

# Valuing more than nature: Motivations for participation in landscape-scale action

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**Valuing Nature 2018  
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# Context to the study

- Environment (Wales) Act 2016 and Well-being Act of Future Generations (Wales) Act 2015, have prompted innovations in landscape-scale ecosystem action, designed to increase ecosystem resilience and maximise overall (societal) benefits
- Traditional framing for ecosystem partnership working has been economic: payment for ecosystem services; in England, a focus on ‘natural capital’, and academically Ostrom’s work on commons
- Aim of study to explore values and motivations of partnership participants and to inform their and Welsh Government’s future work

# Study Design

- 9 separate sectoral group structured interviews of varying size, all but one held at their own venues and conducted personally
- Involved 50 participants engaged with partnerships in the Brecon Beacons, each session convened by lead sectoral partner,
- Broadly 'grounded theory' – generating rich material with focus on language used
- Range of analyses, including tagging and grouping of language
- Working with the groups and sharing results – non-extractive

# Summary of common issues raised

Topic	Summary
Place	Very strong sense of place. Issues not seen as separate but connected. Interest in pursuing collective benefits
Love	Strong positive feelings towards the area, expressed as both personal and professional feelings. Aspects of both beauty and of community feature
Frustration	Unhappiness with narrowly-focused, rule-based agri-environment schemes and regulations for conservation management and sites. Short-termism of schemes and complexity of grants a barrier
Worry	Concern about the future viability of traditional farming - major threat to communities, environmental stewardship and culture
Pride	Everyone very proud of the work they do, its history and cultural heritage. Feeling that work was little understood and under-appreciated by society
Partnership	Recognition of the need for landscape-scale partnership and positive feelings towards the new partnerships. Recognition that this is not easy
Support	Desire for practical on the ground support. Almost everyone feeling under-resourced but ready to collaborate. Importance of 'honest brokers'
Change	People at different stages of change: some hoping it will all go away, some doubtful, others eager. Most looking to action as a way of sustaining existing practice. Looking for external validation of vision.



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# Views of nature (after De Groot, 2012)

	Master	Steward	Partner	Participant
<b>Farmer</b>	Create landscape			
<b>Grazier</b>		Care, stewardship		
<b>Landowner</b>	Custodian	—		
<b>Forester</b>	Create woodland			
<b>Nature Trust</b>			Reveal stewardship	Voice for nature
<b>Heritage Trust</b>		Maintenance, protection		
<b>Water Co</b>	Custodian	—		
<b>Regulator</b>	Management	Protection	Restoration	
<b>Park Authority</b>	Management	Protection		

# Grouping language by theme

	Place attachment	Aesthetic	Utility
<b>Farmer</b>	Community; belonging; sense of place	Views, landscape	Stock; tourism; water; food; biodiversity; carbon; military
<b>Grazier</b>	Home; family; language; community; historic rights; livelihood	Landscape; hills	Tourism; livestock; businesses
<b>Land-owner</b>	Home; identity	Diversity; environment	Production; business; tourism; military; access; health
<b>Forester</b>	Home; family; heritage; continuity; community	Landscape; scale; mosaic	Forestry; tourism; access; water; military
<b>Nature Trust</b>	Home; history; continuity; sense of place; livelihood	Uplands; scale; semi-wild; mosaic; dark sky	Access; tourism; biodiversity potential for sustainability
<b>Heritage Trust</b>	Home; heritage; culture	Landscape; tranquility; diversity	Access; tourism; wildlife; health; small business; hill farming; water
<b>Water Co</b>	Tradition; history; community; culture	Beauty; environment	Water; recreation; tourism
<b>Regulator</b>	Playground; home; sense of place	Landscape; mountains; 'wilderness'; diversity	Water; recreation; tourism; military; events venue
<b>Park Authority</b>	Home; people; communities; heritage	Hills; views; landscape; tranquility; dark sky	Access; water; air quality; health; small business

# Characterising language

**'Agrarian community'**



**Common terms?**



**'Visitors and users'**

Clusters of  
descriptive  
nouns about the  
partnership areas



**'Explorers'**

The groupings are based on characteristics of the expression rather than of the participant groups

# Implications: future schemes of support

- Depending on future approaches, Brexit is viewed by all sectors as putting at risk traditional forms of agriculture, opening up debate on future approaches.
- Some inherent tension in the aim of sustaining tradition and community by doing new things and in the subtly differing values and language
- Focus on landscape-scale action in current consultations from the UK administrations is promising, but approach is siloed rather than systemic (still wedded to 1940s and EU framing?):
  - tendency to separate land into landscape, conservation and production (cf. the presentation in *Health and Harmony*) with potential ‘playing off’ of participants’ interests
  - top-down framing, including focus on narrow agricultural productivity
  - weak on the social elements important to potential partnership participants



# Opportunities: landscape-scale partnerships

- Place-based partnership working offers strong prospects for sustainable natural resource governance:
  - Participants are not engaging for single products or simple utilitarian returns
  - Sense of place is a powerful connecting and motivational factor—and is expressed largely in socio-cultural and aesthetic, not economic, terms
  - Empowerment to determine local visions for the future landscape is important for participants
  - Potential for reconnecting rural and urban (production and consumption, provider and beneficiary)
  - Bottom-up working provides reflexivity and local knowledge needed for sustainable management of natural resources

BUT

- Conventional rigid market PES and public benefit schemes look a poor fit with both the motivations and the on the ground partnership realities/opportunities