

# Using Q-sort methodology to understand plurality in social values and interests around a Marine Conservation Zone in North Norfolk



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Valuing Nature Conference 2018 #valnat18

13-14<sup>th</sup> November 2018

# Research aims



- **To understand how different people living and working near the North Norfolk coast value it**
- Collaborate with and contribute to the Marine Conservation Society Agents of Change project on stakeholder engagement & the Cromer Shoal Marine Conservation Zone
- **Test out how useful a Q-sort method is to demonstrate different values to decision-makers**
- Contribute learnings from this methodology to the Marine Pioneer project in Suffolk

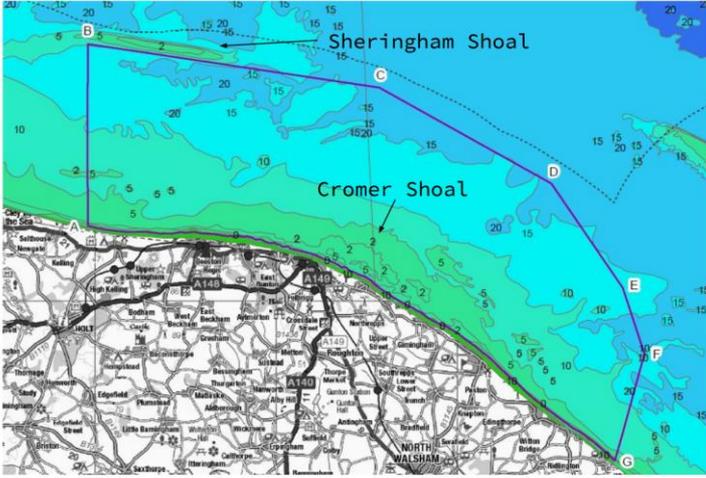
# Research & Policy Context – Cromer, North Norfolk, East Anglia

Conservation Authority | Organisations

## CROMER SHOAL CHALK BEDS MARINE CONSERVATION ZONE

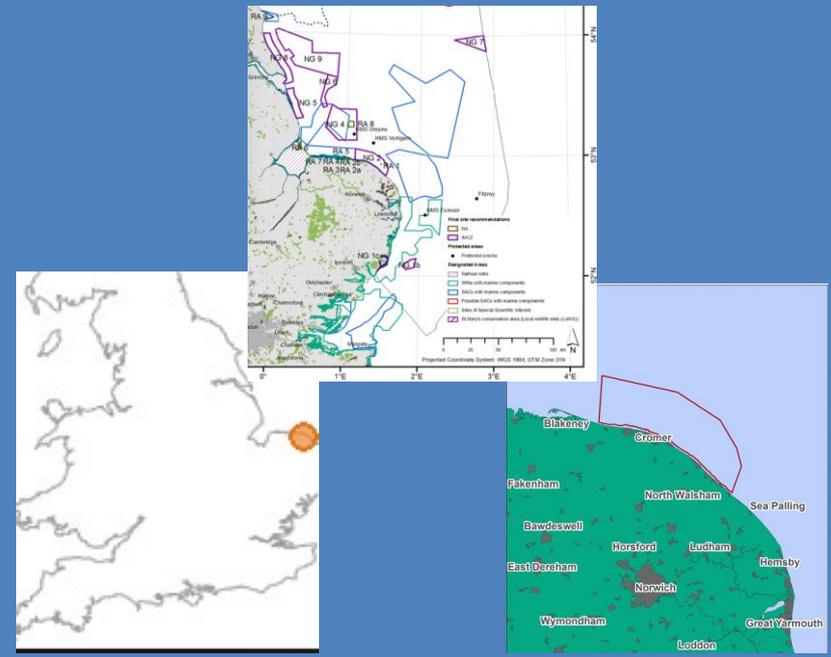
‘Shoal’ is a nautical term meaning a shallow area of seabed.

After public consultation from January to April, 2015, Cromer Shoal Chalk Beds MCZ was designated in January 2016.



The map displays the Cromer Shoal Chalk Beds Marine Conservation Zone (MCZ) in East Anglia, UK. It features bathymetric contours (depths from 2 to 20 meters) and labels for Sheringham Shoal and Cromer Shoal. A purple boundary outlines the MCZ area. A grid of letters A-F and numbers 1-6 is overlaid on the map. A detailed inset map shows the surrounding coastal area with various management zones and features.

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- MCZ designated in January 2016 and waiting for a management plan – multiple responsibilities involved – not just the IFCA
- MCS Agents of Change has been running community workshops to engage stakeholders following their previous Community Voice Method work
- Marine Pioneer in Suffolk testing application of a ‘natural capital approach’ in the marine environment
- This research builds on my completed PhD (2015) on place identity, resilience and Cromer Crab fishery

# Who values what and how? What are the trade-offs?



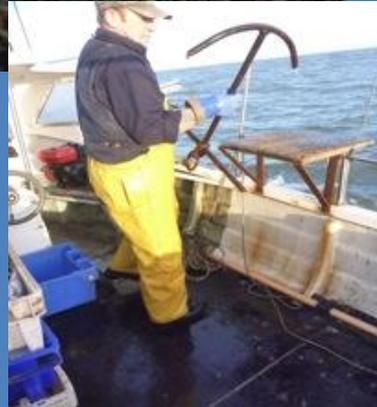
**Norfolk Wildlife Trust bitterly disappointed as Cromer shoal chalk beds fail to make Marine Conservation Zone shortlist**



Cromer shoal chalk beds. Picture: ROB SPRAY

✉ Alex Hurrell, Reporter  
Sunday, December 16, 2012  
6:00 PM

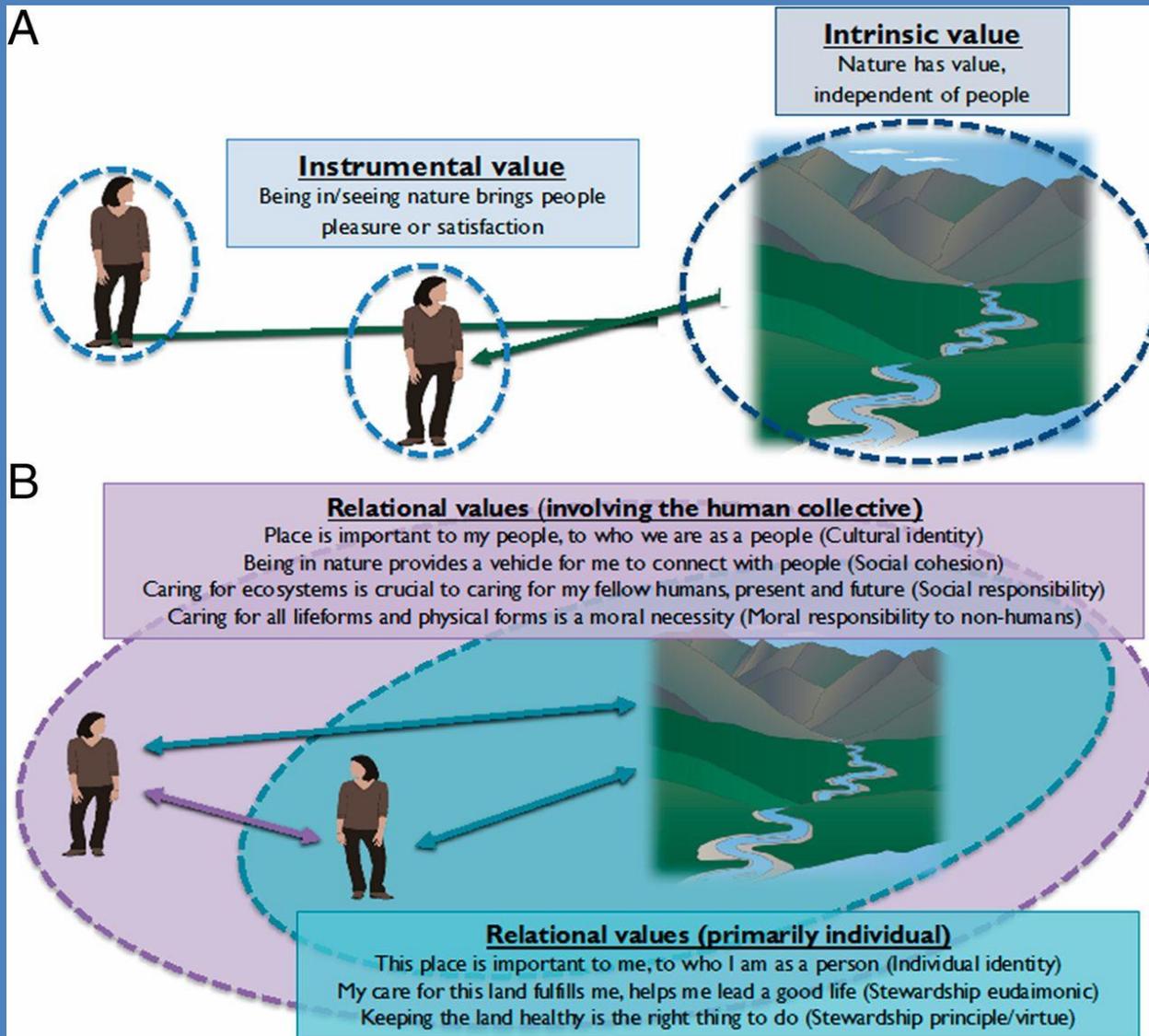
**Fishermen's fears for famous Cromer crabs**



**Divers discover underwater forest off Norfolk coast**



The submerged forest was uncovered after last winter's storm surge



Chan, K.M., Balvanera, P., Benessaiah, K., Chapman, M., Díaz, S., Gómez-Baggethun, E., Gould, R., Hannahs, N., Jax, K., Klain, S. and Luck, G.W., 2016. Opinion: Why protect nature? Rethinking values and the environment. *Proceedings of the National Academy of Sciences*, 113(6), pp.1462-1465.



- **Aim of Q-sort is to sample for different viewpoints. Purposeful sampling. Aim is not to be representative of population but focus on range of opinions**

22 interviews carried out with fishermen, divers, surfers, conservation volunteers and community activists

- **42 statements to sort ranging from:**

- Personal and collective values – wellbeing
- Protection against threats
- Local level and national, regional or global
- Intrinsic, relational, instrumental
- Economic, environmental and social

- **Examples:**

- We have a duty to protect the marine & coastal environment for future generations
- Crab fishing is a vital part of local place identity, heritage and character which must be protected
- Having a MCZ will be a huge asset to the local economy
- Local marine biodiversity has declined over the past few decades

**Why do YOU think this area off the North Norfolk coast should be protected?**

LEAST -4	-3	-2	-1	+1	+2	+3	MOST +4	
is an important seal colony in North Norfolk	The Cromer Chalk Shoal is a fragile ecosystem which needs protecting	We can improve the marine environment, making it a better place for everyone to enjoy	This is the best place for doing what I enjoy most	Celebrating this area by protecting it will make the community proud	The beauty of this area inspires me personally, spiritually and creatively	The Cromer Shoal is home to crab and lobster, which support the local fishing industry	It is really important to preserve the fishing industry here	Crab-fishing is a vital part of local place identity, heritage and character which must be protected
marine biodiversity reduced over the past decades	Tourists will come here from all over when the MCZ becomes more publicised	Just knowing that what is out there is being protected is important to me	Protecting our natural heritage helps us better value our maritime history	The peace and tranquillity of the area need to be protected	This is where I enjoy being with others, relaxing and socialising	The MCZ will provide a way for people of all ages to learn about the marine environment	These reefs have been important to fishermen for centuries who have protected it from harm	A MCZ will offer security for fishing industry in the future
Fish stocks are lower now than in the past due to overfishing	Important fisheries around the UK depend on a healthy marine environment	Protecting this area will contribute to enhancing marine life across the	This is one of the best examples of chalk in Europe	When I need to get away from it all, this is where I come	The sea is an important			

**I most want to protect this area because...**

**Why do YOU think this area off the North Norfolk coast should be protected?**

LEAST -4	-3	-2	-1	+1	+2	+3	MOST +4	
Divers from around the UK come to enjoy beautiful seascapes	Tourists will come here from all over when the MCZ becomes more publicised	A MCZ will offer security for fishing industry in the future	The marine environment is important for our collective wellbeing	We must ensure the area is protected from increased human pressure including pollution	These reefs have been important to fishermen for centuries who have protected it from harm	We need to make sure the reef and its surroundings are kept as they are.	This is an outstanding area of natural beauty which must remain that way	There is an important seal colony in North Norfolk
Too many divers and snorkelers must not harm the chalkbed	Having a MCZ will be a huge asset to the local economy	This is one of the best examples of chalk in Europe	Protecting this area will lead to more research and understanding about our local marine environment	Marine energy production such as wind energy, oil and gas extraction must be undertaken responsibly	When I need to get away from it all, this is where I come	This is where I enjoy being with others, relaxing and socialising	The chalk bed supports hundreds of species of marine wildlife	We need to clean up our seas of marine litter and plastics
	The MCZ will provide a way for people of all ages to learn about the marine environment	Protecting this site will contribute to a network of marine protected areas around the English coast	The sea is an important source of healthy food for us all	The peace and tranquillity of the area need to be protected	Crab-fishing is a vital part of local place identity, heritage and character which must be protected	The Cromer Shoal is home to crab and lobster, which support the local fishing industry	We have a duty to protect the marine and coastal environment for future generations	
		Celebrating this area by protecting it will make the community proud	Just knowing that what is out there is being protected is important to me	The beauty of this area inspires me personally, spiritually and creatively	A clean, healthy sea supports recreational activities: surfing, diving, swimming, rockpooling, fishing	The Cromer Chalk Shoal is a fragile ecosystem which needs protecting		
	Protecting coastal habitats can help us deal with future flooding or erosion	Protecting our natural heritage helps us better value our maritime history	Important fisheries around the UK depend on a healthy marine environment	Fish stocks are lower now than in the past due to overfishing	This is the best place for doing what I enjoy most			
	Protecting this area will contribute to enhancing marine life across the North Sea	We can improve the marine environment, making it a better place for everyone to enjoy	I have fond memories of how it used to be here which I'd like future generations to also have					
	Being here by the sea is good for my inner peace and wellbeing	This area must be protected from destructive fishing practices including trawling	It is really important to preserve the fishing industry here					



# What did I find so far?



Many different interpretations, different worldviews.....

- **Protect nature first:** Everything flows from protecting the environment – do this and everything takes care of itself
- **Protect heritage and culture (linked to crab fishing).** Give the coast meaning, a sense of purpose and identity
- **Stability vs fragility:** nature is wild and strong vs nature needs us to help maintain it as it should be – **Nature takes care of itself**
- **Local impacts** more important than global – even with plastics
- **Collective wellbeing** emphasized over personal wellbeing
- **Tensions:** e.g. increasing learning & education ; fear of too many people taking an interest. Don't want too many tourists.

# Preliminary indications from factor analysis

- **Factor 1:** Place needs protecting against threats: plastic, destructive fishing, industrial development, pollution. Societal good Seals are quite important to protect! But local fishing is too!



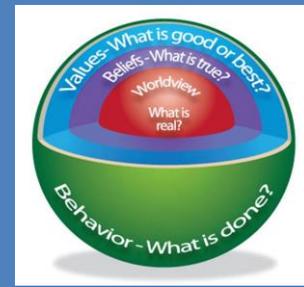
- **Factor 2:** The local fishing fleet is the most important reason to protect the area, provides seafood and place identity / chalk is not fragile, fish stocks and biodiversity not threatened, seals do *not* need protecting!



- **Factor 3:** Individual wellbeing & intrinsic/moral values. Influenced by environmental media discourse: plastics is main reason to protect the marine environment, as well as overfishing.



# Why does it matter?



Values shape human behaviour and action

MCZs are presented as a 'win-win': good for the environment and good for people. No-one loses out.

Examples of promised expectations often expressed economically:

Increased fisheries productivity,

Increased recreational/tourism revenue,

Protected or enhanced marine life,

Community pride, job creation... Is it all possible?



Need to understand different perspectives

Expect that there will be tensions



Fishermen's fears for famous Cromer crabs



Norfolk Wildlife Trust bitterly disappointed as Cromer shoal chalk beds fail to make Marine Conservation Zone shortlist



Cromer shoal chalk beds. Picture: ROB SPRAY

Alex Hurrell, Reporter



Thanks for listening



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