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**November 2017 update**

**Community Voice (Common Ground) project:** This is a joint project with the Marine Conservation Society (MCS), with assistance from The Wash & North Norfolk Marine Partnership (WNNMP). The objective is: *Engaging with stakeholders about how we manage the marine environment in the Eastern district.* A summary of the project is shown below.

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| Date | Project progress |
| Feb-April 2016 | 35 interviews involving 40 stakeholders filmed in Lincolnshire, Norfolk and Suffolk |
| July – Sep 2016 | Over 30 hours of filmed interview footage, transcribed and coded and analysed to produce a 35-minute long documentary which reflects community views on the coast and sea and management of marine resources. [Eastern IFCA's CVM film](https://vimeo.com/191148781) |
| Nov 2016 | Paired workshops held in Suffolk, Norfolk and Lincolnshire, to capture stakeholder **Values**, **Issues** and **Actions**.  6 workshops in total, 24 – 30 attendees at each workshop - 145 values and issues recorded, 253 actions identified. The majority of Eastern IFCA staff and several Authority members participated. |
| Jan 2017 | MCS supplied Eastern IFCA with the project raw data output for inclusion in our 2017 Strategic Assessment, which informs our Business Plan and priority work areas for 2017/18. |
| March 2017 | Dr Peter Richardson (MCS Biodiversity Programme Manager), presented project outcomes to the EIFCA Authority.  [Spring 2017 edition of MCS Marine Conservation magazine](http://www.eastern-ifca.gov.uk/wp-content/uploads/2017/11/CVM_Spring2017_HQ.pdf) featured an article about the Community Voice Method (CVM) of engagement, which highlighted the Eastern IFCA project.  The MCS circulates 7,500 copies of this magazine (6,500 copies directly to their members). |
| April 2017 | Eastern IFCA gave a CVM project presentation to Suffolk Coast Forum (SCF). SCF members were keen to promote the project/film and support Eastern IFCA to achieve jointly shared actions. |
| May 2017 | Eastern IFCA’s Community Voice Project is featured on the SCF webpage - <http://www.greensuffolk.org/about/suffolkcoastforum/> |
| May 2017 | MCS partners gave a CVM presentation at Marine Protected Areas - Science, Policy & Management Conference in Poole. |
| Aug 2017 | Wash Week – 4 CVM events were held at the following venues: -  Trues Yard Fisherfolk Museum - King’s Lynn;  Norfolk Wildlife Trust - Cley Marshes visitor centre;  Lincolnshire Wildlife Trust - Gibraltar Point visitor Centre;  The Green Britain Centre - Swaffham.  The events all followed the same format:-   * Overview of the project * Showing of the film * Question & Answer session |
| Sept 2017 | Draft Common Ground Report received from MCS |
| Oct 2017 | Suffolk Coast Forum Conference  Presentation - Eastern IFCA’s ‘CVM experience’  to key Suffolk partnership organisations, to roll out the CVM stakeholder engagement model.  Common Ground Report circulated to EIFCA Authority members. |
| Nov 2017 | Common Ground Report circulated to project participants and made publicly available via EIFCA’s website. |

**What’s next** - Operationally we have taken the raw data from the 6 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 using

**Actions** -suggested by stakeholders to tackle …………

**Issues** - raised by stakeholders which in turn support ……….

**Values** - recorded as being important to stakeholders!

As an organisation we are embedding the lessons we have learnt in our daily  
roles. EIFCA staff and Authority members, stakeholders and partner organisation have all played an active part in this project - we welcome continued support and participation.

Many thanks,



Marine Science Officer - GIS

[sandracowper@eastern-ifca.gov.uk](mailto:sandracowper@eastern-ifca.gov.uk)

Tel: 01553 775321 Fax: 01553 772031  
[www.eastern-ifca.gov.uk](http://www.eastern-ifca.gov.uk/)