



**Defra**

# **Evaluation of the Catchment Based Approach Pilot stage**

## **Appendix I: Review of Public Engagement**

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.....  
David Corbelli  
Principal Environmental Scientist

.....  
Dr Kieran Conlan  
Managing Director

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## CONTACT DETAILS

### **CASCADE CONSULTING**

Enterprise House  
Manchester Science Park  
Lloyd St North  
Manchester  
M15 6SE

Tel: 0161 227 9777  
Fax: 0161 227 1777



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# **1 Introduction**

## **1.1 Aim of report**

This report seeks to collate, present and discuss the findings from the evaluation of the Catchment Based Approach pilot stage with relation to public engagement by the pilots.

This report is intended to be supplementary to other outputs from this Defra commissioned project and only considers the public engagement specific aspects of the Catchment Based Approach pilots. Appendices A and B provide some more detail and examples from relevant sections of Case Study reporting undertaken as part of this evaluation. The inclusion of these sections is designed to be complementary to the analysis contained within the main part of this report.

## **1.2 Structure**

This report includes the following sections:

- Introduction;
- Approach to evaluation;
- Findings;
- Discussion;
- Conclusion;
- Appendix A: Examples of activities and influences in relation to objectives of public engagement; and
- Appendix B: Summary of Public Engagement Activities.

## 2 Approach to This Evaluation

### 2.1 Context of public engagement activity in the Catchment Pilots and Catchment initiatives

Public participation is central to achieving the objectives of the Water Framework Directive's (WFD) and is required by the Directive Article 14 which states that: *Member States shall encourage the active involvement of all interested parties in the implementation of this Directive, in particular in the production, review and updating of the river basin management plans*<sup>1</sup>. Further, the Water Framework Directive is considered to incorporate the requirement of public participation in environmental decision making brought in to place by the Aarhus Convention (1998)<sup>2</sup>. During the first cycle of river basin management planning (2006 – 2009, although engagement started from 2000), the Environment Agency (EA) provided a number of channels for participation (workshops, one-to-one meetings, bi- or tripartite meetings, other meetings, draft data consultation and consultation documents) and set up a Liaison Panel in each River Basin District (RBD). Defra consulted on transposition, guidelines and policies (e.g. diffuse pollution etc.). Defra ran a national stakeholder group. While this approach allowed for the involvement of high-level stakeholders, there was concern that wider stakeholder engagement, involvement, expertise, initiative and innovation is needed to deliver more from river basin management (RBM) and to get a better shared understanding of what may prevent this from happening.<sup>3</sup>

In March 2011 Defra announced that the EA would initiate pilot catchment projects to test a catchment management approach to river basin management and delivery; other organisations are being offered the chance to lead their own catchment projects. The Minister for the Natural Environment and Fisheries, Richard Benyon, said that the pilots should:

*“provide a clear understanding of the issues in the catchment, involve local communities in decision making by sharing evidence, listening to their ideas, working out priorities for action and seeking to deliver integrated actions that address local issues in a cost effective way and protect local natural*

<sup>1</sup> EC Directive 2000/60/EC of the European Parliament and of the Council establishing a framework for the Community action in the field of water policy"

<sup>2</sup> UNECE (1998) The Convention on Access to Information, Public Participation in Decision-Making and Access to Justice in Environmental Matters - The Aarhus Convention establishes a three key rights of the public (individuals and their associations) with regard to the environment: public participation in environmental decision making, access to environmental information and access to justice in environmental matters.

<sup>3</sup> Orr, P.R., Twigger-Ross, C.L and Baker, J. (2011) Water Framework Directive Catchment-level Engagement. Prepared for the Environment Agency. Collingwood Environmental Planning Ltd, London.

resources”.<sup>4</sup>

A catchment based approach to managing the water environment looks at activities and issues in the catchment<sup>5</sup> as a whole, rather than considering different aspects separately in different locations. Crucially, this approach involves bringing people together from different sectors to identify issues and agree priorities for action – and ultimately building local partnerships to put these actions in place.

In responses to concerns about the extent of engagement in the previous round of RBMP Defra and the EA chose to pilot the Catchment Based Approach to explore its potential role in supporting the delivery of the Water Framework Directive. As part of this engagement at the catchment scale and the development of local partnerships it was intended that the public would be engaged and involved within the pilots.

As part of the pilot process the pilots were supported by:

- Defra, who provided funding to 15 of the pilot hosts to run the catchment based partnerships as well as funding the evaluation to provide learning events for the pilot hosts and provide feedback;
- the EA, who provided funding for 10 of the pilots to be hosted by the EA together with a wide range of technical support as well as commissioning InterAct Network to provide independent facilitation services to the pilots; and
- Sciencewise<sup>6</sup> who funded facilitation support to 15 of the pilot catchments (provided by Dialogue by Design) with the aim of increasing community and public engagement in the catchment planning process and exploring different models for public engagement within the catchment approach. They also contributed financially to the evaluation to cover public and community engagement, and to the development of the Catchment Change Management Hub – a central knowledge-exchange website on catchment management issues for interested stakeholders including communities and the general public. The impact of these differing levels of support will be explored within this report.

Table 2.1 sets out some definitions used within this evaluation for the core concepts that are explored in this report.

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<sup>4</sup> Richard Benyon, Speech to Water Stakeholder Group, World Water Day, 22 March 2011.

<sup>5</sup> A catchment is the natural boundary of the area where all surface water drains to a common point. A catchment may contain several, often interconnected water bodies (rivers, lakes, groundwater and coastal waters). It is widely accepted that many of the problems facing water environments are best understood and tackled at a catchment level.

<sup>6</sup> The Sciencewise Expert Resource Centre (Sciencewise) is funded by the Department for Business, Innovation and Skills (BIS). Sciencewise aims to improve policy making involving science and technology across Government by increasing the effectiveness with which public dialogue is used, and encouraging its wider use where appropriate to ensure public views are considered as part of the evidence base. [www.sciencewise-erc.org.uk](http://www.sciencewise-erc.org.uk)

**Table 2.1 Selected definitions**

Term	Definition
Stakeholder	Representatives of groups/organisations who have, or think they have a stake or interest in an issue in the catchment. This does not include members of the public who are referred to separately.
Members of the public	Includes people who live or work in or use the catchment (e.g. for recreation) Whilst everyone is a member of the public, the distinction is made between the perspectives of the public and the perspectives of people who have a professional or organisational role in planning or managing the catchment.
Community	The body of people living within the catchment boundaries.
Community engagement	The process of consulting the community or making local people and stakeholders aware and involved in a particular event, activity or project.
Catchment pilots	25 catchment-level partnerships developed through a pilot phase from May 2011 to December 2012 to develop an understanding of how the Catchment Based Approach could work in practice.
Catchment initiatives	38 catchment-level partnerships working with the EA but not part of the original group of 25. These were included in the evaluation through a high level review.

## 2.2 Approach to this evaluation

This report looks at the public engagement specific aspects of the Catchment Based Approach. It does this by taking a critical view of what was undertaken and adapting the Sciencewise<sup>7</sup> key questions for evaluation public dialogue:

- What are the objectives?
- What activities were undertaken?
- What difference or impact has the engagement made?
- What were the benefits?

<sup>7</sup> Using the Sciencewise questions in their original form was not considered appropriate due to the nature of the activities undertaken and the fact that information across the whole range of pilots and catchment initiatives was not sufficiently detailed to produce a consistent and comprehensive assessment of the questions.

- What are the lessons for the future (what worked well and less well, and more widely)?

These questions form the basis of this report and of the evaluation of public engagement undertaken across the Catchment Based Approach pilot stage.

### **2.2.1 Information Sources**

Public engagement was explored in all elements of the evaluation and this report picks up these threads and examines them against the questions above.

Specific evaluation information sources include:

1. Quarterly reviews (1 to 4) (QR1, QR2, QR3, QR4)
2. Final Review with the 25 pilots (FR25)
3. Final Participant Survey (FPS)
4. Six in-depth case studies (Case Studies)
5. Catchment Initiatives Review (CIR)
6. Final Report interviews
7. Dialogue by Design Learning Report (DbDREP)
8. Organisational Understandings and Commitments for Collaborative Catchment Management: A Survey of Local Initiatives (Defra project WY0997)

It will be indicated where findings have emerged from these specific information sources. The convention used is the evidence source followed by the question number as appropriate e.g. QR4, Q49.

Sources 1 – 5 of the evidence cited above form Appendices B, C, D, E and F respectively of the Final Evaluation Report.



## 3 Findings

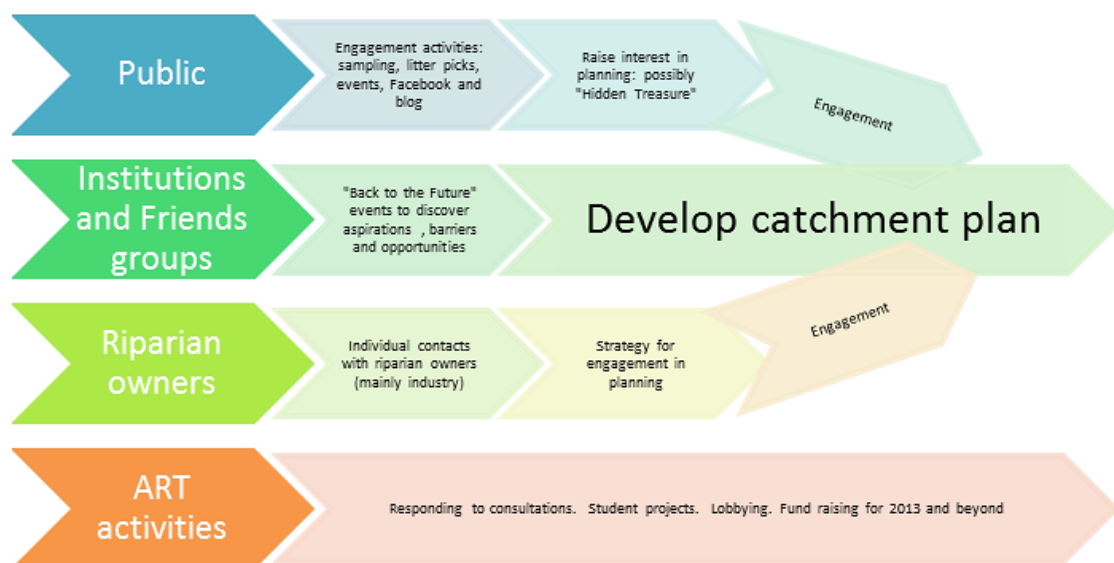
### 3.1 What were the objectives of public engagement activities?

From a review of the activities undertaken by the pilots and the catchment initiatives there are four, inferred<sup>8</sup> objectives for public engagement:

- Information provision
- Information gathering
- Consultation
- Extended involvement

In most pilots that undertook public engagement there are examples of information provision and consultation. Information gathering and extended involvement are of course related to those two objectives but are less frequently observed as an objective of specific public engagement activities. In most instances activities relate to more than one of the objectives and there are especially high links between information provision and consultation activities. For example, Figure 3.1 shows the multiple objectives of public engagement in the Bradford Beck.

**Figure 3.1:** Multi-strand approach to Bradford Beck catchment planning



<sup>8</sup> The objectives had to be inferred as there are limited explicit objectives for public engagement in the evidence gathered.

### 3.1.1 Information provision

This objective relates to engaging with members of the public to raise the profile of the water body, the issues that affect the water body, the pilot organization(s) and the pilot itself (for example see Box 3.1).

#### Box 3.1 Ecclesbourne public events<sup>9</sup>

Derbyshire Wildlife Trust and the Environment Agency manned a stand throughout the day which consisted of two pull up banners taken from the general Ecclesbourne leaflet. The pilot project was promoted through discussion and leaflets/information packs were taken. Leaflets provided information about the pilot project and wider themes, including before & after photographs of the Colour Works restoration, samples collected from Cowers Lane that morning. Together with festival themed bunting (underwear!) and arts/crafts activities for hats and ‘Ecclesbourne – Love your river’ stickers.

*“It was a fantastic and fun opportunity to engage with people from the community, directly within the Ecclesbourne catchment and also visitors from a wider area”.*

*“The arts/crafts activities organised by the Derbyshire Wildlife Trust, including the construction of invertebrates out of pipe cleaners, netting, and beads, worked really fantastically in attracting people to the stand, both young and old! And raised the profile of the project within the community”.*

*“The kick sample ‘bugs’ also worked very well in attracting people to the stand and prompted some valuable questions and discussions”.*

Some useful local contacts were made, including the Derbyshire Poet Laureate (Matt Black), and several people signed up to be River wardens and to volunteer for “Balsam bashing” days. Many asked about following the project on Twitter and positive feedback was received from all those who visited the stand.

### 3.1.2 Information gathering

In some of the pilots the public were engaged with the intention of accessing specific knowledge or expertise to support the broader objectives of the pilot. In most instances this was strongly linked to the other objectives (for example see Box 3.2).

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<sup>9</sup> Taken from Case Study Synthesis Report

### Box 3.2 Information on Tidal Thames “pop up workshop”<sup>10</sup>

The “pop up workshop” sat alongside a bigger event – the Cleaner Thames Challenge. The idea was that any of the 70 volunteers who are attending river clean up would have the opportunity to contribute to the Draft Plan of Your Tidal Thames. Both elements of the morning were run by Thames21 who are one of the co-hosts of the pilot.



The pop-up element was based around a large covered stall area which included a map of the area and a series of blank proformas which interested volunteers were asked to complete. Volunteers could provide information either by filling in a small proforma or by putting their thoughts on a post-it notes and sticking it to a small white board or onto the map if their thoughts were location specific.

The questions on the small proforma were “are you aware of a problem affecting the tidal Thames?” and “what do you think can be done to address the problem”. There was also a larger proforma which asked for people’s details and for “how (they) use or relate to the tidal Thames”.

All information collected was incorporated into a series of Draft Plans that were created across the length of the pilot. Towards the end of the pilot year the Draft Plan was analysed and all inputs received from both institutional stakeholders and the public were reviewed alongside each other, the results of this analysis informed the final development of the Plan and supporting analysis.

Image credit: Thames 21

### 3.1.3 Consultation

This was the most common objective of public engagement activities and relates to using public engagement to explore and prioritise the issues and potential solutions identified through the pilot process. Consultation with the public was also used to corroborate results generated through other engagement or technical activities.

Activities undertaken with this objective in mind related to the strategic scale but more commonly explore site specific issues and projects. In some instances pilots and catchment initiatives chose to engage at the sub-catchment scale, for instance the Teme pilot, led by Severn Rivers Trust, decided early on that public engagement would be more meaningful on a sub-catchment level, as did the Tyne as it was felt that the public would have a better understanding of issues related to those areas than to the catchment as a whole.

<sup>10</sup> Taken from Case Study Synthesis Report

### 3.1.4 Extended involvement

This entailed working with the public across multiple parts of the pilot process to achieve all of the objectives previously stated (for example see Box 3.3).

#### Box 3.3 The River Story<sup>11</sup>

'River Story' was commissioned as an innovative and inspiring way to engage an interested part of the community in the Bristol Avon catchment management plan. The idea was to map a different perspective of the catchment and its issues from that generated by technical and statutory stakeholders.

A consultant was asked to work using a multi-media approach with groups to capture a simple story of the river from source to sea. Each group was given some background about the catchment management plan process and asked to record the 'story' of their section of river. They were guided by the consultant to explore things like:

- Their awareness and use of river.
- What they like and don't like.
- How it affects their lives.
- How it shapes where they live and play.
- Their aspirations for the river in the future.
- What they would like the catchment management plan to achieve.

Each group was asked to answer the same set of questions but how they wished to respond and record their story was their choice.

River Story targeted groups across the Bristol Avon catchment area chosen to be representative of sections of the catchment from source to sea, and to include examples of both rural and urban areas. This included several schools and a range of community groups.

The output was a short film and maps which will be launched at the Bristol festival of nature in June. All participants are invited to this. The intention was to inform the developing Catchment Plan and to raise awareness of the river and related issues.

More examples of activities related to these objectives are explored in Appendices A and B.

<sup>11</sup> Taken from Case Study Synthesis Report

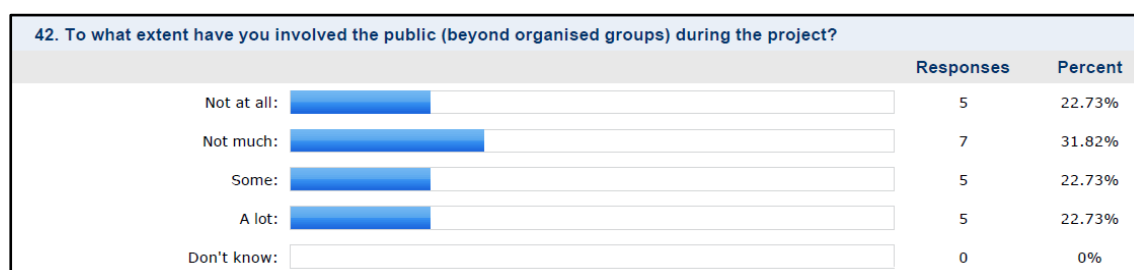
## 3.2 What public engagement activities did pilots and Catchment Initiatives carry out?

### 3.2.1 The scale of public engagement

In addition to their engagement with stakeholders many of the pilots and catchment initiatives aimed at engaging with members of the public beyond organised groups. Over the pilot year 22 of the 25 pilots reported engaging with the public in some way (not much, some or a lot) in one or more of the three quarters<sup>12</sup> – see Figure 3.1. Eleven reported some or a lot of engagement with members of the public in two or more quarters.

Figure 3.2 shows the findings from the catchment initiatives survey which was only asked at the end of the pilot year. Ten of 22 catchment initiatives reported some or a lot of engagement with members of the public during the pilot project.

**Figure 3.2:** CIR, Question 42 (22 responses)



Three of the pilot hosts (Frome and Piddle, Upper Tone and the Irwell) and five catchment initiatives (Torne, Tern, Egginton Brook, Lune and Colne) reported no engagement with members of the public at all over the year. Five pilots (Cotwolds, Tyne, Teme, Tidal Thames and the Eden) and seven catchment initiatives (Coniston Water and River Crake, South Cumbria, Arun and Western Streams, Wandle, Beane, Mimram and Stort, and Nine Chalk Rivers) reported “a lot” of engagement in any one of the three quarters surveyed.

Two pilots (Tidal Thames and the Eden) reported “a lot” of public engagement in two of the three quarters. Over the three quarters there was little change in the number of pilots carrying out public engagement, rather different pilots carried out different amounts in different quarters. This information for the pilots can be seen in Table 3.1.

<sup>12</sup> We asked the question from Quarter 2, the question in QR1 asked about opportunities for engagement with the public rather than actual engagement as it was considered early to be expecting public engagement.

**Table 3.1 Extent of public engagement in the pilots in quarters 2 to 4 based on responses to quarterly surveys**

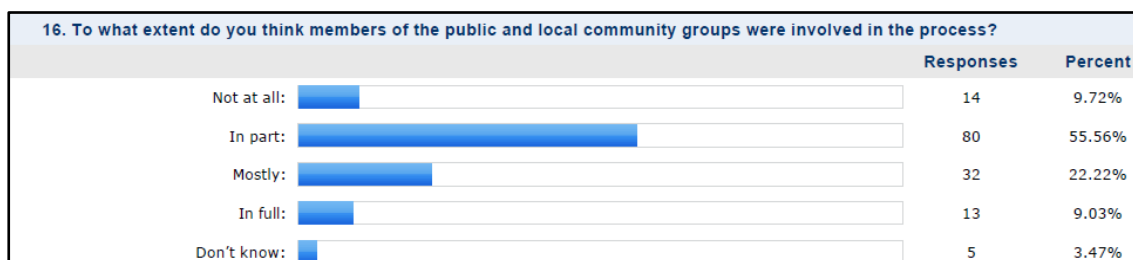
Pilots	To what extent have you involved the public (beyond organised groups) in the last quarter?		
	QR2	QR3	QR4
Adur and Ouse	Some	Not much	Not much
Bradford Beck	Some	Some	Some
Bristol Avon	Not at all	Some	Some
Cotswold	Some	Some	A lot
Don and Rother	Some	Some	Not at all
Douglas	Not at all	Some	Some
Ecclesbourne	Some	Some	Some
Eden	-	A lot	A lot
Frome and Piddle	Not at all	Not at all	Not at all
Irwell	Not at all	Not at all	Not at all
Leam	Not much	Some	Some
Lower Lee	Not much	Not much	Some
Lower Wear	Not much	-	-
Nene	Not much	Some	Not much
New Forest	Some	Not much	Not much
Ribble	Some	Not much	Not much
Tamar	Not at all	Not at all	Not at all
Tame	-	Some	Some
Teme	Some	Not at all	A lot
Tidal Thames	Some	A lot	A lot
Tyne	A lot	Not at all	Not much
Upper Tone	Not at all	Not at all	Not at all
Welland	-	Not much	Some
Wey	Some	Not at all	Not at all
Wissey	Not at all	Not at all	Some

From the final participant survey 86% (n=144) said that members of the public and local community groups had been involved to some degree (in part (55%), mostly 22%, or in full 9%). Nine percent said that members of the public and local community groups had not been involved at all.

Overall, efforts were made to engage members of the public in the majority of a catchment pilots and catchment initiatives; however, “a lot” of engagement with members of the public was confined to a minority of pilots and catchment initiatives with the majority suggesting much lower levels of engagement.

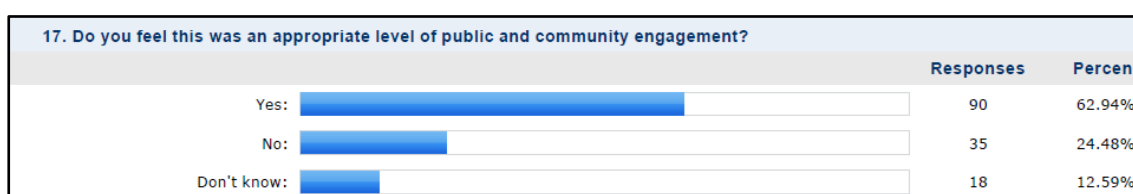
In terms of comparisons all of the non-EA hosts felt that they had engaged the public during the pilot and a majority of EA hosts felt the same, however a third of EA pilots said that they had not. (FR25, Q)

**Figure 3.3:** FPS, Question 16 (144 responses)



Question 16 of the final participant survey asked about involvement of members of the public and local community groups and as can be seen from the figure above, over 80% of respondents said that they had been involved in part, mostly or in full, with over 50% suggesting in part. Looking at Q17 (Figure 3.4) 62% felt that they had achieved an appropriate level of engagement.

**Figure 3.4:** FPS, Question 17 (143 responses)



82 respondents to Q17 provided additional information on the level of public and community engagement. Of those respondents who reported that they had not reached an appropriate level of public and community engagement 14 made additional comments. Of that 14, 10 indicated that this was due to them having planned to have less public engagement within the pilot year and to do more subsequently. 4 indicated that they were forced by resource constraints to have less engagement now and more subsequently. One respondent reported that it was too early to tell.

Respondents reported certain limitations that prevented them reaching an appropriate level of public and community engagement, for instance resource constraints were the most cited reason (16). This could be divided into time (11) and financial (3) limitations. Large geographical areas and high area populations (7) were reported to make it difficult to reach an appropriate level of engagement. Additionally, respondents reported that there was a limited uptake in public consultations and that it was hard to reach certain members of the public (6).

In the final review (FR25), Q109 picked up on whether respondents thought that there were key stakeholder perspectives missing from the pilot outputs and 14 respondents did say that there were key stakeholder perspectives missing from the pilot outputs. The perspectives identified as missing were the following:

**Table 3.2** Perspectives thought to be missing from the pilot outputs

Riparian owners	2
Industry/business	3
Local authorities	4
Angling	2
<b>Public</b>	<b>4</b>
Natural England	2
Forestry Commission	1
Infrastructure managers	1

The comments made when answering this question reflected the earlier points that pilots were either going to make subsequent efforts to engage with those that they thought were missing, or that they had known within the time it would not be possible to get particular perspectives incorporated into their outputs (i.e. members of the public). This suggests that pilots and catchment initiatives were responding to the time and resource limitations and that many had chosen to not prioritise public engagement in the pilot year.

### 3.2.2 What types of public engagement activities have been undertaken

Broadly the public engagement activities can be characterised as:

1. direct, face to face, public engagement;
2. indirect engagement through representatives of the public; and
3. direct on-line activities.

All three of these activity types were used to achieve the four objectives of public engagement as previously identified. In most instances a mixture of these three



activity types was used within a single pilot or catchment initiative.

### **Direct face-to-face public engagement**

These include a wide range of activities where the pilots engaged directly with members of the public. Specific examples of this were launch events that were used in the Cotswolds and Bristol and Avon; public workshops as used in many areas including the Teme, Wey, and Don and Rother; stalls at public events such as country shows as done in the Welland and ‘pop-up workshops’ as shown in Tidal Thames. Other examples include river walkovers and site visits as demonstrated by the Ribble. However, whilst these were clearly opportunities for informal discussion there were few examples of events that were designed as deliberative dialogue events. This was the most common type of public engagement undertaken.

#### **Box 3.4 Engagement on the river: New Forest One to One conversation<sup>13</sup>**

To get a feel for public opinion, the project officer took the hands-on approach of walking along the river banks within the sub-catchment areas, using one-to-one conversations with river users to gain public interest and understand what the issues were. Due to this being carried out by the project officer alone, the outputs of these conversations, and how they were factored into the plan, were not shared with the facilitator.

### **Indirect public engagement through representatives**

Instead of engaging directly with the public a number of activities were targeted at groups that were felt to be representative of the public or of specific communities. For instance numerous pilots engaged with groups that were felt to represent specific aspects of the community like anglers and recreational users, the Cotswolds worked with Parish Councils to understand community priorities and concerns, and a number of pilots had local community groups (mostly local charities or interest groups such as ‘friends of’) that the pilots had identified via their stakeholder mapping.

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<sup>13</sup> Taken from the DbD Learning Report

### Box 3.5 Wissey Stakeholder meeting<sup>14</sup>

The purpose of the meeting was to engage key stakeholders e.g. major landowners / farmers, businesses, parish councils, leisure interests to:

- Introduce them to the pilot and give them some information about the catchment
- Get their input on draft outcomes and project ideas (developed by the Project Group)
- Get their support for forthcoming work to start delivering some of the outcomes

All of these aims were achieved at what was a very positive half day event.

### Direct on-line activities

Examples of this activity include using public access websites to share information as done by the Welland; social media to publicise events for instance the Tyne, and other engagement opportunities and surveys / questionnaires for instance the Douglas, Tyne, Ribble and Tidal Thames. Examples of these activities can be found in Appendices A and B of this report.

### Box 3.6 Online and paper scoping survey<sup>15</sup>

#### Douglas

This survey was designed for use at the start of the catchment planning process, to capture initial public views on what issues are considered the most important. The feedback from the public focussed more on using the river as a recreational resource rather than specifically on water quality. The facilitator did feel that the survey mainly drew interest from those already motivated.

#### Tyne

This simple issues public survey captured issues, concerns and idea from a wide range of communities and stakeholders. The survey was hosted online, and was advertised in newspaper adverts, at country fairs and via social media. A few hundred responses were received, and a summary of survey results were presented at the first stakeholder meeting. The results helped with the process of defining the water quality issues that were most important for the area.

#### Tame

The questionnaire was circulated to stakeholder groups, with the request for them to send it out to their wider networks. 90+ responses were received.

<sup>14</sup> Taken from the DbD Learning Report

<sup>15</sup> Taken from the DbD Learning Report

### 3.2.3 Linking objectives to activities

Appendix A provides examples of different public engagement activities undertaken in the pilots or catchment initiatives and relates them to the four inferred objectives of public engagement in the catchment based approach. The Appendix indicates that many of the activities undertaken were relevant to multiple objectives.

## 3.3 Which members of the public were engaged?

There is limited, reported, information available on the types of members of the public engaged. In many instances engagement activities were based on existing networks or on previous engagement activities. This is likely to have meant that the members of the public engaged tended to be interested in water / environment related issues.

There are limited instances of pilots identifying and engaging with specific segments of the public. Identification tended to be on geographic areas which were felt to be priorities for specific issues or for projects.

This lack of differentiation was recognised by some of the pilots as a weakness in their public engagement but was felt to be largely unavoidable considering the objectives of their pilots within the context of their time and resource limitations.

In some respects indirect, representative engagement with parish councils, local charities and specific parts of the community such as recreational users reflects a prioritisation of the public interest.

With regard to influence there are two aspects, the first is the area of influence – i.e. the nature of the changes resulting from public engagement and the second is the level of influence – i.e. the scale of the changes resulting from public engagement.

### 3.3.1 Areas of influence

The following areas of influence were highlighted:

1. Led to discussion with respect to specific project delivery.

*“Public attendance at Catchment Walkovers has led to initial discussions about delivery of specific projects” QR2*

*“Public attendance at Water Catchment Appraisal Tour generated some interest / questions / volunteers specific to that location” QR3*

2. Led to activities to raise awareness around specific areas of concern.

*“We have interviewed over 500 people and they told us they cared about rivers for 4 overwhelming reasons: wildlife; recreation; utility; aesthetic” QR3*

*“The plan is intended to be a living document, changing the agenda of the Partnership to reflect what the public want to see happening in the catchment - we need to alter our work plans according to opinion” QR4*

3. Led to decisions about how to engage the public further

*“We held a public event on 15th June. We received positive feedback from the local MP and councillors. There was some local media attention, but not much participation from the wider public (outside of the network). This event demonstrated that it is more effective to target the engagement to specific interested groups, about specific prioritised issues on a catchment scale. Public engagement can be effective at a very local scale about a local issue. We are using this learning to plan how we deliver engagement for WFD across the rest of Yorkshire: which will be targeted” QR3*

4. Gave endorsement and confidence for pilot activities and actions

*“XX carried out public engagement via a River Story..... that this generated enthusiasm and excitement about the project and importantly for its continuation, both amongst community groups and the organisations involved in the pilot as well as at the policy level” Final Interview*

*“...the types of views obtained tended to be more general in nature and supportive of the approach and objectives for improving the water environment. They therefore influenced those aspects of the plan and helped give us confidence our approach was supported” FR25*

*“It has demonstrated in a small way that there is a degree of public support” FR25*

5. Inputted into vision and actions on the river.

*“The findings of our survey are informing the issues we prioritise for action in the catchment plan and how we engage with communities” QR2*

*“The utilisation of our online catchment survey would help draw out information relating to usage, views and issues about the catchment” QR3*

6. Led to volunteering for activities

*“Stakeholder workshops held this time last year - open for anyone, people who came along did have some interest in the catchment. Maintained Trust's strong record of engagement in that area. Yes, has changed results, got public to volunteer e.g. River Wardens projects. Fundamental to work of XX.”* Final Interview

These areas of influence are broadly consistent with the inferred objectives of public engagement within the pilots and catchment initiatives and remained relatively consistent across the pilot year. Those changes over time that were observed reflected the development of the pilots as they moved from vision and awareness raising to project development and delivery. However this change over time trend is quite weak and all of the areas of influence noted above were observed across all the quarters and final survey.

### **3.3.2 Levels of influence**

As previously indicated the majority of the pilots (22) have engaged with the public during the pilot. In terms of how those activities have influenced the pilot overall, comments (FR25, Q97) fell into three main categories:

1. Influence had been minimal or not yet had a chance to influence (3)
2. Influence had been to some degree and quite specific (5)
3. There had been significant influence on plans, development of projects and cross referencing to other plans, and this was considered fundamental to the whole catchment process (6)

These three categories are also consistent with the level of influence identified within the wider catchment initiatives. Although there are no numbers for the catchment initiatives meaning it is not possible to quantify the scale of reported influence it appears that public engagement had a lower level of influence in the catchment initiatives compared to the pilots. In almost all of the catchment initiatives arrangements for wider public engagement and participation in decision making had not been developed in the pilot year. This occurred despite the catchment initiatives recognising the potential value of public engagement and most of the catchment initiatives having the stated intention of exploring public engagement opportunities at a later date.

Indeed, within those wider catchment initiatives that public engagement had been undertaken it was reported to have had made substantive changes to their work and it was clear that some respondents would be involving the public in later stages of their process.

More information about these three levels of influence is provided below:

### **Influence had been minimal or not yet had a chance to influence**

As previously discussed, 3 of the pilots indicated that they had not engaged sufficiently with the public to date, as had a number of the catchment initiatives, citing time and resource limitations. In most instances they intended to develop public engagement in the future.

*“Public engagement activities have not influenced the pilot to date but expect that they will as the process moves forward” FR25*

*“Public attendance (at events) hasn't had a big impact on overall catchment planning” QR3*

### **Influence had been to some degree and quite specific**

Five pilots identified this level of influence, which tended to emerge from quite project or topic specific public engagement, often from discussions with groups who represent the public rather than via direct public engagement. For example pilots who reported this level of influence said their engagement was with:

*“Landowners and farmers probably more so than the wider community” FR25*

*“But only with Angling clubs, it is anticipated that true public engagement will come after the plan is launched and they will be able to get involved in delivery and developing new actions/outcomes and contribute to the plan as it evolves” FR25*

*“Private landowners & local residents often know the trends and threats to watercourses better than we do. It's important to listen to their views and recommendations for management.” CIR*

### **Influence has been significant on plans, development of projects, cross referring to other plans and fundamental to the whole catchment process**

6 of the pilots and a number of the catchment initiatives felt that their public engagement had achieved a significant level of influence and that it had resulted in material changes to their catchment plans. For example pilots felt that the results of their public engagement:

*“Had identified what people value about the River, what issues are important to them, how they would like to be involved in future projects” CIR*

*Had “been helpful in shaping and prioritising all aspects of the plan” FR25*

*“Had guided the development of projects that are included in the Catchment Plan” FR25*

*“Large influence. A whole new slant on the plan - access to the river was reinforced as a priority that had come up. Stakeholders had put flow and abstraction. What came up from the community was: flooding and draining and access (educational access for children and others). Also all sorts of little connections merged: a couple of Parish Councils said they wanted to do something locally - this joined up with 'stream bank' work that the stakeholders had identified - engagement provided a way in, emphasizing the 'open door' approach.” Final Interview*

*Are “fundamental to the whole process and our catchment plan and has been planned from the start.” CIR*

### **3.4 Value for money**

Of those pilots who provided an answer to this question (n=4) three felt that it was good value for money, with the other respondent feeling that institutional stakeholders were more important.

### **3.5 What was the effect of different levels of external support for public engagement?**

The support provided by the Dialogue by Design facilitation team varied as much as the nature and activities of pilots and catchment initiatives. Of those 15 who received some external support 7 received a high level of support (up to 18 days); 5 received moderate level (up to 9 days) and 1 received a low level of support (up to 5 days). It should be noted that this support included engaging with the public and other stakeholders.

Examples of the support provided include, working with the pilots to:

- Explore and set objectives for engagement.
- Identify priorities for engagement and writing an engagement plan.
- Respond to the views of stakeholders and public.
- Provide an external, neutral opinion.
- Plan and support the delivery of specific activities.

More detail is presented in the Dialogue by Design Learning Report.

Reviewing the results of this support including a wider quantitative comparative analysis of the effects of different levels of external support suggested there were no significant, identifiable effects. Despite this those who received external support all indicated that they felt it had had substantive beneficial impacts to their work. Within these findings there are limited direct references to public engagement making it difficult to say whether external support led to more, or improved public engagement.

However in the three pilots who said they had not engaged the public to date all received, or chose to receive, relatively low levels of external support (mean days of 3.7, median 3) compared to those who said they had engaged the public (mean days of 7.1, median 6).

This is not significant in itself but it is somewhat supported by reviewing pilots responses to questions around the degree of influence public engagement had made on their pilot. Those pilots who had low levels of external support (0-2 days) tended to indicate relatively low levels of influence. Pilots who received medium levels of external support (3-6 days) tended to indicate slightly more but still relatively limited levels of influence. And those pilots who had received high levels of external support (15 days) tended to indicate a wider range of activities and areas of influence.

Of the six pilots that were evaluated in depth (see Case Study Synthesis Report), four received additional facilitation support. Those four undertook more public engagement and indicated higher levels of influence than the other two pilots.

These trends are not necessarily significant and there were some exceptions within each of these categories suggesting that, although important, the external support was not the deciding factor as to whether significant public engagement occurred and the extent to which it influenced the pilot. It should also be recognised that as pilots chose to receive varying degrees of external support there is no consistent baseline against which to draw strong conclusions from on the effect of external support on public engagement.



## 4 Discussion

### 4.1 Influence and innovation

The majority of the pilots undertook some form of public engagement. As shown in Appendix A (Examples of activities and influences in relation to objectives of public engagement) and Appendix B (Summary of public engagement activities) of this report, this entailed a significant amount of different activities some of which are notable in their innovation. The scale and quality of public engagement demonstrated in the pilots should be welcomed, as should the fact that in many instances the results of the engagement resulted in substantive changes to the outcomes of the pilots and catchment initiatives. It should also be noted that the pilots and catchment initiatives were operating in a dynamic area where the catchment based approach was developing around them; as expected with a pilot programme. This meant that the outcomes and processes expected of the pilots and catchment initiatives were emerging during the process which is likely to have complicated the experience and ability to plan.

Despite this broadly positive picture it should be recognised that a number of the pilots indicated that the influence of public engagement was limited by the relatively low number of responses or attendees they received.

*“Lack of public active involvement so far despite numerous engagement channels being open to them” FR25*

*“Press release and article in local media to promote interactive catchment map and to gather views on likes and dislike(s)...Limited response and therefore not much impact on wider planning.” QR4*

This lack of responsiveness indicates the need for improvements to the planning and delivery of public engagement. For instance seeking to coordinate opportunities to respond with awareness raising activities, although there are instances of apparently well planned events being poorly attended. Responses made by pilots included ‘piggy backing’ on existing events or activities that were likely to have high attendance or interest attached (for example Tidal Thames’ used pop up workshops alongside volunteering events which had guaranteed attendance) and adjusting events so that instead of being forums for discussions around broad, strategic issues they were more focussed on specific activities or projects. Others responded by not undertaking any more public engagement until they were clearer about its scope and objectives.

## 4.2 Strategic or site specific?

This echoed a feeling in a number of pilots that the public were less able, or willing, to engage in strategic, visioning exercises and were more interested in site specific discussions. This may be true generally but there are examples where well planned, innovative engagement activities, such as the Ripple Method in the Teme and River Stories in Bristol and Avon, were able to engage the public successfully by going from their experiences of the river up to the strategic, catchment scale. This suggests that the limitations are more to do with the nature of the engagement activities rather than the capacity of the public.

There is more support for this assertion as those pilots who received higher levels of external support tended to indicate that public engagement had influenced more strategic elements, whereas those who had received less indicated that any influence had tended to be more site or project specific. Understanding or apportioning causality is not possible within the available evidence and this tendency might be because those pilots who had more interest and experience in public engagement tended to request support as they recognised the value of it more than others.

## 4.3 What objectives and which public?

It is possible that the lack of focus and explicit objective setting around some public engagement activities may have limited their effectiveness. Part of this relates to the fact that despite the pilots and catchment initiatives spending significant amount of time mapping institutional and sectoral stakeholders and characterising them based on their interests and influence, for example. There is less evidence that segmented stakeholder mapping was undertaken for members of the public, who tended to be characterised as ‘public’ with some exceptions such as recreational users.

One of the notable aspects of responses from the public engagement was that it often required going beyond WFD. For instance in the Tidal Thames, where significant public engagement was undertaken, the issues that emerged were primarily around access to the water and concerns about litter rather than to specific aspects of the WFD. This was due in part to the fact that the pilots tended to create engagement that was broader than WFD as it was felt that the issues relevant to WFD were perceived by the public as somewhat arbitrary and technical. Therefore getting the public involved was felt to mean talking about the river and the area around the river, not WFD. Having produced a significant amount of engagement results around these areas the pilots are then presented with the challenge of how to translate this back into WFD. In many instances this translation is not possible as any

monitoring undertaken that is not part of the formal monitoring framework for WFD could not be used in WFD processes. This problem was experienced in Bradford Beck for instance. However, in most instances this translation was not felt to be necessary and as a result most of the pilots who undertook significant public engagement included these broader issues within their Plans.

This broadening of the focus for engagement was not specific to the public and many institutional and sectoral engagement activities were also adapted to so called WFD+ to maintain the interest and relevance of the pilot programme to non WFD stakeholders. Within the pilots it appeared that this broadening of scope was considered to be a necessary part of engaging the public (and others) but it does potentially limit how directly public engagement can feed into RBMP planning cycles.

As indicated above the level of reported influence from public engagement is not universal across the pilots. This is in part because public engagement is just one aspect of the engagement undertaken by the pilots; the other engagement activities focussing on institutional and sectoral stakeholders was perceived by some as more significant, for example:

*“Frankly I feel that, whilst engagement with the public and representative groups helps to aid transparency, and understanding of the process, in terms of options appraisal the technical knowledge of the EA is irreplaceable. The complexity of the processes involved in issues identification and options assessment is such that public engagement has to involve a high degree of information provision to make it suitable”. CIR*

*“we have sought some engagement and local awareness of the project but our project...had always acknowledged that the role of individual behaviour change in influencing local water issues was limited” FR25*

*“This event demonstrated that it is more effective to target the engagement to specific interested groups, about specific prioritised issues on a catchment scale. Public engagement can be effective at a very local scale about a local issue.” QR3*

These responses and similar suggest that the results of public engagement activities are often viewed as being secondary to other inputs into the pilot process. Of course in other pilots this is not the case, for instance:

*“Members of the public...have had an equal voice with institutional stakeholder”. FR25*

*“This (public) engagement work complimented the one to one meetings with*

*organisations. The results of all the engagement work was considered by the (expert strategy group)” FR25*

Although it is difficult to pull out single characteristics of pilots that might determine when the public engagement is prioritised or not there are some indications that the experience and expertise of the institutions hosting the pilots is significant. As those who have more experience in managing technical information and institutional stakeholders tend to prioritise those aspects, whereas organisations with a track record of public engagement and volunteering tended to report higher levels of influence from their public engagement. The levels of this ‘public engagement capacity’ were supported by the external facilitation support provided and this may be why those who received higher levels of this external support tended to undertake more public engagement and to report that the public engagement resulted in higher levels of influence, although as previously indicated this trend is not significant. It is possible that those who requested additional support were more likely to recognise the potential value of engagement hence the request for additional support and ultimately why these pilots tended to have more engagement activities and a higher degree of influence.

Other potentially significant characteristics like size of catchment and population do not appear to have substantive effects on the scale and the influence of public engagement. There is some indication that rural areas (8 pilots in total), with some exceptions, tended to undertake less public engagement and reported a lower degree of influence. It may be that in these areas it was considered a priority to engage with sectors, such as agriculture, rather than the public generally but there is insufficient evidence to confirm this.

The Dialogue by Design Learning Report indicated that this capacity for public engagement was affected by the level of confidence within the hosts and specifically within their collaborative structures. The results of this report support this assertion indirectly as many of the pilots and catchment initiatives indicated that they planned on undertaking more focused public engagement as the process developed, suggesting that initial priorities were establishing other, non-public engagement, aspects of the process.

*“(Public engagement) has not yet influenced the pilot but it will be the major part of the next phase of the project” FR25*

*“These engagements will influence the pilot strongly in the future, as the plan will have to feel like it belongs to the local people.” FR25*

*“Identified a requirement to engage more as project progresses - particularly*

*with on-going work via the NIA on access and ecosystem services” QR3*

## 4.4 What worked well and what worked less well?

Based on the discussion above it is possible to identify what worked well and less well.

There are many positive aspects of public engagement within the c Catchment Based Approach pilots. These include:

- **The extent of public engagement** - i.e. most of the pilots and catchment initiatives undertook some form of public engagement.
- **The wide range of activities undertaken** - the pilots and catchment initiatives demonstrated a range of activities including workshops, social media, pop up events, online surveys and questionnaires, films, catchment walkovers, consultation and working with local schools.
- **Good examples of innovation and best practice** - for instance the pop-up workshops used by the Tidal Thames, the River Story project of Bristol and Avon and the Agreement Meetings of the Bradford Beck.
- **Some examples of public engagement having significant influence** – for instance the Tidal Thames, Ribble, Tyne and Douglas all indicated significant influence. Others expressed some influence.

Despite this broadly positive evaluation there are some aspects that worked less well:

- **The level of public response was often lower than hoped for** - in part due to a lack of focus to some engagement activities.
- **Not all pilots felt there was a high degree of influence** - partly as the pilots and catchment initiatives had not prioritised public engagement or had focussed on institutional stakeholders.
- **Lack of clarity about the objectives and purpose of public engagement** - including of who to engage with.
- **Challenges of using public knowledge in WFD processes** - the ability of the pilots and catchment initiatives to address this was limited, reflecting the relatively low level of capacity for public engagement in many pilots.
- **Some pilots did not feel that public engagement was a priority** – and that

the focus should be on institutional stakeholders in the initial parts of the process. The successes of some pilots and catchment initiatives indicate that the two are complementary.

## 5 Conclusion

### 5.1 What role for public engagement in the catchment based approach going forward?

The majority of the pilots and catchment initiatives did undertake, or are planning on undertaking some form of public engagement. Despite this most of the activities undertaken were relatively limited in scope and focussed on information provision and consultation rather than extended involvement which suggests there is still more capacity building to be carried out in terms of skills for public engagement, specifically around consideration of what type of engagement might be useful for different aspects of the catchment management process. What was clear as noted by the Dialogue by Design report, catchments needed to spend time working in collaboration before they could go out and engage with members of the public, they needed to have a secure base from which to reach out. Further, the funding from Sciencewise for the 15 together with the EA training for the 10 clearly enabled both the development of that secure base as well as some of the innovative approaches to public engagement. Without that specific focus and funding it is not clear what levels of public engagement would have been achieved.

In terms of the role of public engagement there are a number of emerging benefits which will shape this; these include:

- **Perceived increased legitimacy of catchment plans** – the fact that members of the public had been engaged in the development of catchment plans appears to have provided some legitimacy and corroboration of pilot activities and the plans in those instances where public engagement had been undertaken.
- **Access to expertise** – expertise and experiences from members of the public that were previously invisible or excluded have now been incorporated into the catchment planning process.
- **Support and resources to deliver specific projects** – engaging the public has supported the delivery of some projects and leveraged additional resources including volunteer time.
- **Support around prioritisation** – the results of public input has provided support for the priority issues and potential solutions identified in the pilot areas where this sort of public engagement was undertaken.

The extent to which each pilot and catchment initiatives have achieved these benefits varies but the majority of the pilots and catchment initiatives appeared to have achieved at least some of them to at least some extent.

The extent to which those benefits are realised appears to depend partly on the public engagement capacity within those hosts. In part this capacity is a function of the confidence the groups had within their own collaborative governance structures. Those pilots and catchment initiatives that have a track record of engagement appear better placed to deliver effective public engagement but this can be supported by the provision of expert advice. The most effective examples of public engagement have involved specific activities tailored to specific objectives and in some instances to specific publics. Having open access facilities for the public to respond appears to be much less effective.

It appears that from the various evidence strands of the evaluation that public engagement has an important role to play in the Catchment Based Approach in the future and that achieving the benefits listed above will be contingent upon maintaining policy support for public engagement and supporting capacity building within those who are tasked to design and deliver it.



## Appendix A: Examples of activities and influences in relation to objectives of public engagement

Objectives	Types of engagement activities			Example influences
	Direct face to face engagement	Indirect engagement with representatives of the public	Direct on-line activities	
Information provision	<ul style="list-style-type: none"> <li>Numerous: launch events were held in many of the pilot areas and these often included spaces for members of the public to attend.</li> <li>Lower wear: worked with schools to train teachers to identify river invertebrates.</li> </ul>	<ul style="list-style-type: none"> <li>Numerous: worked with representative community groups such as the Angling Trust and Canoe Trust to raise the profile of the pilots either via events or through disseminating materials.</li> </ul>	<ul style="list-style-type: none"> <li>Numerous: press releases and articles in local press.</li> <li>Numerous: used social media to keep members of the public up to date with developments within the pilot and to direct them to events and documents as appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>Volunteers coming forward to support project delivery.</li> <li>Improved awareness of issues and potential for behaviour change.</li> </ul>
Information gathering	<ul style="list-style-type: none"> <li>Tidal Thames: held pop-up workshops alongside existing volunteering events. These workshops included scope to provide input to the emerging catchment plan and to identify specific projects and issues on the Thames.</li> <li>Cotswolds: have sought to identify local people with specific, relevant areas of expertise to support the delivery of the pilot.</li> <li>Bradford Beck: Theme-testing sessions were members of the public were asked to provide input on the initial themes identified by the pilot</li> </ul>	<ul style="list-style-type: none"> <li>Bradford Beck: worked with local Asian community leaders to explore potential barriers to engagement with the river.</li> </ul>	<ul style="list-style-type: none"> <li>Numerous: surveys and questionnaires were used to identify issues and potential solutions.</li> </ul>	<ul style="list-style-type: none"> <li>Changes to the priority projects and activities to be undertaken by the pilot.</li> <li>Increased confidence in approach and projects.</li> <li>Indicated that there is public support for</li> </ul>

Objectives	Types of engagement activities			Example influences
	group, this process led to a final set of themes that shaped much of the work of the pilot.			aspects of the pilots.
Consultation	<ul style="list-style-type: none"> <li>Numerous: catchment walkovers were used in a number of pilots. These activities were relevant across all three objectives.</li> <li>Numerous: held public consultation events to explore the public's view specific projects and on occasion of more strategic aspects of the pilot area (a vision for the area).</li> <li>Bradford Beck: Agreement meetings were facilitated discussions with a range of stakeholders (including the local public) around specific projects, issues and a vision for the water body.</li> </ul>	<ul style="list-style-type: none"> <li>Numerous: consulted with representative community groups to explore issues around specific projects and challenges.</li> </ul>	<ul style="list-style-type: none"> <li>Wey: used Crowdfunder to gain information inputs from members of the public, they reported a low level of responses.</li> <li>Numerous: hosted documents and draft plans on their websites to receive consultation responses.</li> </ul>	<ul style="list-style-type: none"> <li>Discussions and changes to specific aspects of projects.</li> <li>Understand of how people use the water environment.</li> </ul>
Extended involvement	<ul style="list-style-type: none"> <li>Bristol and Avon: 'River Story' method was led by an independent consultant who asked members of the public to provide 'snippets' of their views and experiences of the river.</li> <li>Teme: used a 'Ripple Project' method where members of the public worked in small groups to explore their memories of the river and to expand this to consider a vision for the catchment and how this could be achieved.</li> </ul>	<ul style="list-style-type: none"> <li>Cotswolds: working with parish council and Rural Community Council to explore significant issues in the catchment and how to respond.</li> <li>Numerous: had community representative groups as part of their pilot group / Steering Group and / or working groups.</li> </ul>	<ul style="list-style-type: none"> <li>Numerous: used social media to hold discussions with the public.</li> </ul>	<ul style="list-style-type: none"> <li>Increased participation with the project from the public and institutional and sectoral stakeholders.</li> </ul>

Some of the activities in the table above are common to multiple objectives.

## Appendix B: Summary of public engagement activities

These activities were identified through the Dialogue by Design Learning Report (indicated with a \*) or through a review of the final submitted Catchment Plans. The use of 'n/a' reflects instances when no public engagement activities were explicitly recorded within the Learning Report or within the final submitted Catchment Plans. In some instances reference was made to planned activities but these are not included.

Pilot	Activity	Description
<b>Adur and Ouse</b>	n/a	
<b>Bradford Beck*</b>	Public sessions to test and develop themes	<p>Two workshops: one in Shipley (20 attendees) and one in Allerton (8 attendees)</p> <p>The sessions were divided into a presentation / slideshow from the project officer and participative voting / debate and dialogue, facilitated by the DbyD facilitator.</p> <p>The venues used were community venues, one of which was chosen as it was situated centrally between a number of tributaries to the beck system, the second as it was located close to where the beck joined the River Aire north of the city. In both areas, the beck system is visible to residents (this is not the case within the city Ring Road, where the becks are generally culverted and hidden from view).</p> <p>The participative element of the session was based on using 6 spectrum shaped wall charts (one for each theme). Participants were given sticky dots and asked to vote as to the level of agreement with the statement. Accompanying flipcharts asked for the reasons for their view, and added some short question which asked how that theme could be developed in that part of the city. Participants toured the six charts in groups, adding their answers to the charts with post its.</p> <p>This proved a productive way of working, generating a simple numerical affirmation (or not) of the six themes and providing some questions, narrative and comment about what that theme could mean in that part of the city. This proved more developed in Shipley (numbers were higher and local knowledge was good) than in Allerton (only a few of those attending know the area well).</p>
	Facilitated session with the Bradford Beck volunteer group	<p>The Bradford Beck volunteers had been taking regular water samples at points up and down the river over the life of the project. The first part of this session was delivered by an analyst from Bradford University, who have been processing the data gathered through the water quality sampling by volunteers, and by the chair of ART. Headlines included; the overall level of pollution of the beck is not as heavy as had been feared; there is particular issues in one of the culverted sections of the Beck which will require further investigation; the passage of the Beck through two large ponds / boating lakes in parks id generating high levels of particular pollutants associated with bird waste due to the volume of waterfowl which use the ponds.</p>

Pilot	Activity	Description
		<p>The second part of the session was facilitated. The volunteers were briefed on the potential projects and actions designed by ART in response to the findings of the pilot, and asked whether the project description made sense; any changes suggested; what they would see as the first steps, and how long the project would take to be delivered.</p> <p>The feedback from this session was used to adjust / revise/ combine etc. the project ideas for use at the Agreement events</p>
	Meeting with Asian community leaders	<p>The pilot wanted to engage with community leaders from neighbourhoods within the ring road, where the beck is largely culverted and unseen. The Project Officer and one of the project volunteers had drawn together a small group of five individuals with strong links within the Asian community, including an Elected Member of the Council. The session was a very open discussion, with the ART lead setting out the project and the goals of catchment planning and question posed including:</p> <ul style="list-style-type: none"> <li>- what level of awareness of the river exists in the inner city communities?</li> <li>- what interest was perceived as existing in the river and its surroundings?</li> <li>- what would be the best way of engaging people in a dialogue about the river, given that most cannot see it or access it?</li> <li>- what connections exist between moral and religious values in the Asian communities with water, and could these be used to connect people to the river?</li> </ul> <p>This was a very productive session, with key messages emerging for the on-going work following the completion of the CMP:</p> <ul style="list-style-type: none"> <li>- there were strong connections for this group with the memories of playing in and around the beck. A schools / education / play based approach would be valuable in connecting families and children to the beck (this is consistent with one of the proposed projects / actions in the plan)</li> <li>- the levels of awareness and interest are limited, though the role of water plays a strong spiritual element in south Asian culture, and connecting with the principles of using water well would be practical and sensible</li> <li>- as it is very difficult to take people to the river inside the ring road, it was suggested that the river should be taken to the people, in the form of an image, sound and video road show, also linked to local history. This was felt to be the best way of connecting people with the beck in the first instance.</li> </ul>
	Public consultation on the Canal Road re-naturalisation project	<p>The purpose of this session was to inform public of Canal Road re-naturalisation plans and ask for feedback on possible sites, enablers and barriers. The event was attended by approximately 12 members of the public in the area affected by the plans, plus ART volunteers. The plans were presented through a PowerPoint slideshow by the ART lead. Attendees were then asked to work on small groups with images of the possible changes / sections of the river to be worked on and asked to a) identify the site they thought would bring the biggest overall gains b) any enablers at a local level and means of engaging local people and c) any possible</p>

Pilot	Activity	Description
		barriers to taking the plans forward locally.  This was an effective session, even though numbers were low due to snow. Those present made different choices over the best potential site / section of the river than the Steering Group had done, which showed a difference in perspective and priority.
	Set up of the Bradford Beck website	The catchment host has created a website: <a href="http://www.bradford-beck.org">www.bradford-beck.org</a> to inform people about the river and the catchment management plans.
<b>Bristol and Avon*</b>	River Story project	See above for more detail - carried out through a specialist consultant - where members of the public were asked to submit 'snippets' capturing their views and feelings about their local river environment
	Planned public launch of the plan for Bristol Festival of Nature	There is a plan to launch the catchment management plan at the Bristol Festival of Nature, where most river-related organisations will be present
<b>Cotswolds*</b>	Public meeting	A public meeting was held early on in the planning process, with approximately 30 members of the public attending alongside stakeholders. The aim of the meeting was mainly information-giving about the catchment management approach and the timescale for the planning process.
	Public launch event for the draft catchment management plan	This open meeting was advertised extensively, particularly to rural communities & wider stakeholders (55 parishes). Presentations were made about the draft CMP, web portal and the integrated delivery framework. Comments on the CMP were invited in the period before the final Plan is presented to DEFRA. This launch was firmly aimed at the rural community and being held at the Royal College of Agriculture. The pilot adopted a workshop approach for this event, at the facilitator's recommendation. Although the meeting was well attended (over a 100 people) very few people completed the feedback forms, which was disappointing. Please see the Appendices of this report for a summary of discussions at this workshop
	Online portal	The pilot plans to set up an online portal providing information on the river and wider catchment area.
<b>Don and Rother</b>	n/a	
<b>Douglas*</b>	Two multi-stakeholder facilitated planning meetings	A group of stakeholders was recruited with a wide range of perspectives and understandings. 16 - 20 people attended each session.  First session covered: Feedback from GroundWork broad based survey re: catchment issues; Short presentation re: water quality, biodiversity, trends, issues etc.; Mapping of catchment initiatives already happening; Identification of priority issues. Second session covered: Developing options for improvements in river and catchment management; appraise these options and put forward possible actions and potential collaborations that could address outstanding issues; explore on-going projects, funding and potential collaborations.

Pilot	Activity	Description
		The sessions achieved genuine deliberative conversations across different sectors and between community representatives, lay people and technical experts in areas such as water quality, biodiversity, planning and heritage. A number of project proposals emerged from the two sessions that have been written up and are part of the report.
	River Douglas walkover with a cross section of community groups	<p>This was attended by a cross section of community groups including farmers and agencies including EA, UU, wildlife groups, LWT and local authority officers. This upper catchment route incorporated a wide variety of landscape and river features, including agricultural land usages, areas of high conservation value including moorlands, peat lands. highlighting water abstraction issues, different landscape features and pressures, modified channelization, weirs and drains. The highly visible methodology of the walkover allowed the group to pinpoint and highlight specific features and issues along the route, whilst having the agencies present, this will allow for in depth knowledge exchange. After the walkover the group were directed to a suitable indoor venue in the Horwich area, this will also be available should the weather conditions be unsuitable for the outdoor walkover. After a refreshment break within the venue a discussion group was facilitated by Groundwork in which the group were asked for more detailed feedback on the route, its pressures and opportunities.</p> <p>The finding of the walk over are now incorporated in the catchment Plan</p>
	Gaming approach	<p>The aim of this activity was to engage with as wide a cross-section of the local community as possible within a limited timescale to quickly construct an understanding about their connection to, concerns about, use of, issues with and possible ways forward in relation to catchment planning/improvements to the River Douglas in and around Skelmersdale.</p> <p>Drawing on methods used in Rapid Participatory Appraisal the team developed a methodology that could be taken to a variety of locations and situations where people come together and will be willing to participate in quick, focussed discussions about the river environment. It was quick, easy to understand, highly visual, fun to participate and overall built up a collective picture.</p> <ul style="list-style-type: none"> <li>- The methodology acknowledged the wealth and value of local knowledge and information.</li> <li>- The methods worked with individuals and small groups.</li> <li>- Materials were designed to allow headline data about the issues (from the GW survey work), concerns, and opportunities to be communicated quickly.</li> </ul> <p>These issues were then ranked/prioritised by the individual / group participating and there was an option to add other issues in. This required a mobile board and moveable cards to sort and rank. Cards included pictures and graphics to make it easier to identify issues (Fly tipping – pic of trolley in river etc.). The ranking exercise elicited discussions about the issues etc.</p> <p>Next participants generated ideas and options about what could be done. Again prompt cards were used together with images as well as blank cards for peoples' ideas.</p> <p>Finally one or two priority ways forward were identified and some indication of who would be responsible for</p>

Pilot	Activity	Description
		<p>initiating the action (I, we, they, don't know). A rough cost/ease analysis was done – easy and cheap – long term and expensive etc.</p> <p>If people wanted they left their details to receive the findings and be kept in touch with any future activity. This gaming approach was taken around a variety of venues.</p> <p>All the data was collated and analysed and has informed project identification in catchment pilot report.</p>
	Online and paper scoping survey	This survey was designed for use at the start of the catchment planning process, to capture initial public views on what issues are considered the most important. The feedback from the public focussed more on using the river as a recreational resource rather than specifically on water quality. The facilitator did feel that the survey mainly drew interest from those already motivated.
<b>Ecclesbourne</b>	Engagement with schools	Regular engagement with schools located in the catchment with a focus on river, water quality, wildlife and management issues. The visits were either at the school, in school grounds or site visits to the rivers.
	Community engagement at local events	Regularly attended local events such as Wirksworth Festival, Duffield Show and the Brailsford Ploughing Match. They also led guided walks and held talks in the catchment. All of this community engagement focused on river, water quality, wildlife and management issues.
	Monitoring and surveillance	This involved local communities, groups and schools undertaking regular water quality monitoring. It also involved regular habitat and species monitoring through the “Meander Monitor” programme. The community's involvement complemented monitoring and surveillance actions carried out by the Environment Agency and DWT.
	Habitat and Species restoration and protection (including invasive non-native species)	On-going engagement involving local landowners, volunteer groups and community groups such as fishing clubs. This involved advisory visits to local landowners, setting up an annual activity programme and practical habitat work
<b>Eden</b>	n/a	
<b>Frome and Piddle</b>	Public meeting	A public meeting was held early on in the planning process, with approximately 30 members of the public attending alongside stakeholders. The aim of the meeting was mainly information-giving about the catchment management approach and the timescale for the planning process.
<b>Irwell</b>	n/a	
<b>Leam</b>	n/a	
<b>Lower Lee</b>	n/a	
<b>Lower Wear</b>	Public perception online survey	This survey was conducted in 2012 and was sent to community groups in Durham. The survey included both open and closed questions to collect a range of data. A total of 142 people filled in the online survey.
	Public perception paper survey	This survey was also conducted in 2012. It was carried out at a stall on one of Durham's busy Saturday markets, Durham's Farmer's market, along the River Wear. A total of 64 people filled in the paper survey.
	Participatory	This took place at the same time as the paper surveys. The maps allowed people to point out issues and

Pilot	Activity	Description
	mapping	explain the areas they were discussing by using post-it notes or flags on an A0 size map of the catchment. The activity attracted respondents from a range of ages and backgrounds.
	Focus Groups	Focus groups took place with young people across the catchment to find out how they valued local rivers and any improvements they would like to see. For most focus groups, participatory diagramming was used to elicit values and beliefs in addition to discussions. Overall, 126 young people took part in the focus groups; 68 between the ages of 10-12 and 58 people aged 13-16. The groups included primary and secondary schools, a college, and youth groups.
	Semi-structured interviews	These were carried out with the owner of a local caravan park and a member of the public in a local park.
<b>Nene*</b>	n/a	
<b>New Forest*</b>	One-to-one conversations	To get a feel for public opinion, the project officer took the hands-on approach of walking along the river banks within the sub-catchment areas, using one-to-one conversations with river users to gain public interest and understand what the issues were. Due to this being carried out by the project officer alone, the outputs of these conversations, and how they were factored into the plan, were not shared with the facilitator.
<b>Ribble</b>	Online catchment map	The Ribble Life website allows members of the public to 'create a river place' within the Ribble catchment. Members of the public can select a location, express their opinion of a specific section of the river, provide suggestions for improving the river, and upload a photo/video/sound of the location.
<b>Tamar*</b>	n/a	
<b>Tame*</b>	Stakeholder workshops in urban parts of the catchment	Two full day workshops held in two geographical areas (Birmingham: 30 attendees, Black Country: 20 attendees). Both well attended and followed the same format: <ul style="list-style-type: none"> <li>- Presentation from BBCWT and EA on catchment planning / this catchment</li> <li>- Identification of issues on maps</li> <li>- Group work on options and actions</li> <li>- Identification of existing activities</li> <li>- Identification of relevant policies and strategies</li> </ul> Two further workshops planned for the rural areas of the catchment.
	Stakeholder workshops in rural parts of the catchment	Two full day workshop in a rural part of the catchment (approximately 25 attendees at each). It followed the same format as the urban events in Birmingham and the Black Country: <ul style="list-style-type: none"> <li>- Presentation from BBCWT and EA on catchment planning / this catchment</li> <li>- Identification of issues on maps</li> <li>- Group work on options and actions</li> <li>- Identification of existing activities</li> <li>- Identification of relevant policies and strategies</li> </ul> <p>It was very interesting that the themes / issues emerging were broadly similar to those in the urban areas, but had a different nuance that reflected the fact that this has different kinds of diffuse pollution to an urban area</p>



Pilot	Activity	Description
		for example.  It was interesting to have a Canoe England representative present who added a very valuable perspective on the recreational use and potential of the catchment. It was also interesting to have landowners, volunteers and different recreation interests who added very valuable perspectives, not all of which had arisen at earlier workshops. One particular issue was one of on-going governance / partnership for the plan.
	Online survey	This questionnaire was circulated to stakeholder groups, with the request for them to send it out to their wider networks. 90+ responses were received.
Teme*	Local public meetings in Rea catchment and Ludlow	The purpose of these meetings was to build awareness of the draft CMP, to introduce organisations that are interested in the river & their roles & responsibilities, to find out what general public are concerned about and to sign post them to voluntary activities to deliver some of the outcomes of the CMP. Attendance at Ludlow was excellent but attendance at the Rea meeting was disappointing - possibly because the venue was unfamiliar to people, despite being a very functional hall. At both meetings similar issues were raised: people want to see more abundant wildlife, better riparian management, less pollution, less abstraction. There are disagreements about fencing and public access. People were pleased to learn about the website that has been set up by Severn Rivers Trust, <a href="http://www.temecatchment.com">www.temecatchment.com</a> , to provide information about the progress of the Plan. There is a lot of confusion about whom to contact regarding river & water issues. The report from this workshop is included in the Appendices of this report.
	use outputs of already planned public meetings	The Upper Clun Partnership had already planned public meetings over the summer, so rather than compete and duplicate their work, the pilot decided to use the outputs of existing public meetings to aid their understanding of the public perspective. The issues identified in this meeting confirmed those put forward by the steering group.
	Set up of the Teme Catchment Partnership website	The catchment host set up a Teme Catchment Partnership website ( <a href="http://temecatchment.com/">http://temecatchment.com/</a> ), which provides information about the catchment, provides updates on the progress of the catchment management plan, advertises events and signposts members of the public to different people/organisations related to the river.
	Set up of the Teme Catchment Partnership Facebook page	The Teme Catchment Partnership Facebook Page has 100 friends so far
Tidal Thames*	Pop-up workshops with the public and use of the template plan form to generate input	This was an opportunity for members of the public, who were attending events such as clean-up days and river days, to feed into the draft catchment management plan. The form is also intended to be available online for people to fill in and send back. The idea is that everything submitted gets added in to the plan by the project officers. The first event took place alongside a foreshore clean-up volunteering event. A handful of forms were filled in, in conversation with the project officer. The form had worked well and was tweaked slightly for future use. It was however difficult to achieve dialogue rather than mass individual views, whilst

Pilot	Activity	Description
		also keeping track of who said what.
	Online 'working catchment plan' available	The catchment management plan was developed iteratively and an online 'working catchment plan' was available to the public on Thames21 website.
<b>Tyne*</b>	Online survey	This simple issues public survey captured issues, concerns and idea from a wide range of communities and stakeholders. The survey was hosted online, and was advertised in newspaper adverts, at country fairs and via social media. A few hundred responses were received, and a summary of survey results were presented at the first stakeholder meeting. The results helped with the process of defining the water quality issues that were most important for the area.
<b>Upper Tone</b>	n/a	
<b>Welland</b>	Clean Up Day	Over 200 people from the community and local businesses took part in the Stamford Mill Stream Clean Up Day in October 2012.
	Fenland Restoration	The South Lincolnshire Fenlands Partnership aims to restore and recreate up to 800 hectares of Lincolnshire's lost wild fenlands. The project works with local landowners, farm tenants, the mineral industry and local communities. Habitat restoration included areas of wet grasslands, reed beds, swampland, wet woodlands and open water.
	Community Meetings	These community meetings are used to promote the work of the Welland Valley Partnership and specific projects to local people. They aim to inform residents of the partnership's projects and gain support, suggestions and community involvement.
	Social media and website	The work of the Welland Valley Partnership has been promoted using Facebook, Twitter and the Welland Rivers Trust website. They have been used by the partnership to keep project information up to date and to hold general information on the catchment.
<b>Wey*</b>	Three public engagement meetings to gain input and support for the draft Catchment Implementation Plan	Approximately 20 participants at each workshop. Venues were selected to offer coverage of the catchment, with people invited to attend the meeting closest to them. Good engagement and interest at the workshops. Useful inputs and feedback on potential sites and actions to enhance the catchment. A composite report of all 3 workshops has been circulated to all participants. Although meetings were open to the public, most outreach and publicity in advance was carried out through existing email circulation lists.
<b>Wissey*</b>	Stakeholder meeting	The purpose of the meeting was to engage key stakeholders e.g. major landowners / farmers, businesses, parish councils, leisure interests to: - Introduce them to the pilot and give them some information about the catchment - Get their input on draft outcomes and project ideas (developed by the Project Group) - Get their support for forthcoming work to start delivering some of the outcomes All of these aims were achieved at what was a very positive half day event.

