea."

People found the workshops a positive and constructive experience: "Power of people. Goodwill and good debate", "Ideal opportunity to network with people. Enjoyed the gentle hubbub" and "How fantastic to be in a room full of people. Glad to be here." People commented on a sense of feeling that they had been listened to "Consultation vs. conversation. Not perceived to be box ticking. Really listening."

An issue that was discussed in both plenaries was that of the need to engage with the next generation, both from the fishing industry "How to get youngsters and new blood into the fishing industry" and beyond, "Importance of engaging the next generation. Kids and schools. We need to bring young people in."



Figure 5: Wordcloud generated from all statements shared during the reflective plenary sessions in Norfolk and Lincolnshire. The size of the words is determined by the number of times they occurred.

Evaluation

58 workshop participants completed an evaluation questionnaire at the end of the process. Of those who completed the evaluation questionnaire, a third (33%) reported not having attended a meeting about marine resource management in the past, so the process was able to reach out and engage some new people. 73% (n 42) said they would be happy to be contacted by the project team in the future. Participants responded to a series of closed questions about their experience of the workshops. The responses to these are summarised in figure 5 below.

What worked well?

People reported enjoying the opportunity for discussion and putting their views across *"open discussion. Freer to get points across"*, and particularly meeting new people *"Opportunity to talk to people that I wouldn't normally have the chance to, and to understand their different points of view"*, *"Enjoyed networking, changing tables etc"*, *"Sharing common ground with parties from all sides in group work"*. People felt there was good diversity at the meetings: *"Good diversity of people represented - interesting and engaging techniques to gather opinions in a non-antagonistic and representative way"*.

People enjoyed the film and the role it played in the meetings *"The initial workshop worked very well and allowed those with opposing/conflicting views to discuss together - this worked I think because the film highlighted the commonalities between the 'sides'"*, *"Film, because really good job done drawing together and presenting*

everybody's views from around the district. Represented a lot of facets very clearly and very well for outsiders."

People enjoyed the participatory nature of the workshops: *"Lots of involvement from everyone. Excercises not lectures or discussions. Little chance to get bogged down on one small issue that is personal to a few. Facilitators a great idea to keep discussions brief and on track."* and *"The structure - engaging, fast paced and efficient way of gathering views."*

What could be improved?

Some felt that the meetings were rushed *"More time - would have been better to have a half day event"* while others felt the process could have been compressed *"It could have been done in one evening. The film would have been fresh in everyone's mind."*

Some people wanted more structure and participation, while others would prefer less *"Allow more free flow time. Not so structured and against the clock."*

Some felt that participation needed to be more diverse: *"If you could get a greater age range - more young folk"*, *"Perhaps invite more people with recreational interests"*, *"More input from recreational angling and bait collectors"*, *"More involvement from all the conservation and regulatory bodies."*

A couple of comments suggested that there were still dominant voices that needed to be better controlled and quiet voices that needed to be given more space.

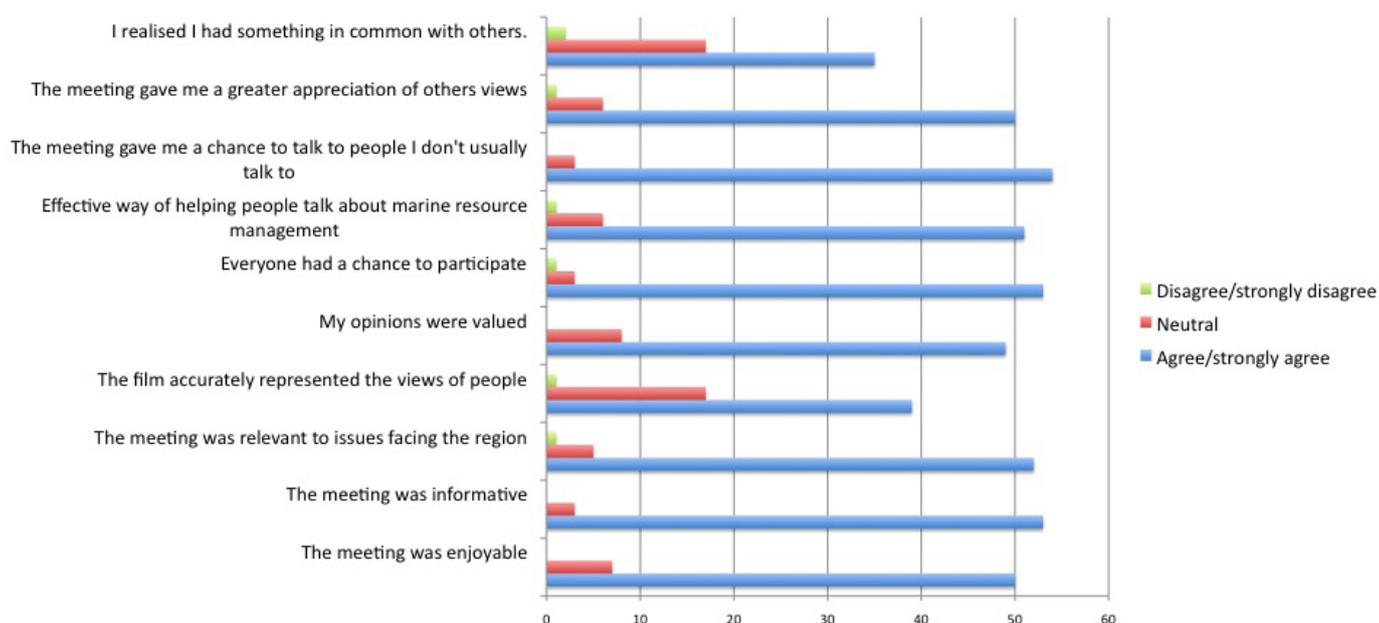


Figure 5: Responses to closed evaluation questions from 58 workshop participants.

Appendix A - interview guide

Interview Guide Common Ground – supporting stakeholder dialogue in the Eastern IFCA District, UK.
Instructions for Interviewer: Introduce yourself and the project. Go over the consent form with the interviewee and obtain consent. Give the interviewee a copy of the consent form to keep.

Turn on and test camera

Ask interviewee to say and spell their name and provide their age and occupation.

Questions in BOLD are anchor questions. Prioritise these if you don't have time to ask all the questions.

1) Background

a) Did you grow up in this area (or more specific)? Do you know when/how/why your family settled here?

i) If not can you tell me where you've come from and how you ended up here, living where you live/doing what you do?

2) Community

a) What would you describe as your community?

b) Can you tell me more about your community?

i) What does your community mean to you? Does your community do things together?

3) Value/connection

a) What do you think about the natural or built environment where you live?

b) What do you most value about this area?

i) What makes this area different?

c) What do you like/dislike about living here?

d) Are there any places in the area that are particularly important to you for any reason? (livelihood, enjoyment, personal significance)

e) How do these places make you feel?

4) Burning issues in this area

a) What are the most important issues concerning people here at the moment?

What is everyone talking about?

b) Are there any important issues related to the marine environment?

5) What is your connection with the coast/sea?

a) How long have you been fishing/angling/sailing/visiting the beach etc.?

b) Can you describe your activity?

c) Across how large an area, broadly speaking, do you do this?

6) Change

a) How has the coast/sea changed in your lifetime?

b) How has your [use of the sea] changed over your lifetime? What do you think has caused these changes? How do you think your [use of the sea] will change in the future?

c) How has others' use of the sea changed over your lifetime?

d) Changes in fishing in this area

i) Has the fishing industry in this area changed over time?

ii) Multigenerational prompt: How do you remember fishing when you were young/er?

7) Connection with fishing

a) Have you ever been involved with the fishing industry in this area? (For non-fishers, what do you think of the fishing industry in this area? Followed by b-c))

b) How do you think fishing has changed over time?

c) Drivers of change

i) What do you think has caused these changes?

d) Do you think your [use of the sea] will change in the future?

e) Do you see yourself/future generations being involved with fishing in this area?

8) Management - general

a) Do you think our seas need to be managed?

b) How do you feel about current management of the marine environment?

c) How could the management of the marine environment improve things
(environment/socio-economic)

9) MPAs general

a) When you think of MPAs – what do the words make you think of?

b) Are you aware of any existing MPAs in your region?

c) Why have they been established?

d) What impact have MPAs had? (environmental/socio-economic) *Does a place becoming an MPA change the way you think about it?*

e) Do you think MPAs can be an effective management tool? *Do you think that MPAs will bring benefits to the community?*

10) Vision for the future

a) What would you like to see in the future? *in an ideal world, what would seas around this area be like?*

b) How do you think achieving this vision would change things for you and for others? Change the way people value/use the area?

Appendix B - Actions with less than 50% SUPPORT

This includes shaded actions which were late additions, which were therefore not included in the vote, for which we do not know the level of support

ISSUE 1: Need for better information guiding management

- Pay fishermen to attend meetings to give their views & knowledge
- EIFCA support Cefas bass tagging work (financial) - budget? Expensive :>{(
- iVMS to track vessels - have they reported catch * to target illegal fishers
- App development
- Don't act until have information
- Pay fishers for info (recreational angling)
- Late addition: keep management measures flexible

ISSUE 2: Need for fair and effective regulation, monitoring and enforcement

- Tagging fish at point of sale
- Trial and assess 'no take zone' in EIFCA District – selected in consultation with stakeholders
- License commercial rod and line fishing

ISSUE 3: Need to ensure fishing sustainability and viability

- Industry and interested parties to consider implementation of a 'no take zone' in the district to assess the environmental and industry impacts
- Collective industry representation from local region negotiating better deals with banks (e.g. California example)
- Include fishing industry in AIS and determine permits based on having AIS
- Zone permits
- Encourage certification for better returns
- No more controls or restrictions

ISSUE 4: Need to improve communication & trust

- Keep out the B.S.
- Leaflets – distribution
- Better representation of anglers on IFCA committee
- Arrange meetings in less formal venues e.g. pubs
- Find the money. Who's paying for it all?
- Late addition: The IFCA needs to consider ways of capturing and acknowledging views of silent 'stakeholders' through an improved Comms process

ISSUE 5: Need to improve understanding of the environment

- Name and shame litterers
- Late addition: Understand competing interests that impact on the environment
- Late addition: Outreach materials

ISSUE 6: Need to protect the environment

- Use students or volunteers
- Translation of data to demonstrate need for protection - buy in from fishers for closures i.e. not precautionary



This report was prepared by the Marine Conservation Society (September 2017)