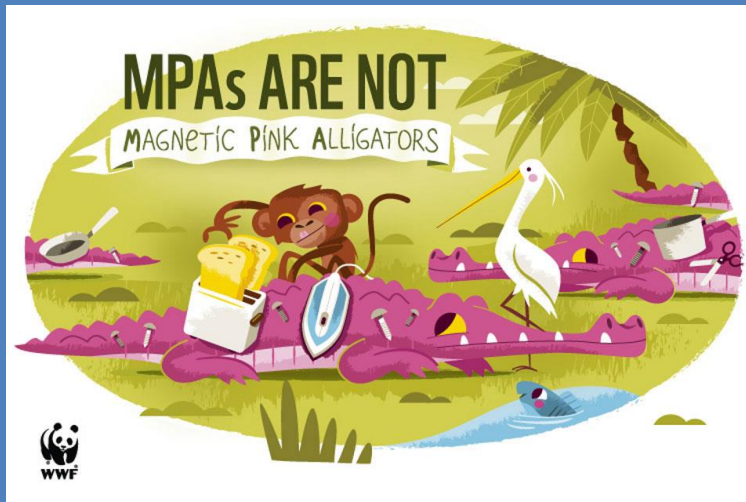


# Using Q-sort methodology to understand plurality in social values and interests around a Marine Conservation Zone in North Norfolk



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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

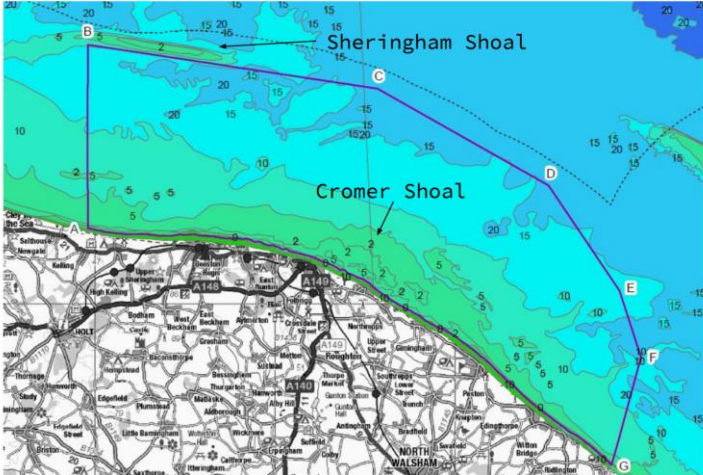
# Research & Policy Context – Cromer, North Norfolk, East Anglia

Conservation Authority | Organisations

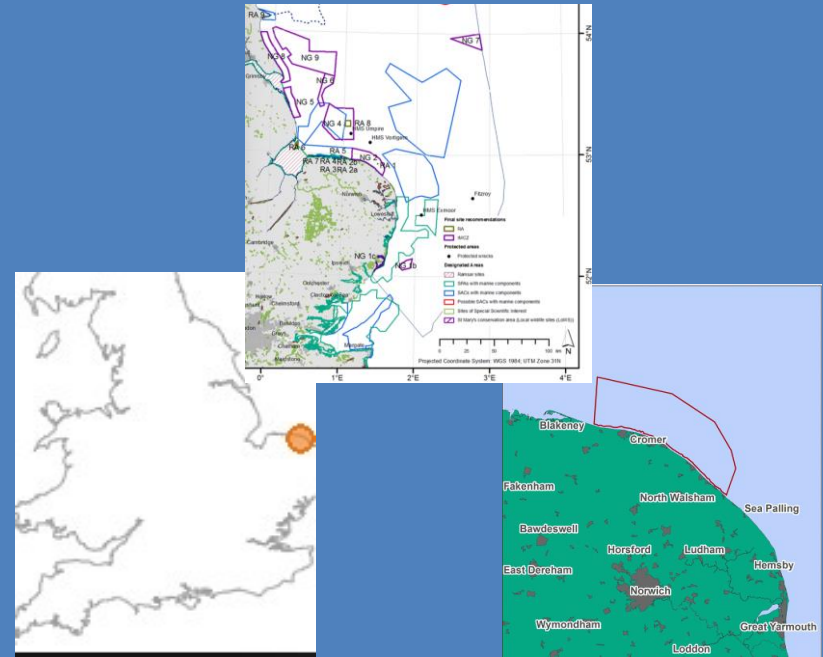
## CROMER SHOAL CHALK BEDS MARINE CONSERVATION ZONE

‘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.

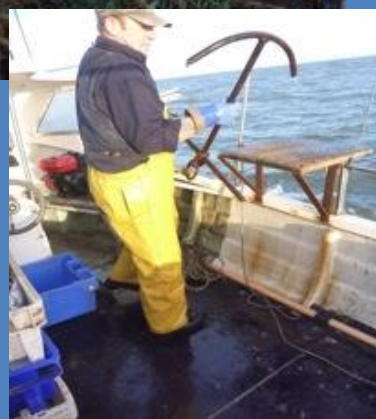


The map displays the Cromer Shoal Chalk Beds Marine Conservation Zone (MCZ) in East Anglia, UK. It features bathymetric contours (depths from 2 to 20 meters) and labels for Sheringham Shoal and Cromer Shoal. The coastline is marked with letters A through F. A scale bar at the bottom indicates 6-8 of 34.



- 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**

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



Cromer shoal chalk beds. Picture: ROB SPRAY

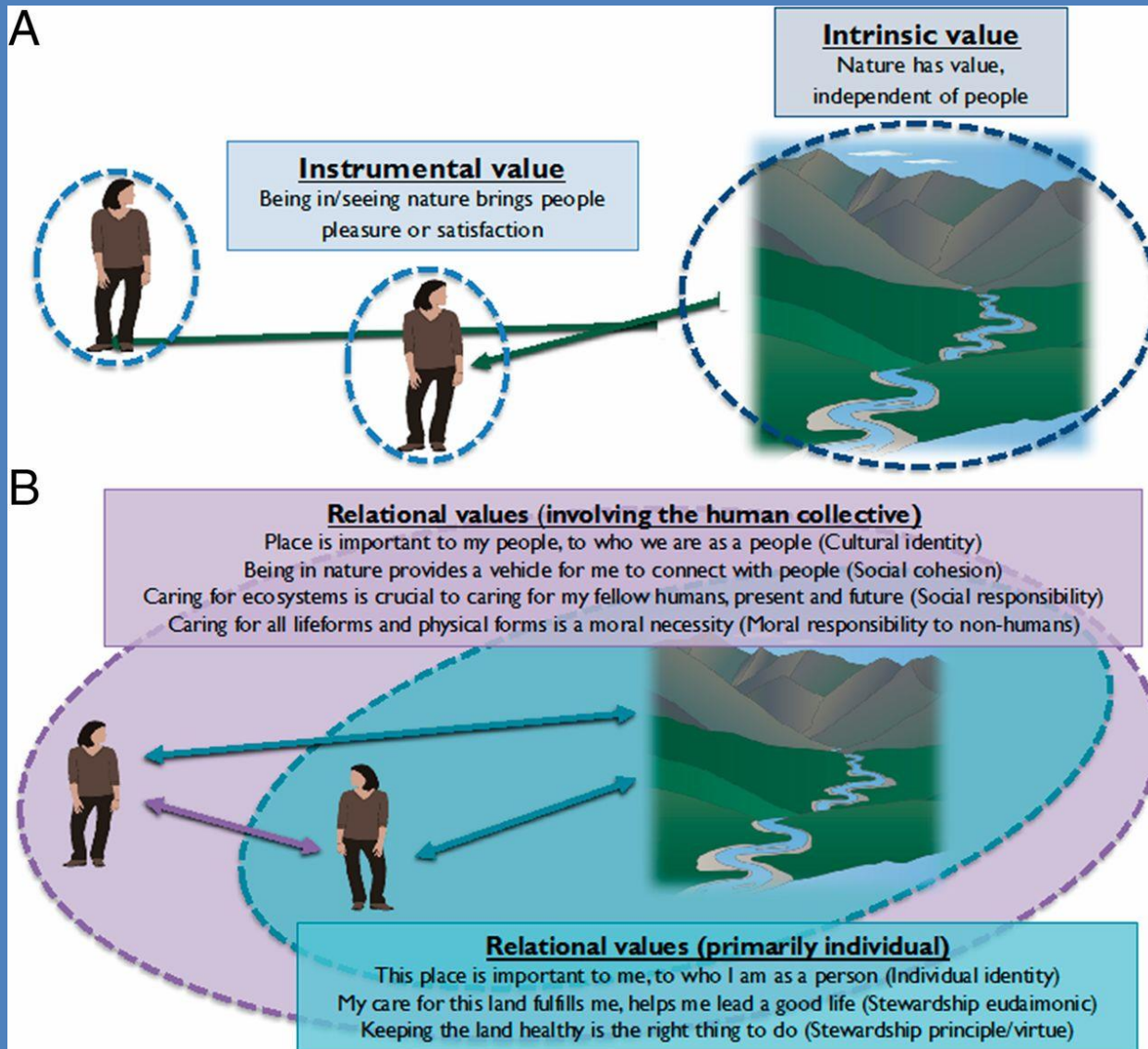
**Fishermen's fears for famous Cromer crabs**



**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**

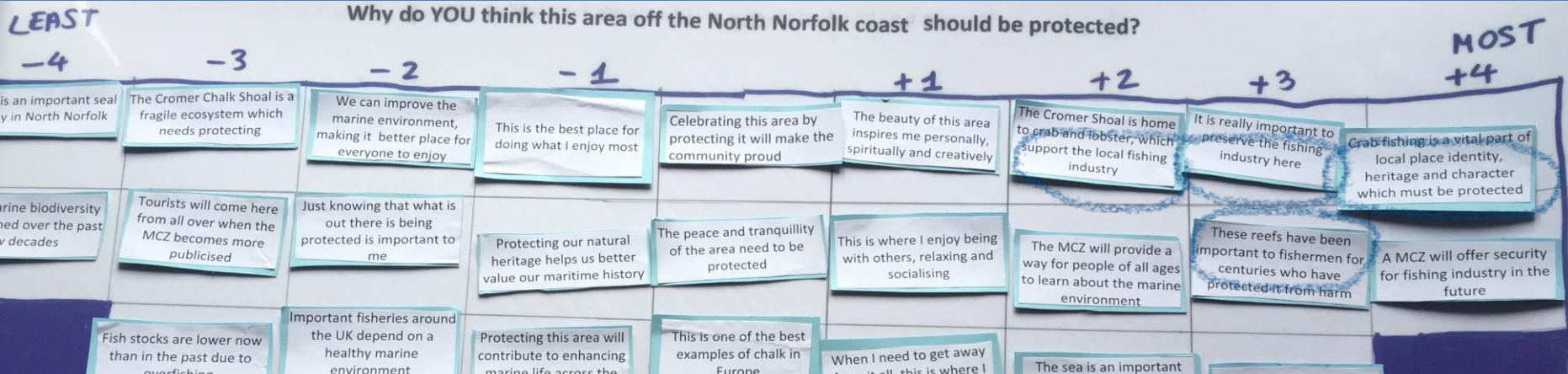
22 interviews carried out with fishermen, divers, surfers, conservation volunteers and community activists

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

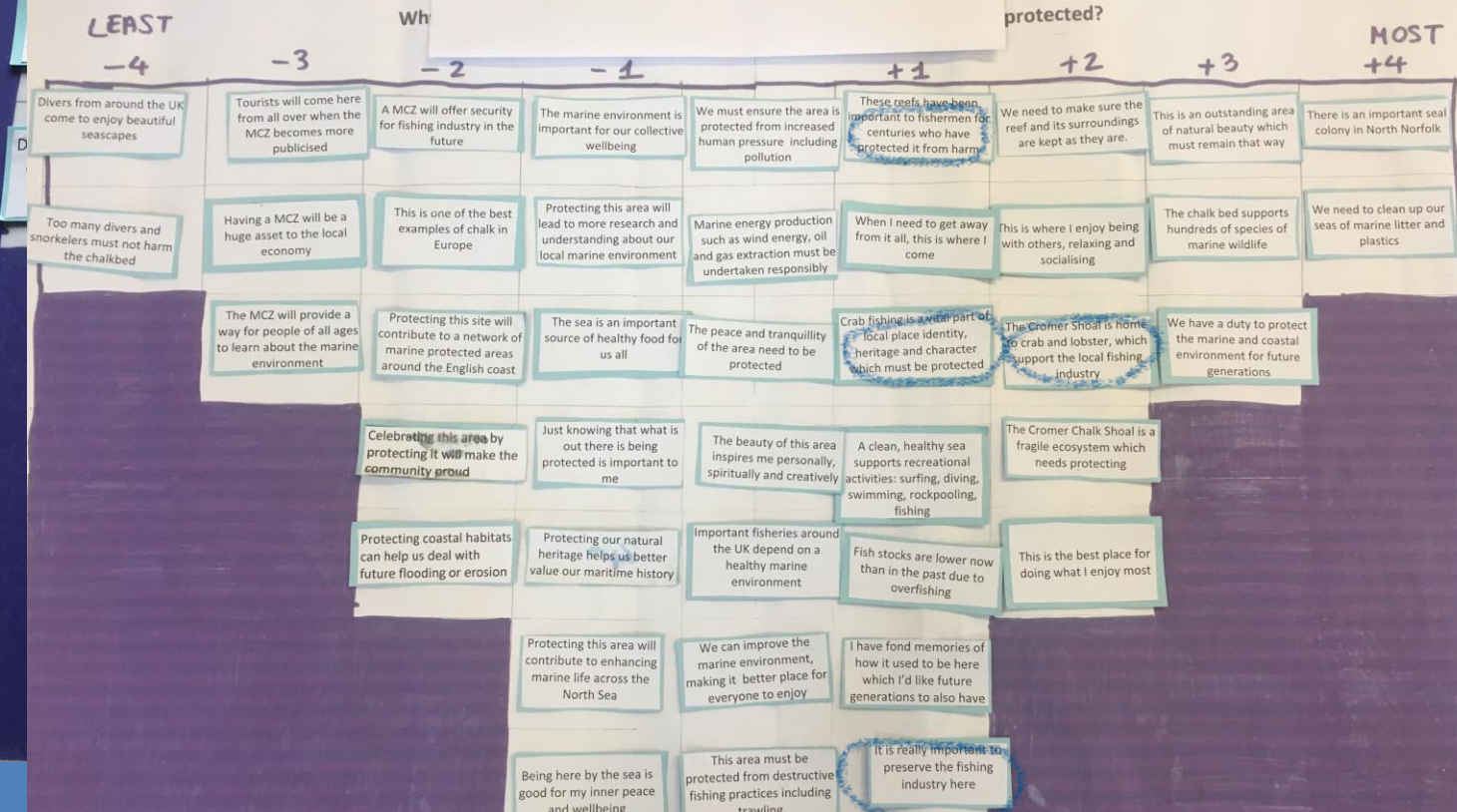
- Personal and collective values – wellbeing
- Protection against threats
- Local level and national, regional or global
- Intrinsic, relational, instrumental
- Economic, environmental and social

- **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



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





## 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

# Finally - a few challenges to the Natural Capital approach (from this case study)

- **Cultural values** - Generally people do not value the protection nature for their economic benefits – a need for non-monetary valuation tools
- **Protecting the local place** – generally people do not value protection of nature for its contribution to regional, national, European, global commitments – accountability at local level
- **Societal value** - Contributions of nature to individual level wellbeing is not what is most valued – ‘citizens’ rather than ‘consumers’
- **And many trade-offs to consider over scale, time.**



Thanks for listening



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