**Outline –**

**Deliberative Engagement and Public Dialogue Wholescape Programme (Norfolk).**

The Wholescape Programme (Norfolk) provides an opportunity to work with new partners, in new places and with more diverse audiences enabling WWF to trial a more inclusive approach to our UK on the ground delivery work. We have been talking to our partner Norfolk County Council about the social and environmental issues that are most likely to affect local communities in the next decade. Climate change and a lack of preparedness and / or willingness to adapt are key, as is the pressure food production places on nature and people. Our partners in North Norfolk have identified a lack of physical and intellectual access to the sea, land and rivers as a challenge to community engagement and access to nature.

WWF broadly articulates these same issues as the Triple Challenge and the Wholescape concept seeks to find some of the solutions we need to tackle the challenges we face. Norfolk’s seascapes and landscapes demonstrate the interconnectedness of people, food, climate and nature and WWF has worked to support local partners over the last decade. Projects advising land-managers on sustainable farming techniques, river restoration and nature-based solutions to tackle flooding and poor water quality have all been funded by WWF’s corporate partners and we want to scale this work up.

WWF does not know how local people perceive the issues we know face Norfolk’s seascapes and landscapes and this has been identified as a significant knowledge gap, that we wish to address. We want to engage local people in a conversation to gain a deeper understanding of how the public view and interact with the Triple Challenge. Discovering what people think and what they can do locally to contribute to the bigger picture of wholescape restoration.

WWF’s national Public Dialogue <https://www.wwf.org.uk/updates/land-of-plenty-perspectives> gave clear insight into the confusion that exists amongst the public in terms of the Triple Challenge. Public Dialogues took place in seven landscapes, creating a national conversation about the future of land-use in the UK. A Public Dialogue breaks from the more traditional ‘information exchange’ approach to consultation, enabling participants to build their own understanding of a particular issue. In this case a diverse range of participants heard directly from land-managers and environmental managers from a range of organisations including WWF, The Wildlife Trusts, Rivers Trusts and many others.

However, a Public Dialogue isn’t the right fit here, because we want two different outcomes from the discussion:

* To understand the views of people in Norfolk across a range of issues: nature loss, climate change, access, land-use, the marine and coastal environment, and food production, allowing WWF and partners to gain insight to different perspectives.
* A first step towards developing an inclusive approach to project development within communities, influencing our approach to community grant giving across the Wholescape.

Further to this, we now know that some of our partners in Norfolk will also need to understand more about views from across civil society, which will inevitably lead to multiple desired outcomes. Therefore the project team has been advised to consider a Deliberative Engagement rather than a Public Dialogue. A Deliberative Engagement (sometimes called Deliberative Democracy) is an effective way of engaging people in local issues and here would follow the format of a series of ‘town/village halls’, with the potential for site visits to hear from experts in the field. This approach allows for different groups from different places to hear about and visit places more relevant to their lives, also enabling WWF to account for the large socio-economic and environmental differences that the County of Norfolk presents. Building social capital and giving a voice to people beyond already engaged individuals and communities is essential if our work is to move towards a more inclusive approach.

WWF’s UK Public Dialogue was very successful, however ensuring participants are provided with an outlet / opportunity to activate their learning e.g. through voluntary opportunities, local environmentalism or network subscription, was noted as an important consideration for other similar projects in the future. WWF is in discussion with the partners to establish a community granting mechanism using community ‘infrastructure’ organisations in Norfolk. We would endeavour to provide small grants to new community projects, arising from the engagement and that align with either the Triple Challenge, or the outputs of the Deliberative Engagement.