**Community Workshops and Land Use Conversation Brief**

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| **Background and Context** | **Wild Ingleborough**  In the heart of the Yorkshire Dales, a beacon of nature recovery is emerging.  Around Ingleborough mountain, a partnership of charities, organisations and local communities are working together to restore this iconic landscape. This land isn’t as wild as it could be. It should be a patchwork of woodland, heather moorland, lichen heathlands and blanket bog – but over the years its rich diversity has been lost.  Yorkshire Wildlife Trust, WWF-UK, Natural England, University of Leeds, Woodland Trust, and United Bank of Carbon have partnered, alongside local communities and many others to restore over 1220 hectares around Ingleborough. We want to create a wilder future for Ingleborough. We want to bring back ancient woodland, hear skylarks sing over limestone grasslands and witness spectacular displays of wildflowers.  By supporting low intensity farming, restoring wildlife-friendly habitats and sharing skills and knowledge, we can help make Ingleborough a haven for nature and people. By working together, Wild Ingleborough will become a flagship example of how we can restore nature and tackle the climate crisis in the UK and around the world.  In order to influence national policies, we need to demonstrate local examples of land use transformation and provide a mandate for national leadership. This cannot be achieved without the support of local communities surrounding Ingleborough and the many people that visit the mountain throughout the year. Community engagement is vital not only to support the land use shifts, but also shape them based on community social and economic requirements.  **Community Engagement & Co-creation**  WWF-UK and Yorkshire Wildlife Trust are partnering to deliver a series of micro-community projects that are co-designed and delivered by the community.  Ingleborough is unique, with its own social, cultural and economic character. To ensure Wild Ingleborough is relevant and impactful to these communities, we will harness local knowledge, networks and expertise. ​Our community narrative approach is designed to go beyond informing and educating. We will work with existing groups and tap into local community networks to co-create the project and fund them to deliver on the ground.​  The projects will create opportunities for communities to participate and work together to create and share their stories about their area. They will shape their vision for the future of their area. ​This pilot initiative will feed into – and help secure the success of – the Wild Ingleborough project.​ Our programme will also provide insights on the use of narrative-led engagement models for future projects, which have different topographies and land use challenges.  Overall aims:   * Create an exemplar project for national advocacy and replication, with learnings captured and shared​ * Increase local awareness, discussion and demand for land-use transformation ​ * Engage diverse and non-traditional audiences in landscape issues and the vision of the future. Ensure underrepresented voices are heard in discussions around land-use.   The personal stories from these engagement projects, which include Oral Histories, an access fund and more traditional consultation, will help feed into the final community engagement element; a series of community workshops enabling local people to codesign and cocreate elements of the second phase of the project, focusing on the benefits to the wider community. |
| **Project Vision** | Wild Ingleborough is in its infancy and we want to ensure that local people have the opportunity to help design elements of the project whilst the main phase of the project is developed.  Traditional consultation is already underway, including talks, walks, site visits and volunteering events to enable the local community to find out more about the project and ask initial questions. Shortly, an Oral Histories project will be commencing to tell the stories of those who have lived and visited Ingleborough over the years, the wildlife once common, how the countryside helped people during the pandemic and people’s visions for the future.  In parallel, a series of Public Dialogues will be undertaken as part of a wider project providing insights on public opinions of land use change. Additionally, an access fund to support visits to Ingleborough by those who experience barriers to enjoying the countryside will provide stories and lived experiences to help shape priorities for future community elements of Wild Ingleborough.  Along with a monitoring and evaluation programme, these stories, points of view and experiences will feed into a series of local community workshops that will take place in the villages around Ingleborough. A land use conversation toolkit will be created and trialed at the workshops, designed for use by grass roots groups in communities across the UK to start a conversation about land and the tradeoffs and synergies between climate, nature and food production.  The community workshops will draw together all this information, along with input from the Wild Ingleborough team, to codesign the next phase of the project in terms of its aims for people. Wild Ingleborough may provide opportunities relating to health and wellbeing, access, tourism, arts and culture, education and training and much more. We would like to work with the community to prioritise these ideas and focus on a few areas that will provide most benefit and ensure long term sustainability and ownership by local people.  Finally, it is possible that one of these workshops may be attended by MPs to showcase the importance of empowering communities to help shape local decisions about land use and to act as an exemplar for WWF landscape projects elsewhere in the UK. |
| **Timeline** | Supplier chosen: Nov 21  Toolkit created: Dec 21 – Jan 22  Local people recruited for workshops: Jan 22  Workshops (several locations around Ingleborough/different topics): Feb – May 22  Final report/community vision: Jun 22 |
| **Scope of Work** | * Produce a land use conversation toolkit for community groups to use, which is piloted and finalised at the community workshops for use in other areas of the UK. * Identify and recruit participants for workshops ensuring a diverse mix of people, including those who have registered their interest during Wild Ingleborough engagement events. * Organise and facilitate a series of workshops (minimum three topics across several villages) that enable exploration of the project objectives, potential areas of focus for the future community elements of Wild Ingleborough and incorporate the views and stories of local people from other Wild Ingleborough engagement projects. One workshop may potentially include a visit by MPs. * Produce creative content to disseminate and communicate the results of the workshops and final vision, such as video clips or visual minutes. * Work with external monitoring and evaluation consultants to ensure data is captured during workshops that will help evidence the need of the local community. |
| **Budget** | £15,000 - £20,000 inclusive of all expenses and VAT. |
| **Key Contacts** | Charlie Cutt, Community Manager WWF-UK  ccutt@wwf.org.uk |
| **Further information** | <https://www.wwf.org.uk/updates/wild-ingleborough-vision-future> |
| **Response to brief** | Please send proposals (max 5 pages or 10 slides) to [ccutt@wwf.org.uk](mailto:ccutt@wwf.org.uk) by **12 noon on Monday 22nd November.**  Your proposal should include a plan for how you would deliver the community workshops and conversation toolkit project, detailing:   * + Your ideas for creating and trialing a land use conversation toolkit that community groups can use across the UK.   + Your approach to identifying and recruiting contributors, ensuring the inclusion of a diverse range of people.   + The length and number of workshops, how you would develop an effective topic guide for the sessions (guided by input from the project team) and how you would conclude with a final vision for Wild Ingleborough.   + How you will incorporate stories and views from other Wild Ingleborough microprojects into the workshops.   + Your ideas for the creative outputs of the final cocreated vision for Wild Ingleborough. * Details of relevant experience of delivering similar workshops. * A fixed–price quote of overall costs including daily rates for all team members (inc. VAT if applicable), any production costs for final documents and any expenses. * An explanation of each person’s responsibilities and any sub-contracted elements. * Confirmation of capacity to complete the work within the brief in the timeframe and a detailed timeline. * A brief explanation of how your organisation is working to improve its sustainability. * How you will process and store data in compliance with GDPR.   Responses to the call for proposals will be judged on:   * Ambition and the best proposal for meeting WWF’s objectives * Timing * Cost * Understanding of the project brief * Rigor of proposed methodology * Relevant experience demonstrated * Sustainability credentials of the solution and the consultancy * Locality to/understanding of the project area and local communities |