



# Revealing values at the coast: narratives from socio-economically deprived areas

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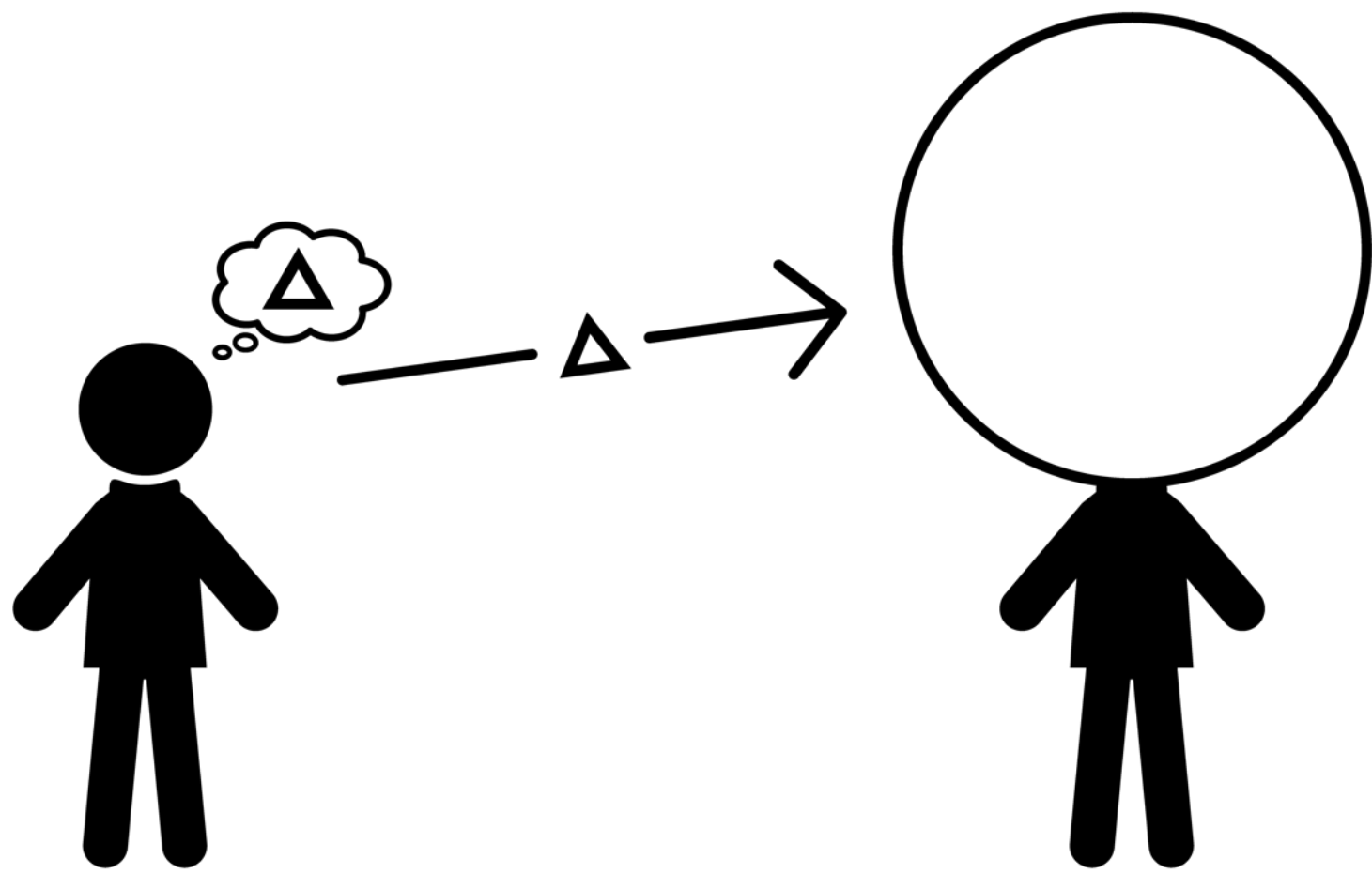
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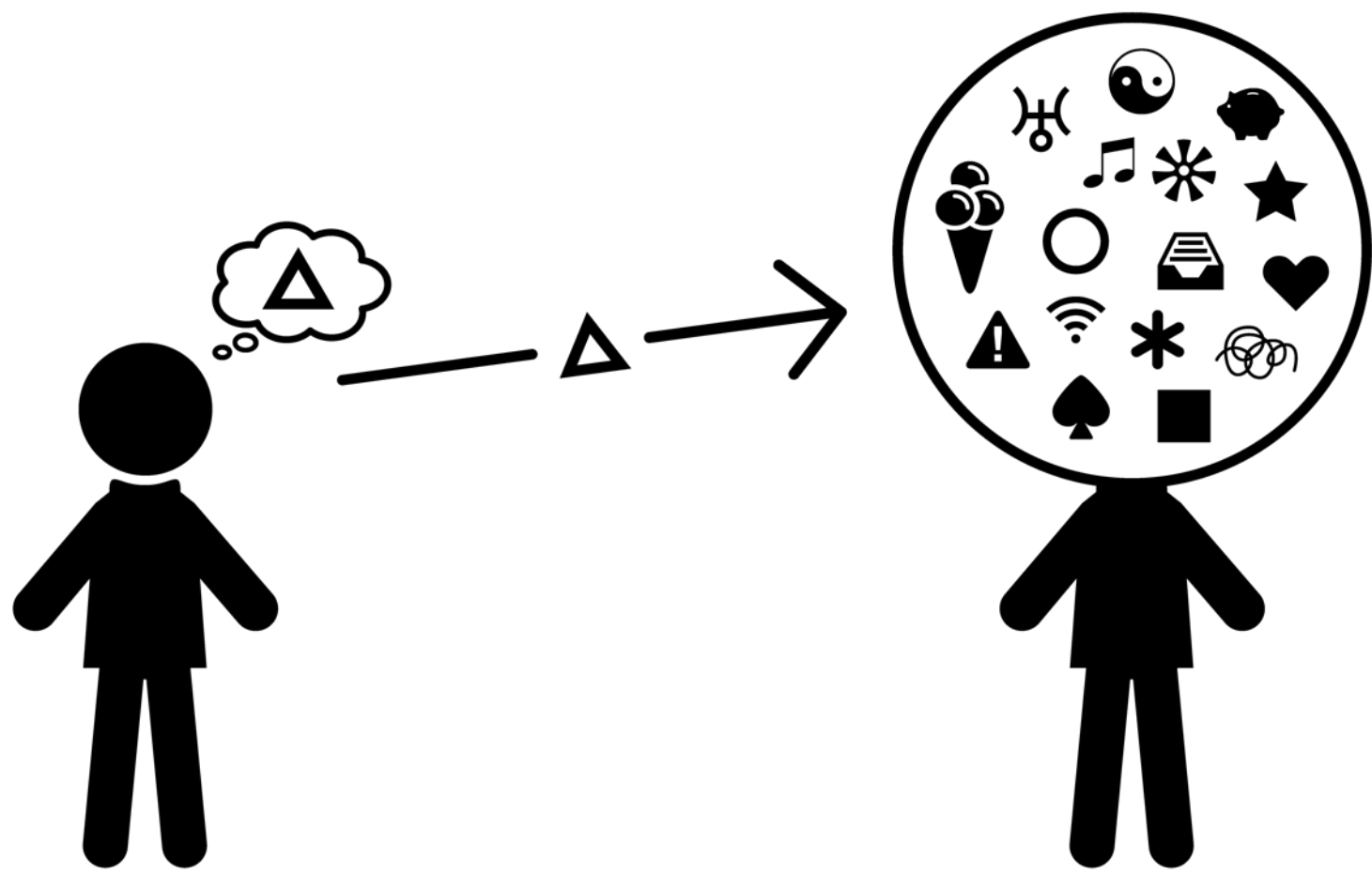
VNN Annual Conference, National Museum Cardiff (13-14 November 2018)

# Why is it important for us to understand values?

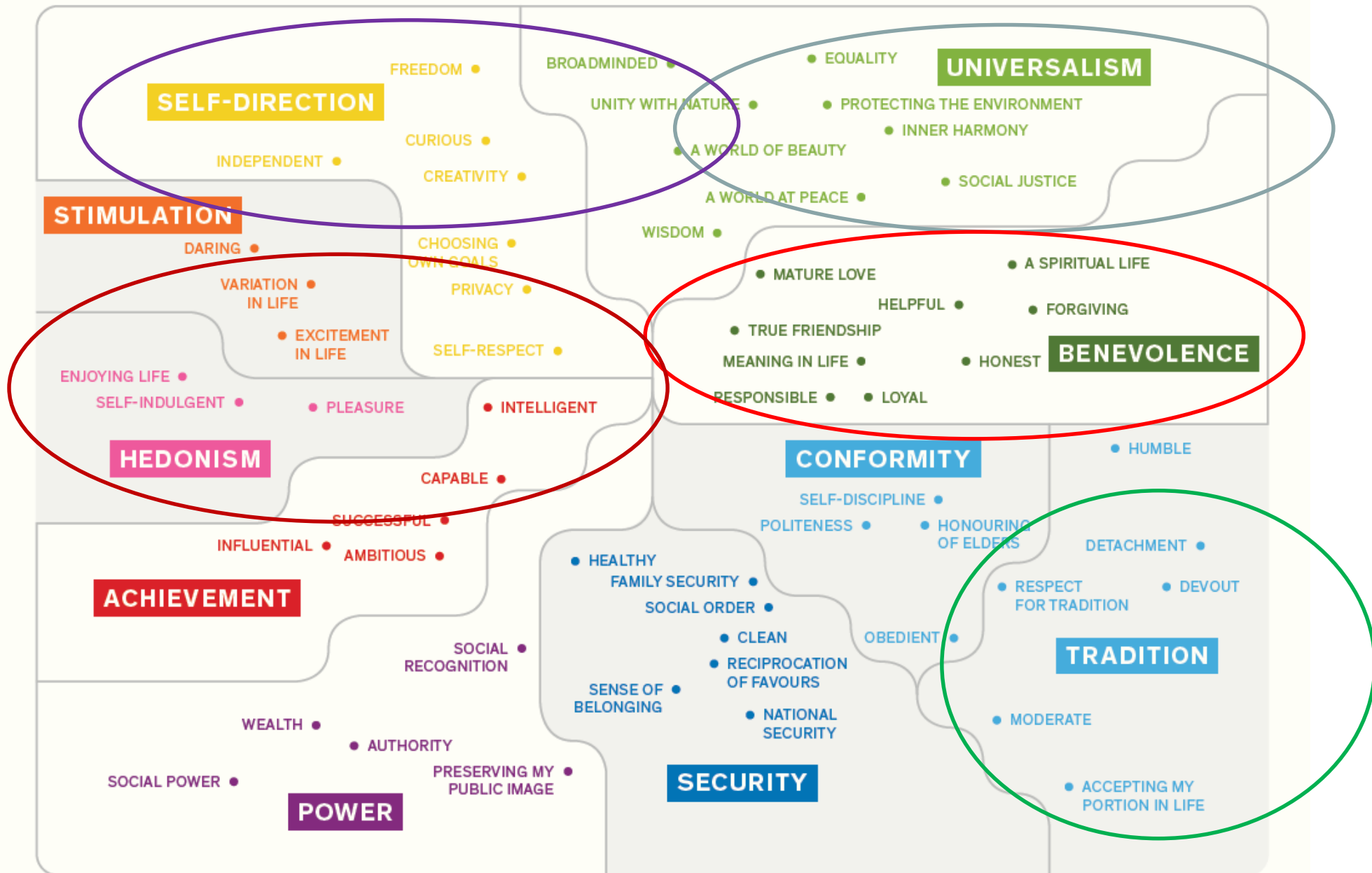


- A big ambition for Natural England is to get more people from more sections of society engaged with the natural environment and take positive action for the natural environment (also reflected in the 25 Year Environment Plan)
- We recognise that simply telling people that the natural environment is important may not be enough to get them engaged
- We need to understand better our audience, what drives them and motivates them with regards to the natural environment? What role might the natural environment play in their lives?





# INTRINSIC VALUES



# EXTRINSIC VALUES

Graphic: Common Cause. Based on Schwartz, S. H. (2012). An Overview of the Schwartz Theory of Basic Values.

# We know that not everyone benefits equally from the natural environment

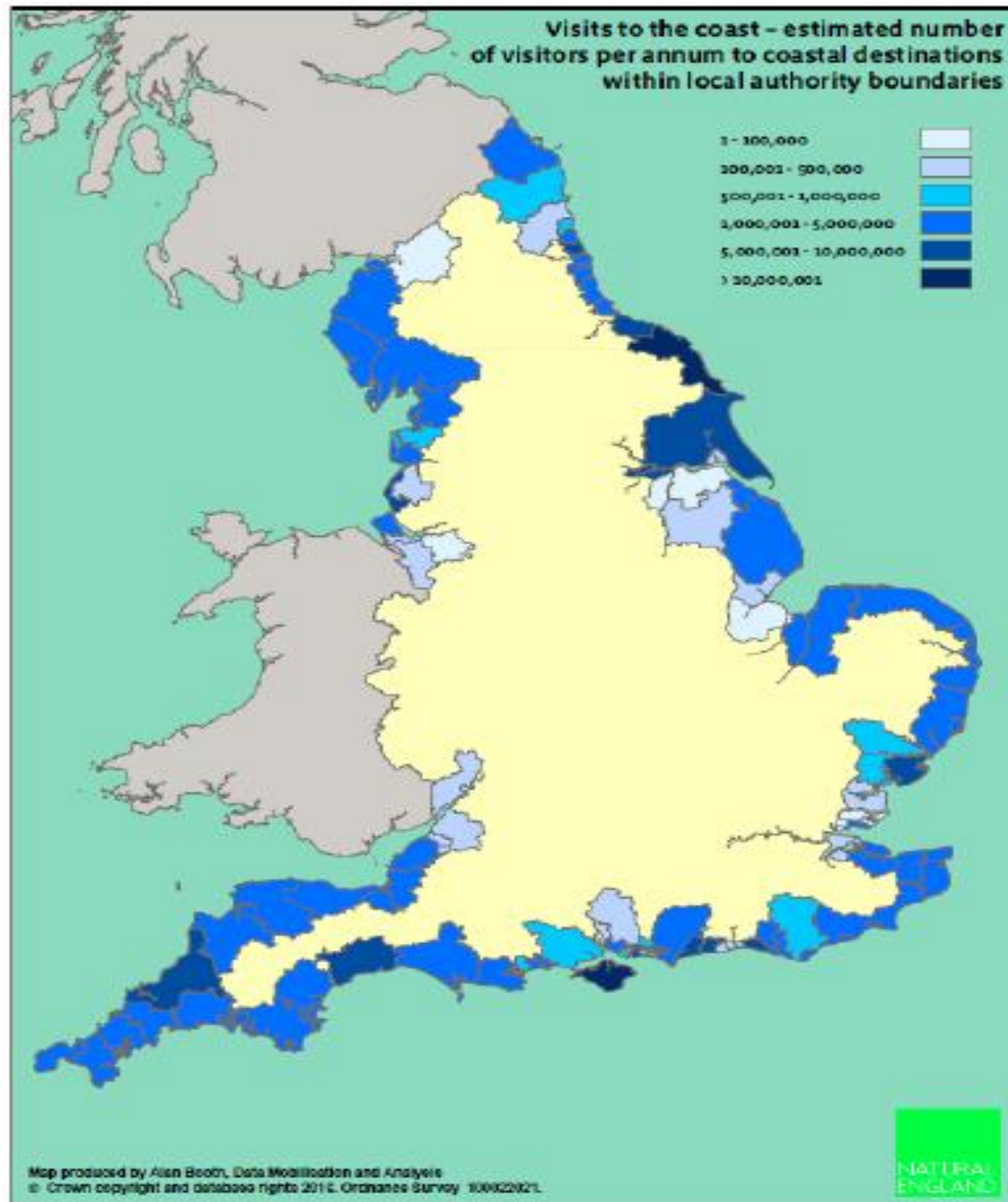
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45%

of people normally rarely or never visit the coast but would like to do so more in the future.

Source: MENE (2016) Visits to Coastal England (Commissioned Report 226)



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The Living Coast aims to build on the completion of the England Coast Path.

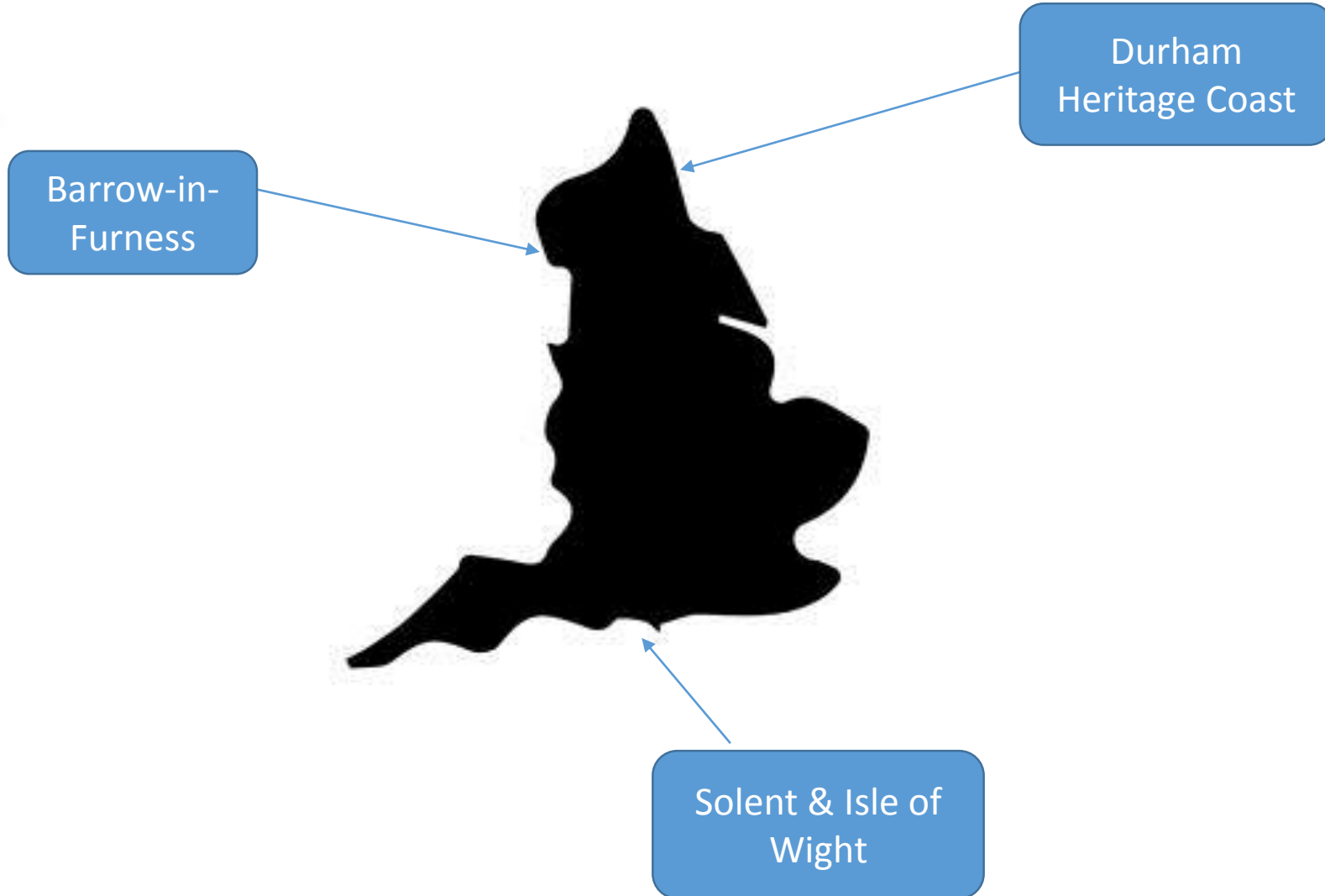
Main aims:

- to ensure more people from all sectors of society benefit from a nature-rich coastal environment
- to leverage investment from business, tourism and others to enhance coastal landscapes and improve the health and wellbeing of the people that live there





# Narratives from 3 pilot areas.....



# Community Voice Method to reveal narratives from diverse audiences



- Innovative and powerful method of using film to reach stakeholders and involve them in discussions about their local environment
- Individual interviews are analysed and edited into a coherent and representative narrative which is played back to the community
- Promotes innovation in thinking, mutual understanding and a sense of 'being heard' which in turn may help to safeguard places people care about

